

International Pharmaceutical Company Localizes Website in Eleven Languages

Overview

This company, a leader in drug administration systems and components, helps improve the safe delivery of pharmaceutical, health care and personal care products. Pharmaceutical, biopharmaceutical and medical device companies around the world use their device components for parenterally administered medicines. The company supports partners and customers from locations throughout North America, South America, Europe, Mexico, Japan, Asia, and Australia.

Business Needs & Objectives

To enable growth and to communicate with global manufacturing sites and a growing number of global clients, it became clear that English was not enough. Most employees in Europe and Asia had and still have a limited command of English. To support the company's growth, their global expansion strategy included translating materials to meet the various challenges of functional departments such as HR (compliance as a global employer), marketing (global market expansion) and PR/Communications (local community involvement, outreach, etc.).

Solution

As their preferred provider of translation services for departments that interfaced with overseas offices, Magnum translated the company's global website (including periodic updates), employee manuals, brochures, highly-technical data sheets, product catalogs, their Code of Business Conduct, monthly newsletter, and employee surveys from English into the company's eleven official languages: Spanish, Portuguese, German, Italian, French, Dutch, Danish, Serbian, Chinese, Japanese, and Russian. Services included glossary creation, translation, multilingual desktop publishing, foreign language voice-over, linguistic and cultural consulting, as well as online testing and QA of online content. We worked directly with in-country reviewers and stakeholders worldwide.

For the translation of the website, our team of linguists worked directly in a content management tool ensuring correct display of foreign language characters in an online environment and facilitating version control in the 11 languages.

Return on Investment & Service Level Enhancements

As the volume of work increased over the years, our client was able to leverage previous translations and significantly reduce their translation costs. As they expanded their footprint in new markets, the company was able to adapt their translated materials and increase their ROI. Their ongoing partnership with Magnum resulted in additional cost savings since they did not require in-house translation resources.

Magnum Group became an extension of their communications department. We facilitated file exchange, managed the review process and interacted directly with local offices around the globe. Our proven model allowed for faster response times, helped maintain consistency across documentation in multiple languages, and provided an efficient solution for multilingual file management.