

Case study:

Multilingual Language Translations & Multilingual Software Localization

for a medical supplies and equipment manufacturer.

Client:

The client is into manufacturing products related to medical imaging systems, laboratory diagnostics, endotherapy devices and sampling instruments.

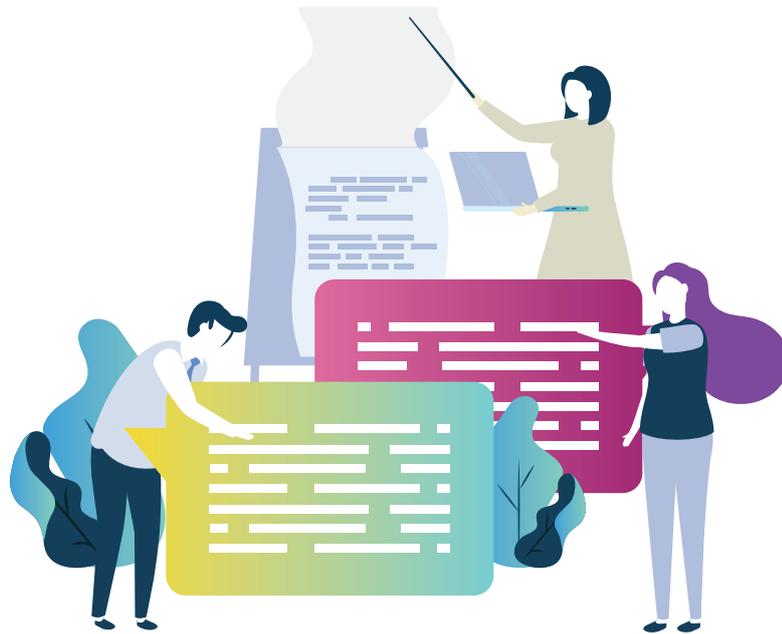
Challenge:

The client an established business operating in the field of medicine, supplying medical equipment, wanted to make a foray into the Asian and Indian markets with their line of products and offerings. The client, keen on establishing in the Indian and East Asian markets wanted a comprehensive multilingual solution to launch their products in the mentioned markets. They wanted an experienced localization partner that would help them localize all product related information such as user manuals, packaging, labelling etc. in native languages, in line with existing medical regulations in the state or country. The client also wanted software localization to compliment brand and communication localization. The one rider that the client specifically emphasized on was that all localizations efforts be compliant to the existing rules and regulations governing the industry in the state or country. While KeyPoint's ability was adept at providing the client with a conclusive solution. It faced a challenge of translating complex medical terminologies, technical terms and phrases specific to the medical industry.

About KeyPoint Technologies

KeyPoint Technologies through its proven expertise has pioneered native language messaging and communication with world's largest language base. Spearheading research in linguistics and AI, it has built the best suited next generation language and device solutions. We are trusted partners to OEMs, Operators, and App Developers for developing intelligent interfaces, engines & input experiences. Our product range includes world's first AI powered, user-initiated, multi-lingual, search and discovery platform, Xplore; A multilingual, multipurpose conversational chatbot called Xbot. We are also identified as a leader in the localization industry, providing end-to-end translation and localization solutions to help our clients attain their global communication, marketing and revenue goals.





Solution

The solution envisaged by KeyPoint to best assist and fulfill the needs of the client;

- 1) Language Translation in Indic and Global languages
- 2) Embedded Software Localization in Indic and Global languages

Since the requirement needed strict vigilance in terms of compliance, KeyPoint assembled the best linguists from the medical industry and engaged them through a pre-defined workflow, to ensure optimum quality and efficiency.

Challenges of limited space on medical devices and longer translated strings was regularly discussed with the client. Reference material provided by the client helped translators understand the context and give out more concise results.

Conclusion

- Our dedicated efforts ensured the client received;
- Accurate and consistent translation
- Increased Rate of Return, reduction in project cost by 40%
- Maintained critical translation assets: Glossary and TM, assets that would benefit the client in the long run.