

How a simple online language platform can support your international activities?

Case study – IP consultancy specialised in Life Sciences, Cambridge, UK

Description

Ibex is an Intellectual Property consulting company specialising in patent searches and IP landscape production in specific technology areas mainly in life sciences (molecules, devices and processes). This includes searching patent applications, filled, scientific publications and presentations at conferences and interviewing experts.

Ibex has an international coverage but is mainly active with clients in the UK and France.

The nature of Ibex' business is international:

- Clients could be anywhere around the globe but languages isn't a barrier as English is the language commonly used
- Patent and publication searches are processed worldwide. English is the main languages used in scientific publication however, some information can only be found in local languages.

Challenges

International business development is mainly opportunistic as Ibex doesn't have business development resources. So when a foreign prospect client approaches them, speaking their language isn't mandatory as English is well developed but few greetings are always well perceived and can make the difference.

But when it comes to patent or publication search, it is useful to have a range of specific vocabulary, here in life science, to be able to search in relevant databases in languages like Arabic, Chinese, Japanese or Korean. This can also be used to deepen researches when interviews can be conducted with researchers directly and where the vocabulary of interest can be mentioned.

Language tools exist but they are usually not centralised and some may have charges which makes them inconvenient to use.

EasySpeak answer

EasySpeak provides a centralised space for basics greetings and sentences in a wide range of languages (10) and an extensive specialised vocabulary for life sciences in complex languages in which patents can be filled.

It is useful for social use and introduction to potential clients in lots of countries.

It is also very useful as a glossary for life science that can be used for professional searches as well as individual requests.