STAR Group
Case Study BMW Motorrad

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BMW is by far the largest producer of motorcycles in Europe. The huge range of new models, with lots of extra equipment, puts a heavy load on the information process. New markets also increase the need for translation and adaptation of existing documentation. After a few false starts with traditional document management systems and DTP programs, the task of creating a new system for BMW Motorrad's information went to the STAR Group.

BMW's top objectives

▲ Increased data quality

▲ Accommodate increasing vehicle complexity

▲ Manage a constantly growing document volume, with over 150 variants of motorcycles

▲ Increase the document life cycle

▲ Manage new languages

Solution

The new solution uses four STAR technologies: the GRIPS information management system; the Transit translation memory (TM) system; the TermStar terminology management system; and the WebTerm web-based terminology management system. STAR GRIPS is at the core of this new solution.

It is a semantic system for the structured entry, management and publication of multilingual information that is rigorously based on XML technology. The system also produces a truly automatic layout of the output, regardless of media. This concept enables the automatic production of derivative information, on demand.

For example, a Quick Start Guide may be a derivative of an Owner's Manual, which again is a derivative of the Maintenance and Repair Manual, which is derived from the original engineering documentation. It also enables fast and consistent translation with the aid of the translation memory and terminology management systems.

The use of STAR technology has made the BMW solution much more than just an information management system – the end result is a knowledge database from which various types of information can be published.

Rider's Manual
R 1200 RT

Fig. 1:   BMW Rider's Manual automatically published in GRIPS

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.

What we do

The GRIPS installation at BMW supports:

▲ Media-neutral data management based on XML technology

▲ Flexible re-use of information units

▲ Collaboration between geographically distributed teams

▲ Integrated language and translation management

▲ XML-enabled translation memory system

▲ Role-based permission access rights in order to optimize the editorial workflow

▲ Version management

▲ Management of non-XML resources in any data format

▲ Integrated workflow and reporting management

▲ Publication of service information that is specific to the configuration (VIN)
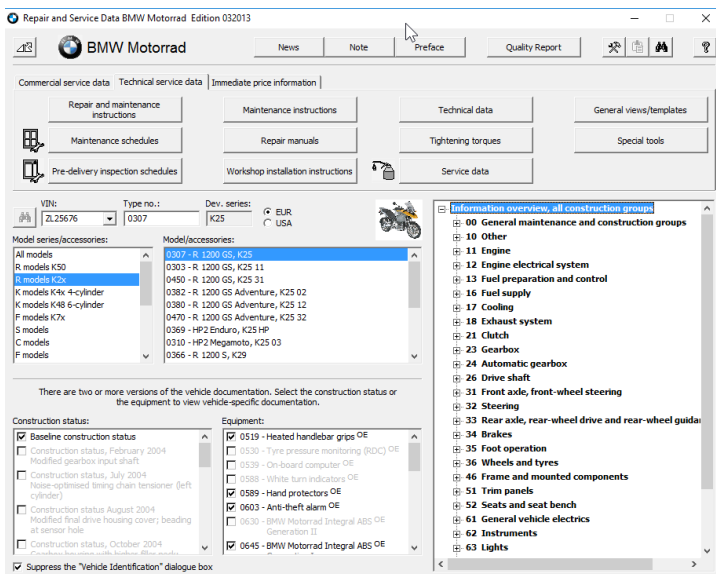
Fig. 2:   Provision of electronic repair and service information for BMW Motorrad that is specific to the VIN (configuration)

Outcome

Fig. 3:   A page from the BMW Rider's manual that has been laid out automatically

Cost savings

The integration of language and translation management along with the use of Transit and the terminology tools reduced BMW Motorrad's overall translation costs by approximately 20%. In addition, the flexible re-use of information reduced the costs of the original writing and information management by 40%.

The centralized product-centric information management solution produces more information, faster. It also offers the re-use of proven structures and information from current systems.

Flexibility

BMW can produce product- and user-specific product information in all languages, including any Asian language, on all current and future media. The information can be used in, for example, interactive documentation and diagnostics systems, and can be retrieved on any mobile device.

Flexible maintenance

A maintenance calculator allows for vehicle-specific calculation of maintenance schedules and tasks.
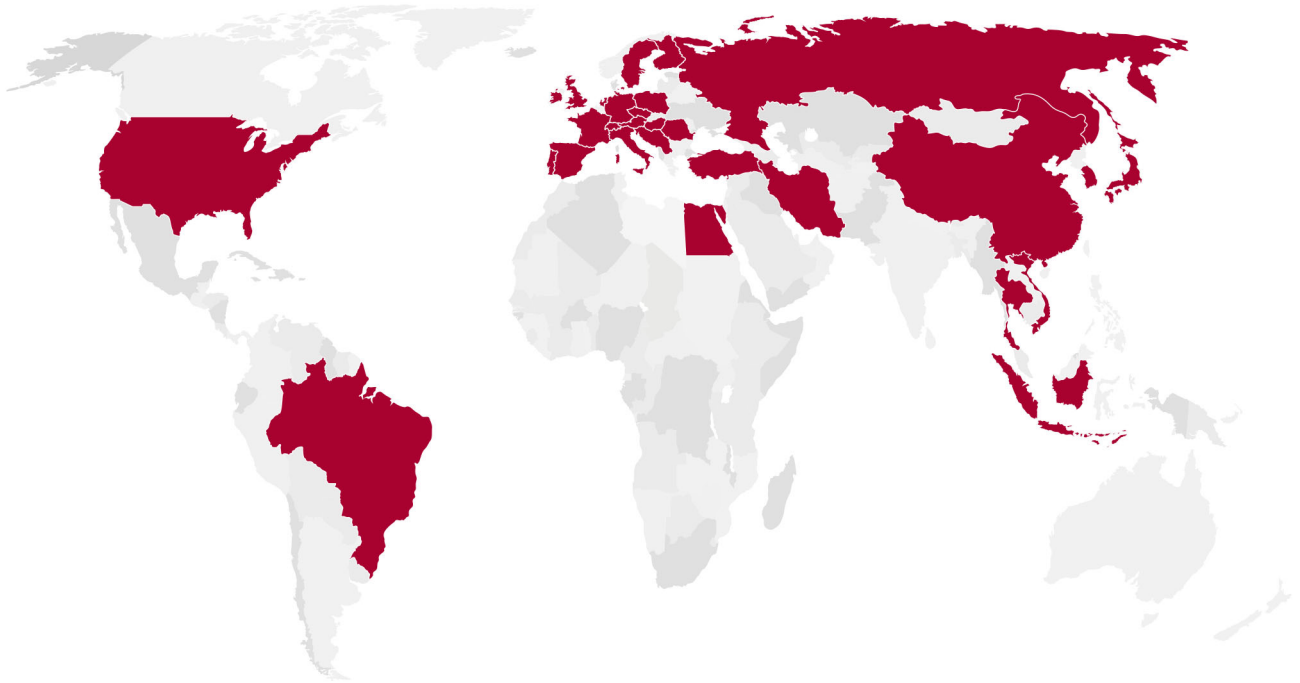
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