



CASE STUDY

English **to** Chinese
Simplified (Mandarin) |
Indonesian | Japanese |
Korean | Vietnamese

(Business and
Marketing)

Material Translation – Multiple Tasks were accomplished in Minimal Time!

Nuance Communications is the leading provider of speech and imaging solutions around the world. They design and deliver intuitive technologies that help people live and work more intelligently. They provide speech technologies that help companies offer superior customer service experiences, healthcare solutions that help physicians focus on patient care instead of documentation and imaging technologies that convert physical documents into searchable digital files.

The Challenge – Multi-dimensional Project!

Nuance required services of Mars Translation in multiple dimensions for multiple tasks. It was aiming to establish external e-learning system for Chinese audience and required our services in translation, transcription, subtitling, desktop formatting, updating storylines, scorm files and presentations. The subject matter were brochures, presentations, technical information, marketing emails, and eLearning courses. It was a big project, with big aims and dreams – demanding careful handling and precision.

All these tasks were essentially in market tone and had the peculiar dimension. It could had been difficult if Mars Translation wouldn't had prior experience of handling big projects and apt work force. But we had all, so all the required tasks were accomplished effectively within time.

The Solution – Managing the Expert Translators for Respective Task!

Project was multi-dimension and required multiple services including translation, transcription, subtitling and desktop formatting. But being a one-stop-shop solution, Mars Translation has efficient and expert work force, apt in handling all these required services. So, it wasn't a big deal for Mars Translation to provide multi-faceted services in the best possible way. We streamlined our workforce for this project who handily delivered the best possible bespoke services to Nuance in Chinese Simplified, Chinese Traditional, Korean, Japanese, Thai, Malay, Vietnamese and Indonesian languages. The best companies need nothing less than the best – that is what we provided them!

The Result – Better Communication with Customers!

Mars Translation helped Nuance translation to enhance its communication with its partners in other regions by translating their communication material like as brochures, presentations, technical information, and eLearning tutorials. It maximized the smooth flow of work by surpassing the language barriers – resulting into increased productivity and development.



" Mars Translation has provided excellent and efficient translation services for Nuance Communications Australia, for items such as brochures, presentations, technical information, and eLearning. This has allowed us to better support our solutions with our partners in many countries throughout Asia Pacific. I know that anytime I contact Mars translation, I will receive expedient and accurate services. expedient and accurate service. "

**Gabrielle Wandl , Senior Field
Marketing Manager, APAC and Japan**