



Drilling Down to the Essentials in China

Product Localization Case Study

Challenge

As the largest supplier of MWD (measurement while drilling) downhole technology for sale to the global oil and gas industry, Geolink – a Sondex plc company, prides itself on its strong international focus.

To supply a company in Mainland China the company required highly technical documentation – 10 manuals in all, some 200,000 words – to be accurately translated from English into Simplified Chinese.

It was essential that the translator team had specialist knowledge of the drilling sector, as well as being fully versed with the local linguistic and cultural conventions.

Approach & Solution

Following a rigorous selection procedure by Geolink, Welocalize was selected for the project. Welocalize in turn appointed a single language vendor company in China specializing in English-Chinese translation, and with access to in-house DTP resources.

The manuals were written in Adobe PageMaker, Adobe FrameMaker and Microsoft Word. Throughout the project Welocalize used the latest translation tools and processes, including:

- Glossary management (agreement of key words and preferred terms), to ensure accuracy and consistency.
- Translation Memory, to maximize quality and reduce the lead time and cost of the translation.
- Developing glossaries to ensure that the client's preferred terminology is used.
- Rigorous project management, supported by a networked job tracking system, which enabled every stage of the work to be handled transparently and monitored by the client via a secure gateway.

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Results & Benefits

With the help of Welocalize, Geolink's business in China has continued to expand.

"While it is too early to quantify the benefits of having our technical documentation translated into Simplified Chinese, but feedback from existing customers has been very positive; in addition, our sales team dealing with Chinese-speaking nations has had favorable comments from prospective customers. The project has not been without its share of difficulties but the lessons learned will be invaluable when the time comes to either update the existing publications or have new documentation translated." Graham Miller - Training Coordinator, Geolink.