

## CASE STUDY AT A GLANCE

# Swiss Precision Diagnostics achieves increased quality & cost savings with terminology management processes



Swiss Precision Diagnostics GmbH (SPD) is a world leader in the research, design and sales of advanced consumer diagnostic products. It is best known for its Clearblue® home pregnancy and fertility/ovulation tests, a range of products designed to empower women with a better understanding and management of their reproductive health.

Clearblue®, familiar in many countries all over the world, is trusted by millions of women for its accuracy and simplicity. SPD has been acknowledged as a true industry pioneer. Clearblue® was the first brand to introduce pregnancy tests with one simple step, results in one minute, urine sample indicators, digital displays and a "Weeks Indicator" feature.

## THE CHALLENGE

Swiss Precision Diagnostics (SPD), a world leader in the research, design and sales of advanced consumer diagnostic products, has partnered with AMPLEXOR since 2008 to translate and localize content for its global audiences. Over the years, SPD found discrepancies between its existing glossaries and final translations. SPD requested AMPLEXOR's help to efficiently monitor its multilingual terminology and resolve several challenges, primarily:

- Outdated and unapproved terminology
- Multiple translations for key terminology
- Lack of harmonization between term bases and final translated files

These three challenges often resulted in rework, longer-than-usual translation cycles and final translations that lacked the necessary quality required for a Life Sciences company for which accuracy is paramount.

To address these challenges, SPD required a true terminology program.

## PROGRAM HIGHLIGHTS

- Fully dedicated Terminology Management team
- Linguistic technology suite of tools
- Web-based access to latest approved terminology
- Proper identification and categorization of client-specific terminology
- Easy access of terminology databases for use by all stakeholders
- Workflow-enabled distribution of terminology for linguists
- Adherence to terminology industry standards

## THE SOLUTION

AMPLEXOR's terminology experts evaluated SPD's existing linguistic assets, completing a terminology assessment to create a bespoke solution. The first step was to create a streamlined term base composed of key terminology and complemented with additional categorization and metadata. In essence, AMPLEXOR's terminology staff created a monolingual, master term base, which contained key terms accompanied by contextual examples and product categorization. After initial client approval, AMPLEXOR and SPD collaborated to finalize the term base, categorizing the terms' origin by product line.

Once the monolingual, master term base was completed, it was translated into 35+ languages. The terminology was subsequently deployed online to enable efficient distribution to linguists in all languages and industry-standard formats, such as .tbx. Online deployment also provided a centralized solution for the terminology's usage and management.

## THE RESULT

Implementing a terminology management program resulted in less rework and significantly improved quality of SPD's localized deliverables. Additionally, with considerably less query management required among linguists and AMPLEXOR's service managers, localization cycles became increasingly succinct and efficient. Furthermore, a maintenance plan was implemented to update SPD's term bases at least once a year, ensuring continuous improvement of program quality and efficiency year after year.

This terminology program solution amounted to a low annual localization expense. Currently SPD's terminology maintenance solution amounts to less than 10 percent of their annual localization expenses. As the term bases are maintained and updated annually, SPD continues to minimize its localization costs and maximize its return on content globalization efforts. By investing in terminology best practices, SPD has realized improved quality and substantial cost savings – yielding a worthwhile return on investment.

**"Through the implementation of a terminology management program we have seen a significant improvement in the quality of our translated products. We continuously collaborate in updating and maintaining our terminology and fully trust AMPLEXOR as a valued partner."**

**Lesley Foster**  
*Global Brand Franchise  
and Research Leader  
SPD Swiss Precision  
Diagnostics GmbH*

**"It is a pleasure to work with SPD on a daily basis. Despite the requirements for very high quality and fast turnaround delivery times we feel that SPD has always listened to our recommendations, hence strengthening our trusted partnership of many years."**

**Giovanna Draghi**  
*Director, Customer  
Services Management  
AMPLEXOR Life Sciences*

## ABOUT AMPLEXOR LINGUISTIC MANAGEMENT

AMPLEXOR'S Linguistic Management Team is responsible for the efficient management and optimization of all global language assets. The team is also responsible for articulating a strategy for linguistic asset management including language automation (embracing the consistent usage of translation memories, terminology databases, and machine translation), linguistic process optimization, and change management.

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