



CASE STUDY

# **A Cleaner Workflow**

How Carestream Dental Polished Its  
Translation Process with Pairaphrase



About

## CARESTREAM DENTAL

Carestream Dental is a global leader in dental imaging and software, committed to transforming dentistry, simplifying technology, and ultimately changing lives. Through its comprehensive portfolio of cloud-based solutions—ranging from advanced imaging systems to digital workflow tools—the company empowers dental teams to enhance efficiently and deliver exceptional patient care.

Guided by its core values—Believe, Own It, Transform, Anticipate, and Deliver—Carestream Dental fosters a culture of collaboration, accountability, and innovation. A critical part of this innovation includes ensuring its technology aligns with regional languages, regulations, and workflows. By prioritizing localization and translation, Carestream Dental removes barriers and exceeds expectations for users around the world.

## IMPACT OVERVIEW

### **80% Less Cost**

Just \$0.031 per word vs. traditional translation of \$0.16

### **\$13,900 Saved**

per year on JSON, XLIFF, and DOCX translations

### **300+ Hours Saved**

annually on translation tasks.

### **27,000 Words**

translated per month in Japanese, Chinese, French, German, Italian, and Spanish

## THE CHALLENGE

For Carestream Dental's Service Engineering Team, delivering high-quality technical documentation and training materials to dental technicians around the world is a key responsibility. Given the company's global footprint, translating these materials into multiple languages is essential. However, the existing translation process, managed through an internal department and outsourced to external partners, posed several challenges.

High costs and delayed turnaround times were consistent issues. Because the content included complex technical terminology, internal technicians had to spend considerable time reviewing and correcting outsourced translations. This added workload not only delayed delivery but also pulled valuable internal resources away from higher-priority tasks. It became clear that a more efficient, cost-effective solution was needed—one that could meet the team's technical and formatting standard without compromising quality.

## THE APPROACH

To improve efficiency while maintaining accuracy, the team adopted a hybrid translation strategy. This approach involved using a translation platform for the initial translation phase, followed by internal technician review to ensure technical precision.

Partnering with Pairaphrase proved to be the right move. From the outset, the Pairaphrase team demonstrated a deep understanding of Carestream Dental's needs and responded with tailored solutions. Collaboration extended all the way to the development team, who worked alongside Carestream Dental to add support for specialized file formats required by the Service Engineering Team. The result was a direct, customizable translation workflow that dramatically reduced friction in the process.

## THE RESULTS

Since adopting Pairaphrase, Carestream Dental has seen a remarkable transformation in its translation workflow. Key benefits include:

- **Faster Turnaround Times** – all documentation is now translated, reviewed, and finalized within 15 days—significantly faster than before.
- **Reduced Costs** – by limiting dependence on external vendors, the team has significantly cut translation expenses.
- **Improved Quality** – with fewer errors in the initial translations, internal reviewers can focus on fine-tuning instead of extensive corrections.
- **Flexible Workflows** – some team members translate directly in Pairaphrase, while others use it strictly for review—supporting varied work styles and team preferences.
- **Reliable Support** – the Pairaphrase team remains responsive and helpful, ensuring projects stay on track.





**"We found with Pairaphrase a way to master translation costs through a dedicated subscription plan. This tool allows us to focus on reviews, and time is also under control. The Pairaphrase team is always listening to feedback and regularly provides solutions and enhancements of the tool."**

– Jean-Philippe Quint, Technical Training Engineering & Technical Communication



About

## PAIRAPHRASE

Pairaphrase is a secure and easy-to-use translation management platform that helps organizations simplify and accelerate their translation processes. Supporting over 140 languages, it enables users to instantly translate [25 document types](#) and large batches of files at once, saving over 80% in costs compared to traditional translation services. Key features include:

- **Efficiency** – Streamlines translation with automation and translation memory, making it fast and intuitive—even for users without translation experience.
- **Collaboration** – Enables real-time teamwork across teams and regions, allowing users to involve the right people at the right time.
- **Security** – Protects sensitive data with advanced encryption and compliance standards.
- **Accuracy** – Combines AI-powered translation with human refinement and responsive customer support to ensure precise, reliable results.
- **Customization** – Tailors workflows to your organization's needs, giving you greater control and flexibility.

Pairaphrase is trusted by global enterprises, schools, and institutions that need fast, accurate, and secure multilingual communication at scale.



Want results like Carestream Dental?  
Meet with us to discuss your organization's  
challenges and receive a customized solution.

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