Transline

Translation – key to understanding.

Case Study

DÜRR DENTAL

**DÜRR DENTAL:
Technology leader
within the healthcare
industry**

**Transline and DÜRR DENTAL:
Translating MedTech quickly,
reliably and in compliance with
standards**

The Challenge

"All steps and corrections
are documented clearly
and in accordance with
MDR."

**/ Dr. Martin Koch,
Head of Technical Academy
DÜRR DENTAL SE**

For a long time, DÜRR DENTAL commissioned translations in the traditional way: each employee sent his or her files separately by e-mail or FTP to the language service provider, who created each project individually and controlled it manually – **due to the large number of projects, this involved a great deal of processing, which not only resulted in considerable project management costs, but also negatively impacted the delivery time.**

On a linguistic
mission

global*economy*

IIIIIIIIIIIIIIIIII *If you want to reach people, you have to speak their language*

Transline and DÜRR DENTAL: Translating MedTech quickly, reliably and in compliance with standards

More process reliability thanks to a smart portal solution and visual review tool

Process reliability and MDR compliance in 32 languages

The result

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The problem

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*Almost every dental patient has been treated using DÜRR DENTAL products at some point. Dentists all over the world place their trust in "made in Germany" engineering – and have done so for more than 80 years. As a technology leader within the healthcare industry, DÜRR DENTAL develops and produces highly innovative system solutions in the fields of equipment, diagnostic systems and hygiene. With around 1,300 dedicated employees, the company is always on the lookout for new, comprehensive best-in-class solutions – and that includes its **specialist translations in 32 languages.** By working with Transline, DÜRR DENTAL has streamlined processes and increased operational reliability in the translation workflows. A convenient **portal solution** tailored to the company's specific requirements ensures reliable processes across all departments.*

High costs for manual ordering

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Database potential not fully exploited

At DÜRR DENTAL, translations mainly arise in two areas: firstly in marketing, and secondly in the Technical Academy, which also produces all technical documentation. Initially, a central translation memory (TM) contained all texts translated throughout the company and served as a translation database. However, marketing language is more free-flowing and less rule-based, whereas technical translation requires consistency throughout. As a result, using the same TM for all translation work turned out to be quite confusing.

There were also lists of company-specific **terminology**, but access to them was very limited for the employees involved. This resulted in inconsistencies in the source language, which made translation work even more difficult.

DÜRR DENTAL

Long-winded in-country reviews

Reviewers in the specialist departments of the DÜRR DENTAL **foreign subsidiaries** review and comment on translated marketing documents. This review process used to be carried out separately via an external DTP tool. The reviewers' linguistic corrections were then transferred to the TM without any further checks by the translator. As a result, the database contained many identical source language segments with different translations. The manual assignment of tasks to translators and reviewers also required a great deal of coordination, and formatting-related corrections had to be entered manually into the translation database after the project had already been completed.

The goal

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Automated quotation and ordering process

Workflow solution for binding terminology

Division-specific portal solution for each area

A central platform for everything

DÜRR DENTAL wanted a time-saving central ordering system for all employees. They also wanted an **automatic quotation function** so that they could easily get **cost estimates in real time**. On top of this, the solution had to meet the different translation process requirements of the Technical Academy, Marketing and the sister company DÜRR TECHNIK.

The central administration and maintenance of terminology, including images and definitions, was another requirement. The **database had to be integrated into the portal** and **synchronised with the CAT tool** so that several people could access it at the same time. The goal was to ensure consistency in the creation of source texts by providing reference material that would be accessible throughout the company, and to reliably integrate binding foreign-language terminology into the translation process.

Regarding the **country review**, it was important to DÜRR DENTAL that the reviewers of the national subsidiaries work directly in the layout of the target document to allow them to better assess and evaluate the translation in its context. Furthermore, the effort of manual handling and the integration of the third-party system should be eliminated as far as possible. Additionally, in order to ensure **compliance** with the new EU Medical Devices Regulation (MDR), all corrections made should be trackable at all times.

3 workflows – 1 platform

Today, DÜRR DENTAL orders all translations centrally via a customer platform, which is provided by Transline and adapted to the company's specific requirements. The portal solution is **web-based** and can therefore be used conveniently by all DÜRR DENTAL employees.

The different translation workflow requirements of each division are also taken into account: the Technical Academy, Marketing and the sister company DÜRR TECHNIK each enter their projects using a division-specific portal in which all relevant parameters – workflow, language combinations and prices – are already predefined. **Regular translators** who specialise in a particular field are also stored there. Employees now simply upload their files, select the respective workflow and the required languages – and the project is ready to go.

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The solution

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3 individual, fully integrated TMs

The portal synchronises with the CAT tool, so once clients have uploaded their data, it shows them in real time whether the existing TM already contains suitable translations from previous orders. The integrated quotation function shows exactly how many translations can be transferred from the TM. The corresponding quote can then be approved and directly placed with just one click.

Each of the three divisions at DÜRR DENTAL now has its own translation memory in keeping with stylistic and terminological differences. This ensures a clear separation of the translated content. Nevertheless, all three TMs can be used simultaneously during translation, i.e. they can be read **regardless of the specific area** and used as a research and comparison tool.

1 terminology for all

The terminology tool "Termflow", developed by Transline, not only simplifies terminology management and maintenance, but also enables the integration of different process participants on the part of clients and service providers through a well thought-out system of roles and authorisations. As it is web-based, it can automate approval and ordering processes and can be operated from anywhere.

By assigning specific roles and authorisations, some employees at DÜRR DENTAL can create, modify and approve terminology, and have it translated, while others may only have read access. This ensures consistent use of the specified terminology. Definitions, images and graphics make it easier to assign individual terms for better understanding and maximum accuracy.

32 languages, 1 review tool – and everything is 100 % MDR-compliant

From the source language PDF in the original layout and the bilingual XLIFF file from the translation project, Transline's **TBlue® Visual Review** tool prepares the project in such a way that the DÜRR DENTAL employee in the target country can easily insert any changes and comments and see the result directly in the target language layout.

In the subsequent approval step, the respective translator at Transline ensures that the meaning of the text has not been unknowingly changed and that the corporate terminology has been adhered to. Changes are no longer entered manually, but are simply approved with a click.

The final version, checked by both parties, is automatically saved in the TM. All changes made to the target text are also documented in the system and can be tracked at any time, which makes the process **MDR-compliant**.

TBlue® Visual Review removes unnecessary third-party solutions. Projects can thus be approved and completed much faster.

> "With Transline's integrative portal solution, we have significantly increased our process reliability by eliminating manual steps. At the same time, we benefit from shorter delivery times, improved quality and cost savings for translations."
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> **/ Dr. Martin Koch,**
> **Head of Technical Academy**
> **DÜRR DENTAL SE**