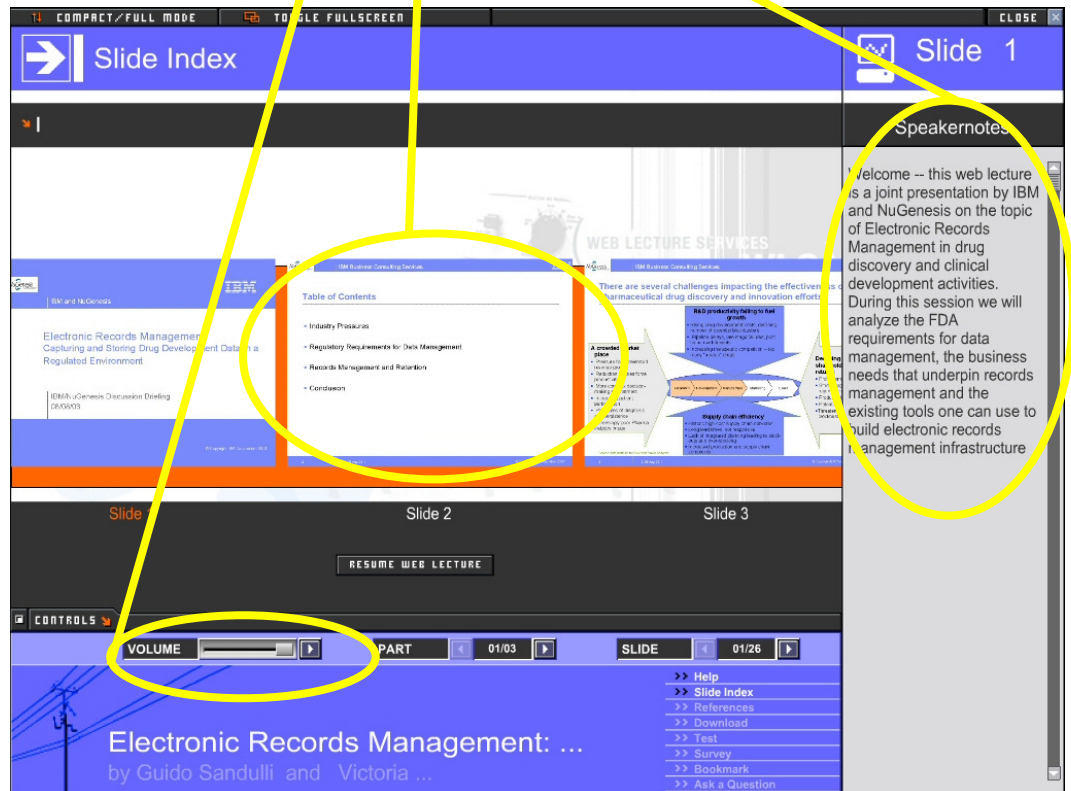


meeting IBM challenges

We have selected IBM as our case study because it is a good example of how our company can provide a solution that implies the integration of different services. IBM, which has been one of the giants of state-of-the-art technology for quite a number of decades, often produces or requires the creation of a series of documentation and presentations that, in some cases, include audiovisual or multimedia material.

WAV - PPT- TXT FILES

Slide Index

Slide 1

Speakersnotes

Welcome -- this web lecture is a joint presentation by IBM and NuGenesis on the topic of Electronic Records Management in drug discovery and clinical development activities. During this session we will analyze the FDA requirements for data management, the business needs that underpin records management and the existing tools one can use to build electronic records management infrastructure

Table of Contents

- Industry Protocols
- Regulatory Requirements for Data Management
- Records Management and Retention
- Conclusion

RESUME WEB LECTURE

VOLUME

PART 01/03

SLIDE 01/26

Electronic Records Management: ...
by Guido Sandulli and Victoria ...

Help
Slide Index
References
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These can be in PowerPoint or Macromedia Flash format and IBM expects us to either create or process this material and, furthermore, make it available in several languages, to serve as either marketing/sales material for their target customers or learning material for their world-wide employees.

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In order to "globalise" this material into several target languages, the process starts by breaking up in manageable parts all audio and graphic material, in order to work with it piece by piece. For this we need to obtain the transcription of the spoken text of the sound files and the text contained in any graphic files.

Once this is done, then the process takes us to production of the sound and graphic material into the target languages. Our pool of voice artists (European and Asian languages mainly) and sound studio experts are in charge of this stage of the process, while our team of graphic artists take care of transforming the text of the graphic files into the said languages (of course, with the previous help of translators, who have also translated the recorded texts).



Once all the pieces are edited and ready to be then integrated into a final version of the presentation or material processed, they are compiled into the target format, which then results in an identical version of the original language material, but in several other target languages.



If we also need to start from scratch and create this material, then our team of technical writers is also involved, besides the already mentioned illustrators, transcribers, translators, voice artists and Desktop Publishing/web page/Macromedia flash experts.

In all cases, the key is to maintain a dynamic project management that is both competitive and effective.

***So, don't hesitate to contact us today to analyse together
how we could meet your challenges!***