

Brainlab and Palex work together to achieve global accessibility

Background

[Brainlab](#) develops, manufactures and markets software-driven technology that supports targeted, less-invasive medical treatment. With about 5,000 systems installed in over 80 countries, Brainlab is a market leader in image-guided technology.

The field of medicine today is developing dynamically, with new treatments, methods, technologies and challenges appearing every day. Working in medical localization presents quite a challenge for any LSP. Setting up reliable resource teams and establishing a flawless quality assurance workflow underpinned by local regulatory requirements may create a barrier for an LSP entering the medical translations market.

When Brainlab approached us in 2007 with their RFP, medical specialization had just started to gather pace at Palex.

Challenge

In addition to the standard localization requirements, Brainlab had specific needs that the Palex team has successfully fulfilled:

- Adjustment of existing translation memories and use of modern CAT tools
- Use of latest DTP tools and strict DTP requirements
- Qualified linguistic resource, experienced in medical field
- Consistent usage and improvement of terminology
- Coverage of all customer's required languages with new languages constantly added
- Experience in software localization
- Close cooperation with local Brainlab SMEs as well as the ability to involve own proofreaders where Brainlab lacks local resources
- Ability to increase capacity and teams upon request, for example if other Brainlab departments require translations
- Worldwide Third-Party Liability Insurance
- Fast turnaround time for urgent projects, fixed release dates for regular projects
- Certified Quality Management system

“In our most recent localization tenders, Palex consistently offered the best price-performance ratio for Brainlab.”

Sandra Kohl,
Project Manager Localization,
Product Knowledge Management,
Brainlab AG

Client Values

- Highest quality and effectiveness
- Fast time-to-market
- Use of state-of-the-art technologies

Solution and Outcome

Recognizing the client's needs and working closely with client managers to study their internal workflows helped us to adjust our processes to be able to deliver what they wanted, when they wanted it.

By 2009 Palex had become Brainlab's preferred localization services provider.

We are excited to be improving our processes along with satisfying our client's needs. A 4-year short list of Brainlab-Palex collaboration includes the following achievements:

- Turnover increased 7-fold
- Portfolio of services doubled
- Customized workflow with continuous optimization established
- A set of customer-specific quality assurance, communications and file processing tools developed
- Brainlab project portal created enabling customer to track all ongoing projects in real time
- Multi-language glossary of core terminology created by Palex and approved by Brainlab SMEs
- Dedicated team of PMs, linguists, DTP people, engineers and QA experts created
- Internal knowledge transfer system created for rapid team expansion (both linguistic and management)
- 7 Brainlab departments currently work with Palex
- Languages covered increased from 11 in 2008 to 21 in 2011

Prospects

Brainlab's most recent innovation is the localization of their software. Palex is on board to help with the huge workload involved in this new challenge. It is crucial to come up with the optimal workflow from the outset, and Palex PMs have set this as their primary focus for the immediate future.

We are proud to be a part of Brainlab's global penetration strategy. We are happy that our combined efforts have given people all over the world the chance to use Brainlab solutions.

“We really value that apart from excellent DTP work and reliable and smooth project management Palex keeps coming up with suggestions on how to improve our processes and collaboration. Palex has become a one-stop shop for us; having them on board we saved on our localization budget and improved our product quality and time-to-market.”

Lisanne Steinle,
Project Manager Localization,
Product Knowledge Management,
Brainlab AG

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