



UNDERSTAND

TRANSLATE

DELIVER

LINGUANET CASE STUDY

Multilingual Medical Documentation (Mindray Medical)

Enabling a leading Chinese medical equipment manufacturer to launch its products on the European market in the high-quality segment.

THE PROBLEM

Mindray Medical, based in Shenzhen, China, is a leading manufacturer of medical equipment in Asia. In 2005, they recognized that only the highest quality of their software and documentation in the local languages would allow them to compete globally with high end manufacturers in highly sensitive fields like Ultrasound equipment.

Their first approach of having the products and documentation localized by distributors was cost-effective in the short-term, but with three major setbacks:

- As it was not their core business, the distributors provided translations with questionable quality.
- The distributors did not use any professional tools and translated the same things over and over again.
- Time to market: The translations were never ready on time.

THE SOLUTION

LinguaNet's customized solution included:

- For the documentation written in MSWord, a suite of preprocessing macros had to be developed to yield a maximum rate of re-use for the text.
- The software strings (for different product lines) were preprocessed to allow for character length checks and links to graphical representations of the firmware screens (thus providing context for the medical translators). 25 validation checks were included in the translation post-process.
- Terminology was extracted, collected and validated to ensure high consistency between versions and product lines.
- Team-building measures (queries, terminology, briefings, training) ensured a low churn-rate and high-availability of customer-specific resources.

THE USER BENEFITS

- The localized versions were produced with very short turnaround times thus responding to tough product availability constraints.
- Preprocessing and terminology work yielded exceptionally high re-use rates with a significant impact on spending.
- A sophisticated, feature-rich localization process has been implemented that will produce further productivity gains with upcoming new product lines and releases.
- Mindray's medical equipment is now delivered to European markets with validated, high-quality localized software and documentation thus enabling the manufacturer to compete with its industry leading competitors.

After the product launches with the localized documentation, the net revenues of Mindray Medical increased by 71.9% in the fourth quarter of 2006 on its export markets.



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