Learnwright Case Study
Courseware Localization— for FDA Regulated Industries

> **"I had very high expectations and Welocalize met them."**
> **Manoj Desai**
> **Director, Engineering and Quality**

How can one manager train thousands of employees in multi-national locations? And what about communicating across cultural boundaries? It's a real challenge for those charged with managing the quality, compliance, and language issues of a regulated industry in a global marketplace.

Reaching every employee worldwide with traditional training techniques just isn't feasible anymore—it's too expensive and hard to measure results. That's why so many are looking to companies like Learnwright for effective e-learning solutions to maintain compliance in tightly regulated industries; and after a formal search, Learnwright turned to Welocalize as their partner for translation and localization needs.

Learnwright (www.learnwright.com) creates multimedia, web-based instructional courseware. Their courseware is used to help pharmaceutical and other regulated industries provide effective and consistent company-wide training—even across international boundaries.

> **"We felt confident that Welocalize was the right choice,"** says Frank Taylor, president and CEO of Learnwright. **"I was very impressed with Welocalize throughout the entire process. They were very sensitive to our needs, even before we hired them as our official vendor."**

Learnwright's predominant focus has always been developing innovative Models of Instruction (i.e., instructional design approaches and assessment strategies) specially adapted for FDA regulated industries, and their courseware helps companies maintain compliance to Good Manufacturing Practices (GMP). These regulations require that manufacturers, processors, and packagers of drugs and medical devices take proactive steps to ensure that their products are safe, pure, and effective. To achieve and maintain the required level of job competence required for FDA compliance, employee training becomes an integral part of everyday life on the job.

Learnwright recently delivered a project for a large chemical and biotech company located in Switzerland. The contract called for the creation of a new line of courseware, designed to train personnel who are required to follow the new Good Manufacturing Practice guidelines known in the industry as ICH Q7A. These guidelines are the first set of GMP's being uniformly applied and enforced by regulatory agencies in the US, Japan and the European Union. The courseware also needed to be delivered in two languages: English and German.

Because Learnwright understood that multi-language requirements for its courseware would only continue to increase, the company performed a formal search for a localization vendor. However, they were seeking more than just language translation. Learnwright's multimedia courseware is comprised of many technology components and is very complex. The localization vendor they sought needed to have seasoned experience in the localization and translation of courseware, and it also had to be technology-savvy, with an understanding of the dynamic and ever changing product development environment.   In addition, the company needed to be able to prove that they had successfully managed many such projects by providing credible customer references.

The Planning Stage

> "We also looked for a company who asked good questions during the process. You can tell a lot of things about a company by the quality and number of questions they ask—or don't ask!"

Learnwright invited five top localization companies to participate in the request for quote process. Some of the criteria for a localization vendor included: 1) strong process management; 2) good industry reputation; 3) cost competitive; and 4) relationship focused. Manoj Desai explains: "We also looked for a company who asked good questions during the process. You can tell a lot of things about a company by the quality and number of questions they ask—or don't ask!" And technology expertise continued to be of further importance on their requirements list, since Learnwright uses many internally developed tools that the localization vendor would have to quickly learn and use to successfully deliver on the project. Only one vendor was able to meet these and a host of other requirements: Welocalize, Inc. (www.welocalize.com). "I had very high expectations and Welocalize met them," says Manoj Desai.

Welocalize is no stranger to the demands and requirements of servicing eLearning and medical content companies—the company has an established practice in both industries working with e-learning and medical companies, such as Learnwright, along with many others. "We felt confident that Welocalize was the right choice," says Frank Taylor, president and CEO of Learnwright. "I was very impressed with Welocalize throughout the entire process. They were very sensitive to our needs, even before we hired them as our official vendor."

The Project

Learnwright had many concerns about delivering courseware to train a German-speaking audience. There were new design constraints to consider. All of the sudden, white space took on another meaning. Whether producing a multimedia application or a technical manual, limitations of white space are a reality. A text box in English accommodating 50 characters may require 100 characters in German. And it wasn't just a matter of effectively communicating in the white space that existed, but they truly wanted the courseware to be international. For Learnwright, this meant that the courseware should not create any suspicions in its German-speaking audience of being created from an English version.

"From the appearance point of view, we wanted to make sure our courseware had a natural look for both German and English language speakers," says Manoj Desai. "Welocalize provided the consulting and design expertise to give us the look and feel of being an internationalized application."

The localization project itself included many interactive elements found in multimedia presentations, such as audio, text, graphics, and animation. Welocalize leveraged many of its internal resources, from in-house recording studios to complete capabilities in localization testing. Learnwright's courseware programs often contain extremely large volumes of files with many file types, which is often typical in complex multimedia programs. This project was no exception. Effective file management, along with an understanding of the myriad of file types, was critical to success, since many of the multimedia components are carefully knit together to achieve a seamless execution of the courseware.

"Basically, you have to disassemble many of the technology components to perform the localization work," explains Jennifer Lui, Engineer for Welocalize. This project included technologies such as ASP, Macromedia Flash and Director and Oracle and SQL databases. Once localization was completed, Ms. Lui reassembled all the components of the courseware, which was then sent to the Welocalize native-language testing team in Portland, Oregon. Welocalize also has testing operations in Saarbrücken, Germany and Washington D.C.

The Results

"Let's face it," says president and CEO Frank Taylor. "Translation of our courseware is very complex and a considerable challenge. And our schedule was unforgiving. Welocalize was extremely responsive and flexible to our constant demands."

Learnwright is now preparing for future releases of multilingual courseware. Because they expect increasing requirements for language translation, Welocalize will continue to play an important role in the delivery of their products worldwide.

Manoj Desai concludes: "It all comes down to building credibility. Any time I had a question or problem, our Welocalize project manager would respond right away. This day-to-day project execution built our trust and confidence.

Welocalize achieved excellence in quality, cost, and schedule. We are very pleased with the results."