

HILTI – producers of high quality tools for construction and building professionals worldwide

HILTI's red tool cases are a mark of quality and professionalism in many workforces around the globe. The product range covers drilling and demolition, direct fastening, diamond and anchoring systems, firestop and foam systems, installation, measuring and screw fastening systems as well as cutting and sanding systems. HILTI is committed to excellence in innovation, total quality, direct customer relationships and effective marketing. Based in the Principality of Liechtenstein, HILTI operates in 120 countries worldwide, with 16,000 employees. The company bears the name of its founder, Martin Hilti, who founded a small family company 1941.

The issues

- ▲ Translation cost not transparent
- ▲ Inconsistent terminology
- ▲ The documentation process is too slow; we need better time to market
- ▲ We need to produce more documentation within the same budget.

The results

- ▲ Visible translation cost
- ▲ Terminology is managed
- ▲ Number of languages increased from 15 to 25
- ▲ Number of manuals per year increased from 25 to 100
- ▲ The documentation budget is the same, but the cost per production is reduced by more than two thirds!

STAR and Hilti – a successful business partnership

Phase 1: Outsourcing translation

In 2003, HILTI outsourced its translation work to STAR. The immediate benefits were better time to market due to a dedicated service organisation. Together we also created a consistent terminology that increased the quality and decreased the validation costs in all languages.

By outsourcing the translations, the translation cost became transparent. The time and cost of administering the translations and translators are transferred to the service provider, enabling the staff at HILTI to focus on the task of reducing the time to market by having the documentation ready on time. The number of productions increased from 25 to 38 and the cost per production was halved. The STAR tools involved were STAR Transit and TermStar.



STAR Group

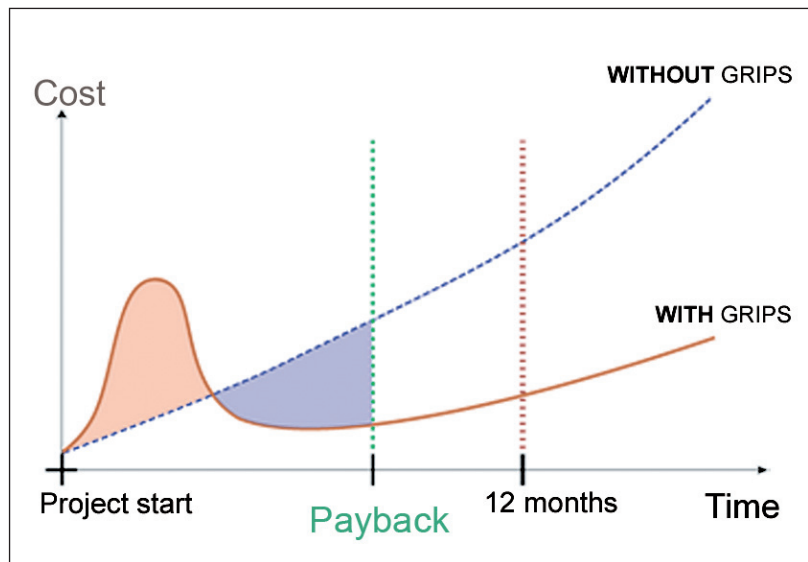
The STAR Group is one of the largest providers of technical information and translation in the world. Our global presence means that we are always close to the local market and customer – we always speak your language, wherever you are. The STAR Group is also a leading supplier of all the tools needed for the information process, from authoring to printing. This combination of services and tools make us unique in the market.

Phase 2: Deploying an Information management system, STAR GRIPS

In 2005, HILTI decided to deploy STAR's information management system GRIPS. By doing this a number of goals were attained by HILTI. The time to market became even shorter – making it possible to launch new models faster. The principle of re-use is now applied to the source content as well as to the translation. GRIPS also enables HILTI to maintain its data in a structure based on the product with added control over both product variants and languages.

Last but not least, GRIPS provides truly automatic layout and publishing with no need for adjustments in DTP software like Adobe FrameMaker or InDesign.

The economic outcome is that since 2003, HILTI has been able to increase the number of productions from 25 to 100 per year and the number of languages from 15 to 25. All without increasing staff or budget.



The graphic above shows the effects on spending and workload – and the extremely quick return on investment.