

A large, solid red triangle is positioned in the upper-middle section of the page. It is oriented with one vertex pointing upwards and is set against a background of overlapping, semi-transparent grey triangles of various sizes and orientations, creating a complex geometric pattern.

STAR Group Case Study Vaillant

Case Study Vaillant

The success story of the family-owned company Vaillant goes back to 1874, when it was founded by Johann Vaillant in Remscheid (Germany). Since the company was founded, the Vaillant Group has significantly shaped the market for heating technologies with its pioneering innovations. In 1894, Johann Vaillant obtained the patent for his “gas bath boiler – closed system” and therefore brought about a revolution in bathrooms. That the company also invented wall-hung gas-fired central heating is also a sign of its innovative spirit. With over 12,000 employees across the world, and around €2.4 billion in sales, the Vaillant Group, whose headquarters is in Remscheid, has become one of the market and technology leaders in the heating technology sector.

Vaillant’s top objectives

Due to the complex customer, product and market requirements, in 2010, the Vaillant Group was faced with increasing problems when it came to providing technical product, training and planning documentation that met the required time, cost and quality requirements. As part of extensive analyses of customer requirements, documentation processes and their costs, the following objectives were defined:

- ▲ Reduction in throughput times
- ▲ Reduction in the need for corrective work
- ▲ Reduction in editing, translation and publishing costs by a total of 55 per cent over four years
- ▲ Improved quality thanks to the use of standardized terminology
- ▲ Improved documentation structures
- ▲ Additional system and installation documentation

About STAR
 Over a period of 30 years, working side-by-side with many of the world’s major brands, we have pioneered innovative services and award-winning technologies to unify product information across channels in order to drive exceptional customer experiences in any language. With our headquarters in Switzerland, STAR operates more than 50 offices in over 30 countries worldwide.

Solution

Three factors were crucial for the Vaillant GRIPS solution:

- ▲ Future-proof and object-oriented information structures
- ▲ Powerful and integrated technology components
- ▲ Collaboration with STAR

The information model that is used by the Vaillant Group reflects the design logic (see graphics below) of the Vaillant Group’s products and is based on the IRIS semantic information model from GRIPS. If a component – such as a pump – is re-used in a product, all of the models automatically “inherit” the associated information modules, together with the translations into up to 41 languages.

This means that the same content is now re-used over 20 times on average, which leads to significant time and cost savings.

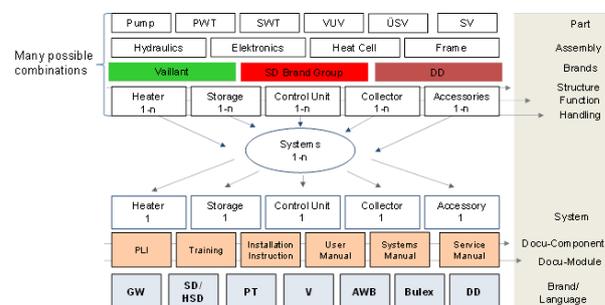


Fig. 1: Vaillant design logic and system complexity

On the technology side of things, the flexible GRIPS information management solution, together with the seamlessly integrated STAR technology components, such as author support (MindReader) and the CLM

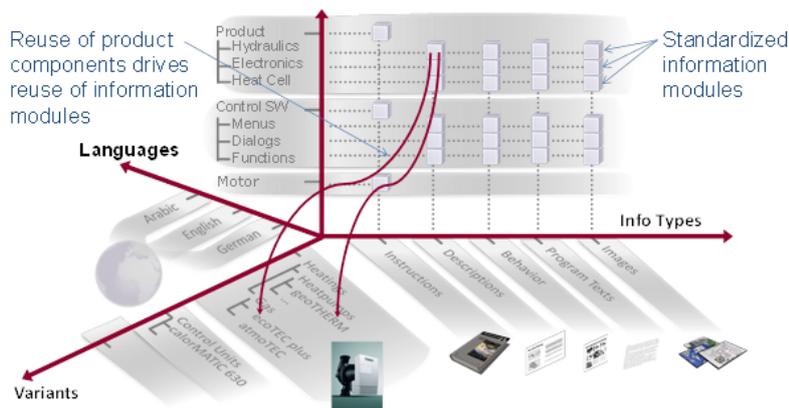


Fig. 2: Intelligent product-centric content

translation process management solution, increased performance, and facilitated collaboration and reduced costs.

From the design of the information structures and the pilot testing, right through to the launch and operation in the hosting center, STAR has been a skilled partner and also continues to support Vaillant in further development and in new innovative applications.

What we do

The GRIPS installation at Vaillant includes

- ▲ Intelligent product-centric content organization and structures
- ▲ 95% content standardization across all 8 brands and 41 languages
- ▲ STAR MindReader authoring memory to increase authoring productivity
- ▲ STAR WebTerm/TemStar for multi-lingual terminology management
- ▲ STAR CLM for corporate language/translation management

Outcome

Time reduction

- ▲ ~8 weeks reduced time per project (faster time to market)
- ▲ Reduced review effort thanks to the re-use of reviewed information

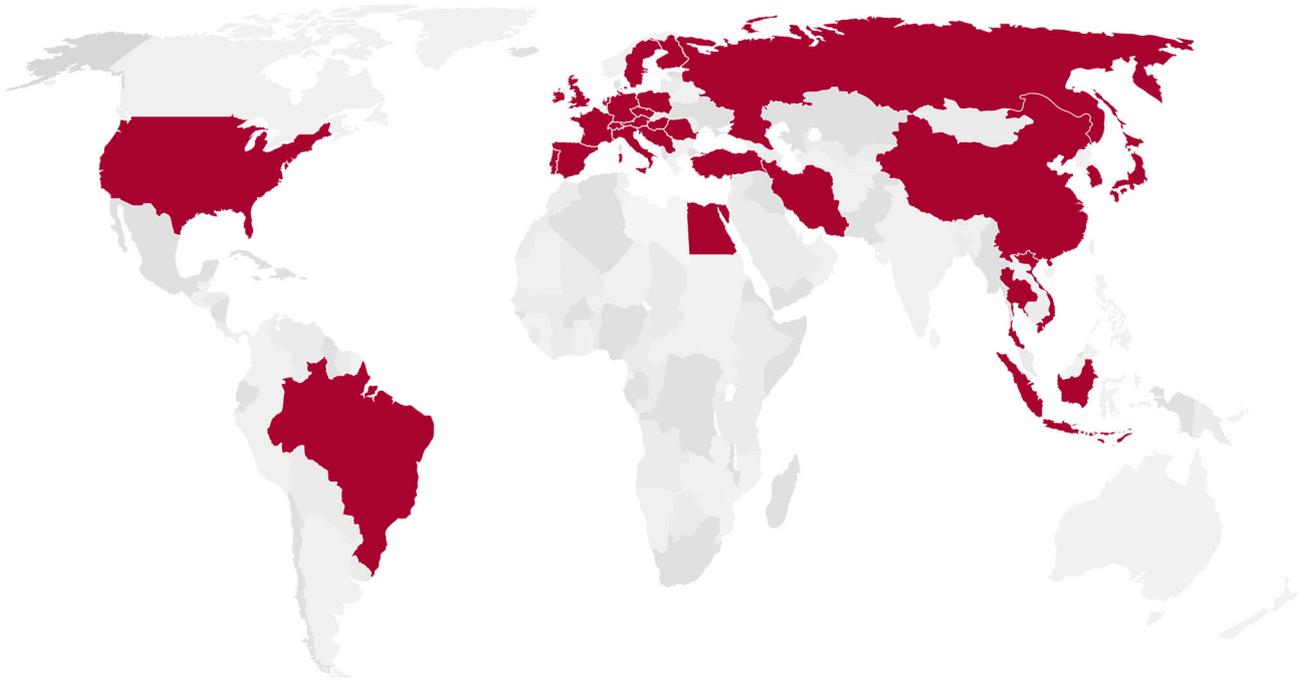
Cost reduction

- ▲ Up to 76% for translations
- ▲ Up to 80% for rework/updates
- ▲ More than 50% for entire projects
- ▲ Handling of volumes that are four times higher with almost the same budget as in 2010

Quality improvement

- ▲ Standardized consistent terminology
- ▲ Improved standardized and user-friendly documentation





STAR Group America, LLC
US Headquarters

5001 Mayfield Road | Suite 220
Cleveland, Ohio 44124

Tel: +1 (216) 691-7827
www.stargroupamerica.net