

A large, solid red triangle is positioned in the upper-middle section of the page. It 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 EvoBus**

# Case Study EvoBus (Daimler Bus Division)

STAR GRIPS technology supports the authoring and publication of VIN-specific (vehicle identification number) product information for all buses from EvoBus. The EvoBus-specific after-sales information hub BusDoc by STAR makes all service information available on a globally accessible portal for all workshops that service Mercedes or Setra buses.

## EvoBus' top objectives

- ▲ Support for distributed, collaborative working
- ▲ Shorter time to market
- ▲ Improved quality
- ▲ Single-source – cross-media publishing
- ▲ Version management and control
- ▲ Increased volume thanks to streamlining the authoring and publication processes
- ▲ Decreased costs thanks to fostering content re-use

## Solution

Since 1999, EvoBus has used the GRIPS solution for all technical information regarding its buses. With STAR's additional after-sales information portal BusDoc, all after-sales information (including information from GRIPS) is made available in a single information hub for the workshops.

## What we do

- ▲ Authoring, translation management and publishing platform for all owners and service information
- ▲ After-sales information portal BusDoc to provide access to all after-sales information from a "single source of truth"

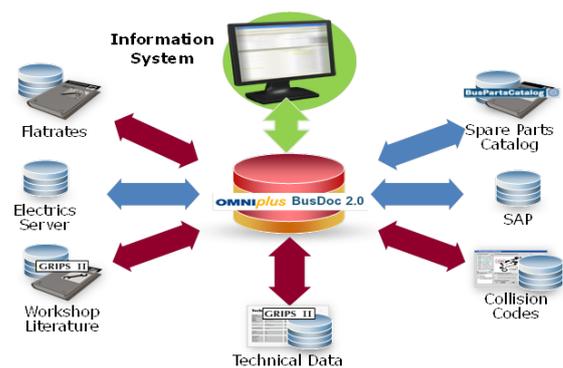


Fig. 1: BusDoc 2.0 global after-sales information portal

- ▲ Maintenance calculator to dynamically schedule maintenance tasks that are personalized for the individual bus configuration and the bus usage profile

### 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.

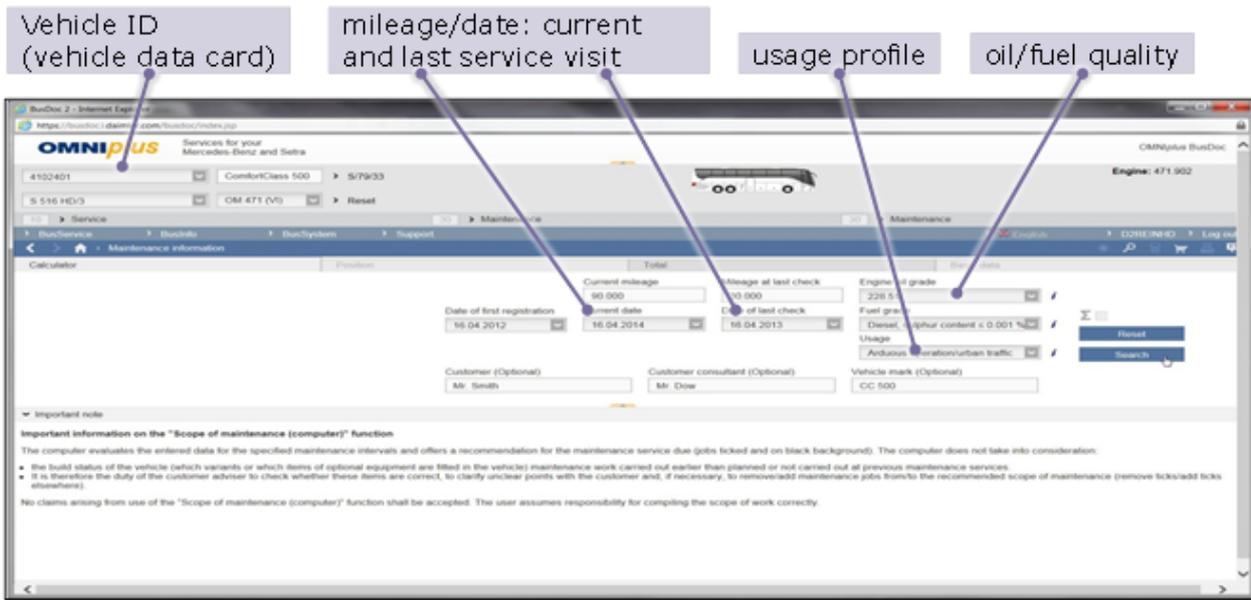


Fig. 2: Maintenance calculator

## Outcome

### Information provision

- ▲ Streamlined authoring and publication process
- ▲ Tentative configuration-specific workshop literature for a bus model can be published during the bid process (to estimate total cost of ownership during pre-sales)
- ▲ Single-source – multiple media and cross-doc publishing
- ▲ Minimum redundancy and maximum re-use of information (info units are re-used 36 to 45 times)
- ▲ Integrated language management
- ▲ Support for all languages (Unicode)
- ▲ Integrated terminology control
- ▲ Integration of STAR Transit
- ▲ 400% productivity increase in technical communications with the same headcount
- ▲ 30% cost reduction compared to similar divisions within Daimler

### Information use

- ▲ Simplified access to the system via the portal with single sign-on
- ▲ Higher productivity thanks to the elimination of searches (e.g. spare parts)
- ▲ Simpler operation enables tech reps to cover new tasks such as ordering extensions, spare part identification, collision code selection, etc.
- ▲ Task integration reduces errors, improves the quality of repair jobs and accelerates the billing process
- ▲ Workshop leaders gain time for customer care and acquisition.
- ▲ Benchmark quality of service information (rated in independent survey among workshops)

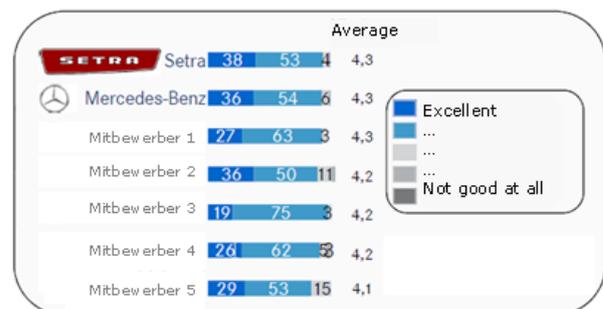
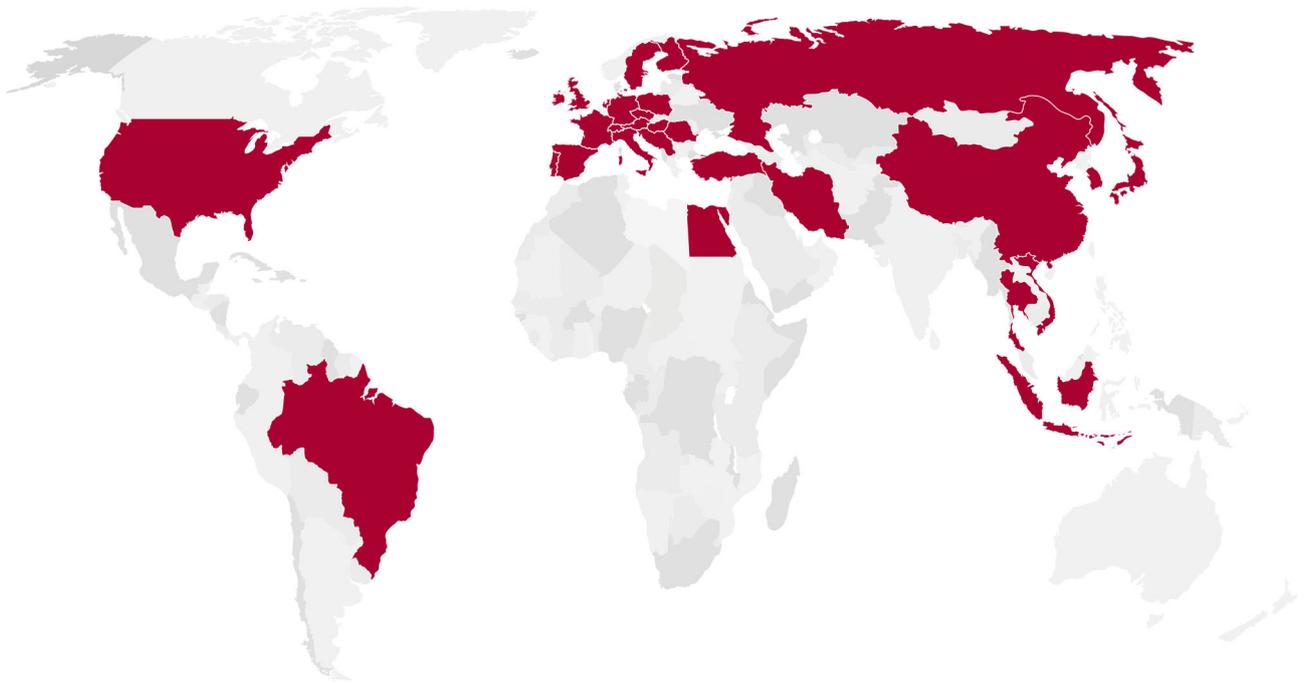


Fig. 3: Benchmark: Quality of Service Literature  
Results of a 2015 survey asking "How do you rate the quality of service information for the following brands?"



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