

## CASE STUDY

# Translating Technical Scientific & Marketing Content

## High-quality Japanese Content

### The Background

Thermo Fisher Scientific, the world leader in serving science, needed to translate a large amount of highly technical sales proposals discussing microscopes and other scientific equipment. The company wanted to begin by piloting new Japanese-language content.

### The Challenge

**100,000 +**  
words

**Multiple**  
client reviewers

To ensure that we could meet their extremely high-quality expectations, Thermo Fisher needed us to guarantee we had teams who could provide the right translations for both the technical product specifications and the associated product descriptions.

The client's team was new to the localization process and wanted to work with project managers who could lead, educate and advise them.

### The Solution



**Best-fit language partners:** To find linguists suited to this job, we shared a sample technical text with our supply chain before hiring anyone.



**Initial training:** We scheduled bi-weekly calls with the client and reviewers to discuss the project, giving us a regular opportunity to provide advice and offer support.



To ensure that we had all the technical terms correct from the start, we first created a glossary and asked the local reviewers to approve it. We also developed a short training for client reviewers to provide guidance on how to review.

**Collaborative in-country review:** We put the client's Japanese reviewers directly in contact with Venga's Japan office, so we could communicate completely in Japanese. This helped us build a strong relationship, and our Japan office was also able to serve as a liaison between the client reviewers and linguists to resolve any disagreements.

### The Result

The client was very happy with the quality of the translation and client reviewers felt appreciated and supported throughout the process.

After the success of the Japanese project, we are moving forward with the translation of the same content into 6 more languages.

***"The translation quality has improved very much and we were able to save time for proofreading." - Japanese Reviewer***

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