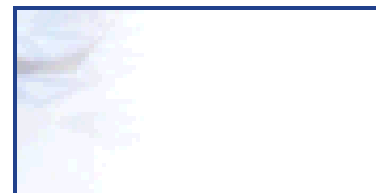
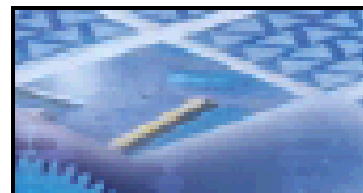
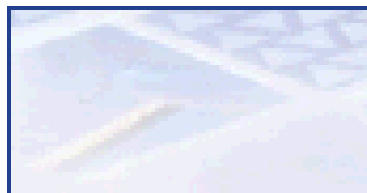
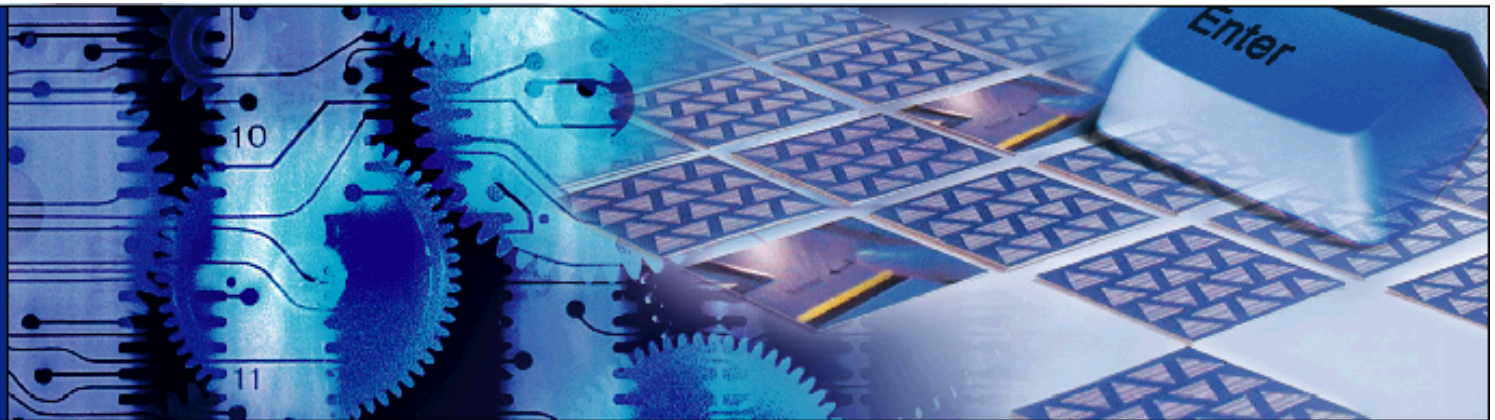


STAR Servicios Lingüísticos

Solutions for multilingual communication

23.06.09
Michael Scholand





Menu of the day

- What the best-in-class do to: best practices for the translation and localization of product documentation
- STAR's solutions: technology and services portfolio
- STAR Servicios Lingüísticos: from SLV to MLV, milestones and challenges
- Transit NXT: Get ready for the next level





Documentation goes global

- Market research report by **AberdeenGroup** in 04/2008 cosponsored by STAR
- **AberdeenGroup** is a leading provider of fact-based research focused on the global technology-driven value chain
- Valuable source of information, host of reports on technical writing, information management, globalization, internationalisation, localization and translation
- For download go to the News section of www.star-portals.net





The needs

- Companies have to expand sales into global markets
- More products and associated documentation, shortened development and documentation schedules, international regulatory requirements, customer intolerance for poorly localized documentation
- Globalize the design process and improve the localization of product documentation

The ability to launch high quality localized documentation quickly and cheaply can make or break a successful product launch!





Benchmark criteria

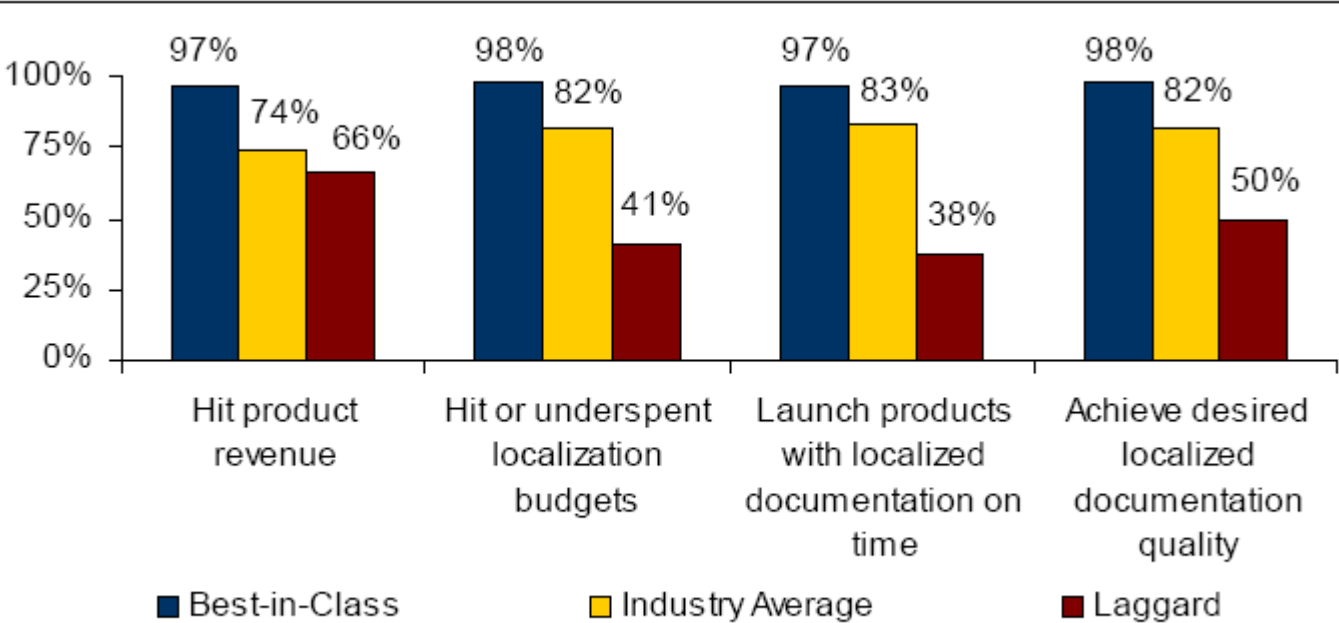
- Products meeting revenue targets
- Products launched on time with localized documentation
- Localization projects with localization budget met
- Localization projects meeting desired documentation quality





Findings: best-in-class vs. laggards

Figure 1: Best-in-Class Meet Performance on a 97% or Better Average



Source: Aberdeen Group, April 2008





How far laggards are behind

- Four times as likely as best in class to miss their product launch date (both in the original and foreign markets)
- Best-in-class need about 20 days to release a product with localized documentation, laggard companies take almost four working months
- Localization budget increased 5 times more over last 5 years than that of the Best-in-Class





Best practices

- Formalize and standardize new term approval, term compliance, localization and outsourcing processes
- Deploy structured authoring and translation memory to increase reuse of localization content
- Deploy structured authoring and translation management to incrementally localize content
- Securely share approved terms and translation memory with LSPs





El grupo STAR

- HQ in Switzerland, * 1984, continuous growth
- Ranks on 7th position among the top 30 list of companies compiled by Common Sense Advisory, with \$ 169 million of income in 2008
- 940 in-house staff in 44 offices in 31 countries on 4 continents





Germany, Austria, Belgium, Brazil, China, Corea, US, Egypt, Slovenia, Spain, Finland, France, UK, Holland, Hungary, Indonesia, Iran, Ireland, Italy, Japan, Poland, Portugal, Czech Republic, Romania, Russia, Sweden, Switzerland, Thailand, Taiwan, Turkey, Vietnam





Corporate mission

**We help our clients to establish a
globalization infrastructure**

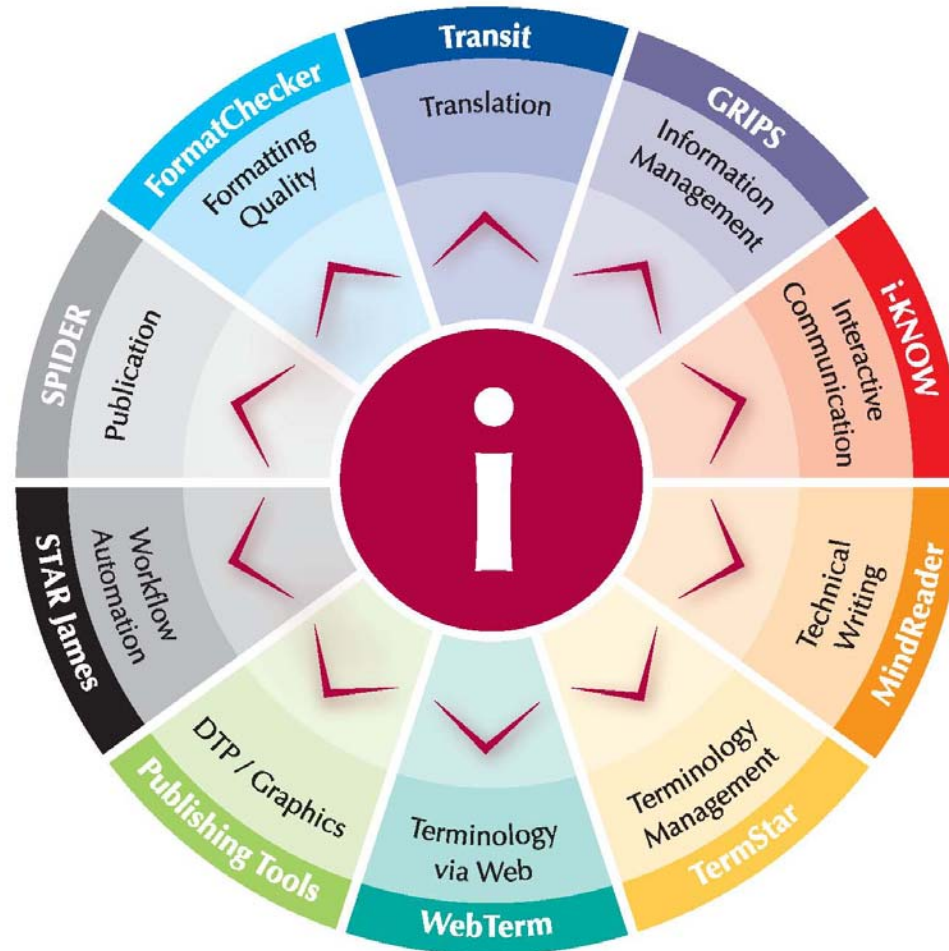
1. which allows them to communicate on an international level with the clients, providers, shareholders and stakeholders
2. which allows them to benefit from their linguistic assets

through a customizable offering of technology and services





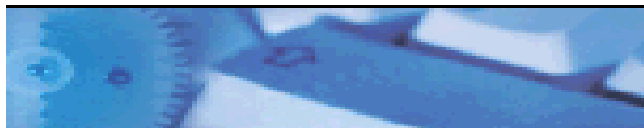
STAR's product portfolio





GRIPS

- Structured Content Management System and Authoring environment
- Self contained information units - steps, single paragraphs, sentences, or even single words or terms.
- High granularity -> single source content management -> installation manuals, repairs manuals, training material etc.
- Information separated from layout
- Publishing engine SPIDER: for autom. publication to Web, DVD, PDF etc.
- Version control and language control -> incremental localisation
- Author Assistance – reuse of existing content through MindReader
- Terminology support – Integration with TermStar
- Integration with translation memory Transit





Webterm

- Web based terminology management system for distributed workgroups
- Access remote termbases and create, modify and manage dictionaries and terminology and exchange comments about terms
- Terminology creation throughout the product design and development process
- Formal processes for the to review and approval of new terms
- Share dictionaries throughout entire organisations
- Secure distribution of terminology to language providers
- online demo at <http://star-webterm.com/> .





Transit

- Translation memory, reuse of existing translations
- Filter technologies for all the formats used today in technical documentation
- One translation editor for all different formats with a host of productivity functions and quality assurance functions for the translator and proof-reader
- Termstar: Terminology Management, creation of glossaries, automatic lookup of terminology during the translation process
- Project Management Capabilities





James

- Translation workflow automisation
- Interfaces with CMS / DMS systems
- Identifies and picks up the files that need translation and reads administrative data out of the CMS system
- Data and metadata are sent to a translation server
- Triggers translation projects, selects translation memories, dictionaries, providers
- After the translation is completed, the work is sent back to the CMS system





GTMS

- Web based database application for the management of all translation project related data, processes and tasks
- Embedded in an existing groupware application -> ERP and CRM functionality
- Client, provider, price list, quotes, project, invoice and performance management modules
- Client and provider interfaces
- Interfaces through James or other workflow engines with any IMS / CMS / DMS





Our services

- Technical writing
- Terminology management
- Specialised technical translation
- Software localisation
- Desktop publishing and artwork
- Consulting
- Customized software development





Some references

Automotive

BMW y (BMW Motorrad)
DaimlerChrysler
Toyota, Mitsubishi
Renault, Peugeot
Nissan
MAN
Bosch Kfz

Aeronautics

Eurocopter
Dornier
MTU Aviation
Swiss Airforce

Automation

ABB
Schneider
Rockwell
Siemens

Machinery

Heidelberg
MAN Roland
Xerox
Okidata

Telecommunication

Lucent
Ascom
Siemens

Electronics

Siemens
Philips
Canon
Minolta

Engineering

Caterpillar
Krupp
MOWAG
MTU
Hilti

Watches and Optics

Swatch Group
TAG Heuer
Cartier
AGFA
Baume & Mercier

Software

Baan
HP
Lotus
SAS Institute
SAP





STAR Servicios Lingüísticos, S.L.

- Founded in January 1999
- Continuous and sustained growth
- €1.5 million in 2008
- 18 staff, around 400 providers around the globe
- Loyal to the groups philosophy, we offer multilingual communication technology and services
- Certified against UNE EN 15038 and ISO 9001:2000





From SLV to MLV - milestones

- Vendor management
- Translation management system
- Quality Management and certification

To do's:

- Sales cycle management
- Workflow automation: Any CMS to one TMS integration





Executive summary

STAR offers

- Technology and services for the entire documentation lifecycle that allow our clients to follow the best practices of the Aberdeen report
- 25 years of experience
- An international network of 44 offices in 31 countries
- Excellent quality / price ratio





Transit NXT – Get ready for the next level

- Spanish version of Transit NXT will be launched at the end of June
- Be the first to try it out:
- <http://www.star-portals.net/Pages/formwebinarfutures.aspx>
- Free evaluation version and tech support during evaluation

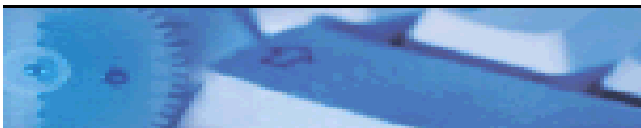




Transit NXT – Get ready for the next level

Proven concepts...

- File based, distributed translation memory
- One editor for all formats
- Multiple windows for different translation related tasks





Transit NXT – Get ready for the next level

... and a host of new ideas and functions

- Resource editor
- New file filters (XLIFF, .EXE, .DLL)
- Automatic creation of FFD for XML projects
- Target language search (both fuzzy match and concordance)
- Synchronized display of source and target texts for PDF, HTML and XML
- Roles
- New markup management

