Mammotome
Care that Drives Decisions™

STAR's intuitive solution for in-country review won Mammotome's seal of approval

How exactly did the web-based solution from STAR dramatically accelerate the multilingual approval process within Mammotome and increase satisfaction among the target markets? Find out more about this success story in our Mammotome case study.

The company

Mammotome is a pioneer in the field of vacuum-assisted breast biopsy and the company has celebrated 25 years of delivering innovations. It all began in 1995 with the Mammotome breast biopsy system. This technology transformed breast cancer interventions from open surgical biopsies to minimally invasive procedures. Since then, Mammotome employees globally have committed to the goal of providing clinics and their patients with better breast care. Behind this is their passion for developing innovative technology that facilitates better efficiency for radiologists and surgeons. At the same time, Mammotome never forgets that there is a patient at the heart of every breast cancer journey.

In 2014, Devicor Medical Products, Inc. (Mammotome) was acquired by Leica Biosystems and since that point have belonged to the Danaher Corporation. To date, more than 10 million women globally have undergone the minimally invasive Mammotome breast biopsy procedure. Mammotome's EMEA headquarters are located in Quickborn, to the north of Hamburg, Germany.

More about Mammotome

Customer testimonial

Jacqueline Adamy, EMEA MarComs Manager

"Collaborating with STAR Deutschland has been wonderful. We have been working together for many years now and what particularly impressed us during this large project was the outstanding skill, reliability and tireless commitment shown by the team. With STAR, we always feel that our priorities and projects are as important to their team as they are to us."

The starting point

STAR has been working with Mammotome for several years on the translation of technical documentation, service documents and most importantly, on the company's marketing materials such as customer letters, company presentation documents, brochures and landing pages. When Mammotome needed its website translated into several languages, the EMEA MarComs Manager in charge of the project came to STAR and asked if it would be possible to translate using XLIFF files.

In the months that followed that initial enquiry, the project was meticulously planned by the two teams working closely together. Sample files were supplied via the customer portal so that their structure could be analysed by STAR's IT experts, enabling them to create a specially adapted translation environment for this specific kind of file format. An action plan was created that included time buffers and regular project meetings that included the US-based agency responsible for the technical side of the website.

A final and increasingly important question was that of an in-country review step, where Mammotome employees could check and approve the translations. A website is a flagship for any organisation and of course, it is important that it meets the requirements and needs of the local markets. So, it was important that the native speaker experts from Mammotome target markets were on board right from the very start.

STAR solutions

The main questions from the Mammotome team were concerning the company's in-country review requirement: What was the most user-friendly platform to use when it came to viewing and processing XLIFF files, how could this be set up to be simple, clear and with minimal outlay?

STAR had an ace up its sleeve with its in-country review solution, CLM WebEdit. STAR hosted an introductory session for Mammotome representatives from all four countries, during which a STAR project manager demonstrated the web-based tool which allows the reviewer to clearly see the original and translated texts side by side. Making changes or entering comments in the system was intuitive, with such changes clearly available to be seen in the form of a revision history and all changes automatically transferred into the translation memory at the end of the process.

By using the STAR review solution, the approval process and finalisation of the EMEA website has been considerably improved and simplified.

STAR in action
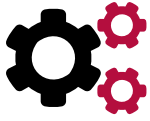
► Translation of technical documents, service documentation and marketing materials

► Five target languages in various combinations: German, English, French, Italian, Polish

► STAR software products: **CLM WebEdit**, **Transit^{NXT}**, **Customer portal**

Further information

We would be happy to provide you with additional information about our testimonials. Write to us or arrange a meeting.