

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 KTM

Case Study KTM

Starting out as an offroad-only motorcycle producer, the KTM GROUP has progressed to be an innovative manufacturer of street motorcycles and now also premium sport cars. The KTM GROUP insists on high levels of customer service – both in the workshops and showrooms, as well as with dealers, providing advisory services and information on the many topics relevant to building an authentic motorcycle experience.

KTM's top objectives

Reduce massive workload

- ▲ The layout program required a lot of time for layout tuning
- ▲ Five languages with manual layout for each translation
- ▲ Average time for one owner's manual: Six weeks
- ▲ All languages were shipped with every vehicle

Increased re-use of content

- ▲ Re-use based on copy and paste from previous manuals
- ▲ No or very limited re-use of translations

Solution

In 2006, KTM evaluated GRIPS as the best platform for intelligent content management and had the budget approved. The market was urging KTM to supply more languages. The implementation of an intelligent content approach with GRIPS by the STAR Group fostered content re-use and automatic layout creation and publishing.

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.

From the beginning, the number of languages has been increased from 5 to 12 languages. English plus one language is shipped per vehicle based on the Vehicle Product Number (incl. target market ID).



Fig. 1: KTM Owner's Manual automatically published in GRIPS

What we do

The GRIPS installation at KTM supports:

- ▲ Product-centric content organization
- ▲ Domain-specific information model
- ▲ Dashboard for navigation and content status view
- ▲ Integrated XML editor with intelligent authoring assistant
- ▲ Integrated viewing tool for different channels and formats
- ▲ Integrated PDF generation for printing and websites
- ▲ Publishing as HTML or into a KTM diagnostics platform

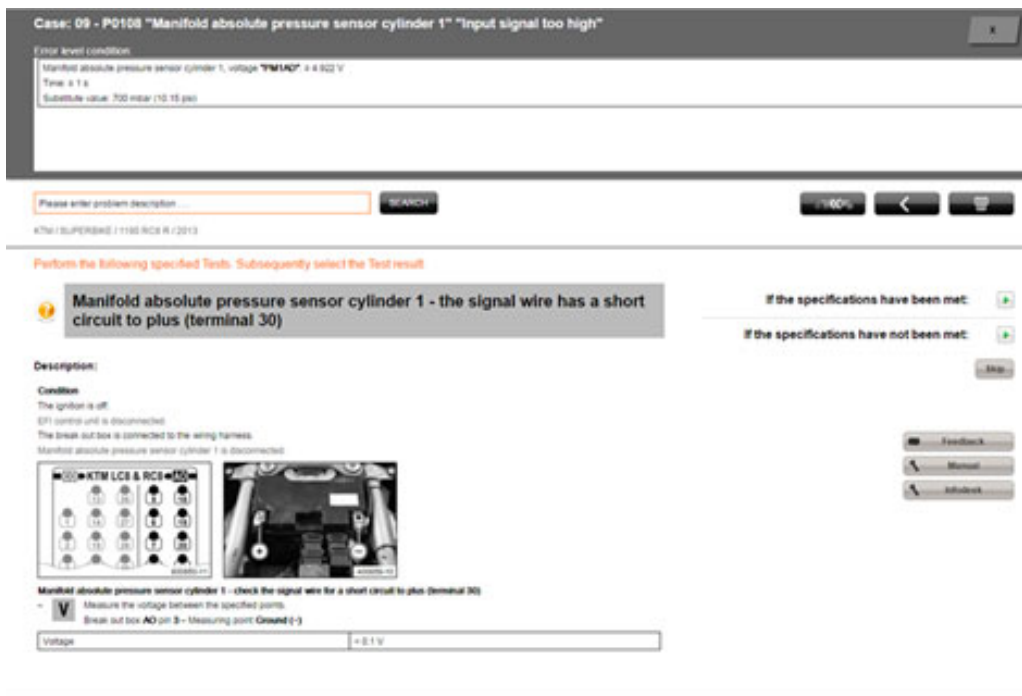


Fig. 2: KTM diagnostics platform with troubleshooting logic published directly from GRIPS

Outcome

Information provision

- ▲ Re-use of source information units drives the re-use of associated translations (language axis in the information model)
- ▲ Changes need to be made in one place only (content inheritance across model variants)
- ▲ Required time and cost per project decreases sharply (**one-time** effort; then steady decrease)
- ▲ After acquiring the Husqvarna brand, there was a very high level of re-use among KTM and Husqvarna brands with automatic brand-specific publications

Content publication onto the diagnostics platform

- ▲ Step-by-step troubleshooting controlled by fault tree
- ▲ Re-use of checking steps from GRIPS
- ▲ Re-use of tasks from GRIPS
- ▲ Link to manual content
- ▲ Possible extension: Capture frequencies to improve troubleshooting effectiveness

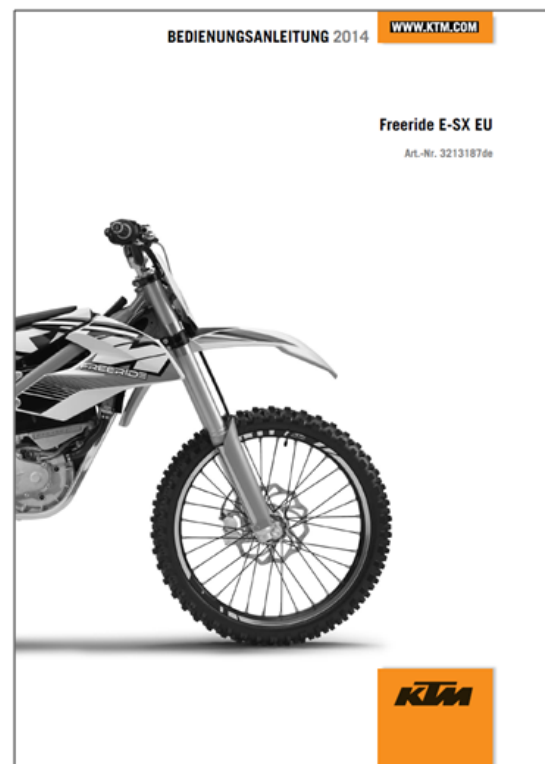


Fig. 3: Award-winning manual by KTM

In 2014, KTM won the prestigious Docu Award (Doku Preis) from Tekom (one of the largest global professional associations for technical communication)

