



# The CLM Platform from STAR

Branch solutions for your  
Corporate Language Management

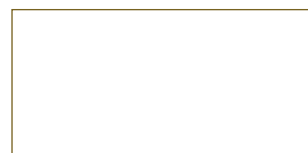




# Every flight is a new experience – and yet it's all been done before

For a pilot, every flight is a new challenge where there is a great deal to take into consideration: the weight of the aircraft, the cargo and fuel, compliance with flight times, routes, altitude and paths, as well as the calculation of fuel consumption and speeds based on the weather conditions and allowing for any emergency situations. Pilots have to have all these variables under control in whatever combination they may occur. Only the ability to perfectly master these complex interrelationships can guarantee that the flight will be a safe one.

**Every language project is a new experience – and yet it's all been done before**  
What applies to pilots is also true for those involved in the process of Corporate Language Management. They have to be able to see the world of languages from a wide variety of perspectives at the same time and then always make the right decisions.



## The STAR sector-specific solution for Corporate Language Management (CLM)

Standardised processes are of fundamental importance for the long-term economic success of a company. Clear definitions and delimitations in the assignment of tasks and responsibilities, proven, reliable and monitored workflows, and detailed and traceable reporting ensure maximum efficiency. The potential of specialist personnel and the resources and processes available are used to their full advantage.

CLM sector-specific solutions from STAR create the ideal conditions for your company to improve the organisation of your product communication. Supported by teamwork, those involved in the process receive extra motivation and the consistency and quality of the work output is considerably improved.

### The CLM Platform from STAR covers the following areas

- ▲ Communication with other system solutions in the existing IT infrastructure
- ▲ Secured data access and process control
- ▲ Optimisation in the area of resource management
- ▲ Reliable project and budget planning
- ▲ Optimised and standardised processes
- ▲ Measurable and testable project and process variables
- ▲ Improved integration of external resources
- ▲ Increased effectiveness of marketing and sales campaigns
- ▲ Reduction of implementation times (time-to-market)
- ▲ Sustained and continuous improvement in quality and cost-effectiveness in the area of CLM

### Standard components of the CLM Platform

- ▲ STAR CLM Server (process control)
- ▲ STAR CLM Portal (web-based access)
- ▲ STAR Transit<sup>NXT</sup> Server (central translation memory management)
- ▲ STAR Transit<sup>NXT</sup> Clients (work environment for internal translators, localisation specialists and reviewers)

- ▲ STAR Transit<sup>NXT</sup> Web Clients (work environment for external translators, localisation specialists and reviewers)
- ▲ TermStar<sup>NXT</sup> Server (central terminology management/corporate wording)
- ▲ The TermStar<sup>NXT</sup> Clients (internal author and translator support for corporate wording)
- ▲ STAR WebTerm 6 (corporate wording via intranet/Internet)
- ▲ STAR MindReader (TM and TDB-based context-sensitive author support)

Detailed information about the components is available in the respective product brochures.

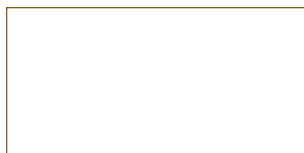
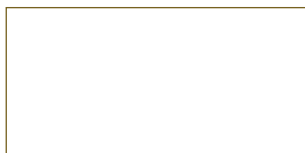
### Key benefits of the STAR CLM Platform

- ▲ Standardised spoken and written wording throughout the world
- ▲ Customers' understanding of products
- ▲ Market potential converted into actual customers
- ▲ Secure management of product knowledge and company expertise
- ▲ Quicker lead times
- ▲ Controlled and comprehensive processes (editing, translation, localisation, publication)
- ▲ Maximum reuse of existing material
- ▲ Minimal data management
- ▲ System support in all project phases
- ▲ Improvement of internal project-related communication

### Highly configurable and easily customised

The STAR CLM Platform – for every application:

- ▲ Editorial and translation departments at public authorities, banks and insurance companies, and in the manufacturing and software industries
- ▲ Third-party CLM organisations (profit centres)
- ▲ Service providers in the field of communication and language
- ▲ Networked teams of authors and translators (collaborative working/home offices)

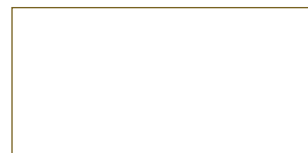




# Everything under control – the CLM cockpit

Thanks to the ergonomic design of the CLM platform from STAR, users can see all the necessary control and operation windows at the same time, just like in a cockpit. Consistency in processes, high levels of integration for the individual modules and full transparency in the user data ensure that you always have your language processes under control whether they are carried out in-house or externally. The system takes care of the following important tasks for you: data handling, process management and control, planning of resources, orders and budgets, reporting, administration and archiving.

The CLM Platform from STAR promotes teamwork between personnel from a wide variety of different departments that are involved in the process and can be adapted to the organisational structure of the company concerned.





## Your crew – a specific role for everyone Working with the CLM Portal from STAR

Implementing the CLM Portal offers companies the opportunity to continuously improve communication strategies for their products and services and to ensure that these are sustainable. Data organisation and communication processes become more transparent, budgets for CLM become easier to plan and monitor and market presence is immediately strengthened.

**Product managers** are able to integrate product communication into their planning more comprehensively and reliably, introduce new projects into the communication processes more easily and conveniently via the CLM customer portal and win new market shares for their products via integrated information logistics.

**IT specialists** do not have to spend so much time or effort on data management with the CLM Platform, they benefit from full transparency in the IT processes and optimised integration of product communication in the existing IT system environment.

**Developers** are able to use the CLM Platform to ensure that even last-minute changes are incorporated into the product communication on time. Improved interfaces between the development, production (e.g. CAD, PDM, PPS) and authoring environments spare the need for laborious correction phases when validating authoring results.

**Project managers** gain greater control over their projects using the CLM project management portal. Standard tasks are handled by the system centrally and consistently for all languages and the project manager is free to get on with the actual management of the project. The system draws attention to any irregularities in the project workflows that require intervention. Reports can be automatically generated at any time and in any format.

**Authors** have access to a solution for increasing efficiency via the CLM Platform in the shape of MindReader from STAR. Access to and use of existing work packages is assisted by the system, without the need to considerably alter existing workflows. The fact that the reference data is consistently context-sensitive makes reuse easy and reliable.

**Translators** and **software localisation specialists** are able to avoid routine work by using the CLM Supplier Portal together with Transit<sup>NXT</sup> and thus obtain the required freedom to process new data with more care and creativity.

**Reviewers** in the individual markets are able to validate foreign-language documents significantly more easily using WebTransit (online access).

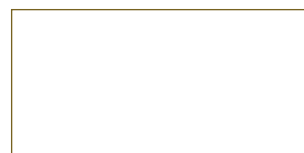
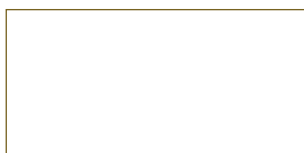
**Terminologists** are able to use TermStar<sup>NXT</sup>/WebTerm to ensure that validated corporate wording and branding is used consistently and effectively throughout the company and in all the markets.

**Purchasing personnel** are best placed to evaluate the competitive environment in the supplier market thanks to the improved definition of tasks and processes.

**Marketing and sales organisations** obtain the right resources to enable them to have a uniform and convincing presence in all markets.

**After-sales, support** and **service networks** have the right information available for the customer immediately in any situation and increase the reliability of products and services.

**Customers** and **users** get to know your products and services thoroughly (customer satisfaction).





# Also part of the experience of flying

Destinations throughout the entire world – more than 180 languages.

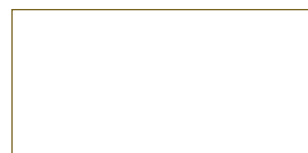
Radio communication – continuous communication with other employees (promotion of teamwork).

Experienced air-traffic controllers and pilots – effective development by solid and experienced development teams.

Air and ground staff – support and service wherever it is needed.

Connecting flights – interfaces, interchange formats and integration.

Hospitality on arrival – User Group Meetings for exchanging experiences internationally.



## Implementation of the CLM Platform from STAR

### Phase 1 – recording the current situation

The following information and data is collected and analysed:

- ▲ Existing glossaries, terminology databases
- ▲ Existing translation memory data
- ▲ Guidelines for editing, translation and publication
- ▲ IT regulations with regard to integration and security, system architecture, interface definitions for source and target systems
- ▲ Product structures (breakdown) of research and development
- ▲ Existing process descriptions in the area of CLM

### Phase 2 – analysing and developing proposed solutions

Information and workflow specialists from STAR analyse the existing data flows, structures and processes and use the results to develop proposals for new data models and standard workflows.

### Phase 3 – jointly defining the strategy for product communication and the associated data organisation and processes

The results of the analysis are evaluated and validated together with the customer's specialist personnel who are responsible for and involved in the process. As a result of this, definitions are developed for data organisation, process standardisation and automation, and the associated workflows. The definitions and requirements are used to draw up specifications for the system configuration, the scope of operation of the individual CLM components, and the customer-specific customisations in consideration of the IT requirements.

### Phase 4 – developing the workflows, configuring and customising the system

The STAR software team develops the standard workflows and services that have been previously defined, configures the specified system solution and implements the agreed customisations. At the same time, meaningful test data is migrated from an existing data pool.

### Phase 5 – initial installation, testing and feedback

An initial installation of the customer-specific CLM platform is executed on a test server (internal/external) and the functions are tested for each area of application using the migrated data. Those responsible for the project (customer/STAR) gather and communicate the resulting feedback and requests for modifications.

### Phase 6 – system modifications and improvements/migration of the data pool

Agreed modifications are incorporated into the system. At the same time, the relevant data pools are migrated into the new system environment.

### Phase 7 – acceptance and installation

On acceptance, the system is installed and integrated as defined in collaboration with the IT personnel. Information such as access rights and operational settings is recorded mutually.

### Phase 8 – commissioning and training

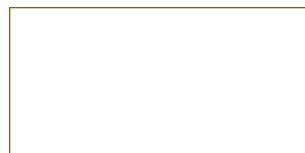
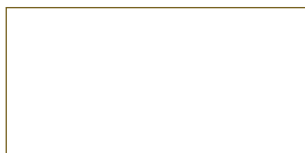
When the system is ready for operation, it can be commissioned in stages, as required by the customer, and training is provided from the outset to ensure that the users know how to use it.

### Phase 9 – worldwide support

Through its global business and support network, STAR guarantees rapid, reliable and practical support for the installed system solutions.

**The CLM Platform from STAR – always a worthwhile investment.**

**We wish you a pleasant flight.**





## You can reach us anywhere in the world

We look forward to hearing from you.  
Visit our website or simply call us.



### STAR Group headquarters

STAR AG  
Wiesholz 35  
CH-8262 Ramsen  
Switzerland

Tel. +41 52 742 92 00

Fax +41 52 742 92 92

E-mail: [info@star-group.net](mailto:info@star-group.net)

[www.star-group.net](http://www.star-group.net)