Elevate your Customer Experience with Future Proof Content
Various surveys are showing that most of the world’s leading companies have accelerated their digital transformation efforts during the pandemic—efforts that are not slowing down.

Content plays a key role in the field of digitalization, it elevates your customer experience and makes content future proof.
Macro Trends

Accelerate the Need for Content Quality

- Open new markets quickly
- Elevate your customer experience
- Comply with industry standards and
- Future proof your content
Poor content leads to:

• Poor customer experience, which negatively affects your branding
• Human errors and risks because of ambiguous content.
• High translation and hidden (support) costs.
• Low quality and consistency in content across your global workforce and international customer base.
• Not complying with regulatory and contractual requirements.
• Not being able to publish timely, up-to-date and cost-effective content.
CIDM Content Quality Survey

Technical Communications - Current State

- CIDM Member Survey
- Over 40 companies participated
- Importance: 1 = most important
- How We’re Doing: 1 = the best
- 91% think tools improve content quality

<table>
<thead>
<tr>
<th>Factor</th>
<th>Importance</th>
<th>How We’re Doing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accuracy</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Clarity</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Relevance</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>Usability</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>Consistency</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Proper grammar, spelling, punctuation</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Conciseness</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td>Level of detail</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>Language (voice and tone, word choice)</td>
<td>9</td>
<td>6</td>
</tr>
<tr>
<td>Look and feel</td>
<td>10</td>
<td>5</td>
</tr>
</tbody>
</table>

Definition of Content Quality and Performance Against It
Pain Points That are Solved with HyperSTE

- **Quality** – Make your content accurate, clear, relevant, and consistent across diverse workforces and global geographies
- **Compliance** - Improve regulatory and contractual requirements
- **Human errors** - Language choice, branding and style guides applied inconsistently
- **Conciseness** - Improve clarity, reduce word count and translation costs

“Even more discerning editors and experienced writers benefit from the efficiencies of HyperSTE.”
### Elevate Customer Experience & Open up New Markets

**Elevate CX**
- Open new markets
- Right content, right time, right audience
- Improve findability and readability

**Reduce Risks**
- Deliver error-free content in all languages
- Prevent costly claims
- Meet Product Safety Standards

**Expedite Efficiencies**
- 1/10 of the time & 1/10 of the cost (vs. competition)*
- Achieve 40% in cost savings
- Reduce hidden costs (support)

*customer testimonial
For Technical Documentation
Writers and Managers

Make Your Content Accurate, Compliant & Efficient

Automate Compliance
- Validate industry credibility to open new markets
- Enable 30% savings via automation
- Comply with industry standards and style guides

Accelerate Time-to-Market
- Minimize writing and editing time
- Get it right the first time
- Write once, use everywhere

Eliminate Friction
- Align your global workforce with One Voice
- Achieve 40% reduced word count
- Yield 40% translation cost savings
HyperSTE

Quality starts at the Source

• Directly embedded in your authoring environment.
• Checks for compliance against style guides and best practice writing rules.
• Identifies problem areas and spots errors quickly and efficiently.
• Creates reports for insight in quality metrics.
• Reduces the cognitive load that comes with writing and editing all day.
• Aligns your global writing team with One Voice.

“HyperSTE is like guardrails for the office.”
HyperSTE
The First and Only Solution for Error-Free Content.
Once Voice. All Languages.™

Secure
Prioritize your guidelines through benchmark reporting and achieve industry-leading risk mitigation. Secured cloud solution through Microsoft Azure but also available as a secured on-premise solution.

Simple
Save time with HyperSTE’s simple plug-and-play installation and ease-of-use.

Scalable
HyperSTE’s cloud model allows you to manage your users easily by scaling them up or down, offered against a cost that cannot be matched.

“For those professionals that practice ESL (English as a Second Language), this tool is fantastic.”
<table>
<thead>
<tr>
<th>Improvement in review process</th>
<th>Reduction in overall content development process</th>
<th>Cost savings in translation and localization</th>
<th>Reduced word count</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Up to 40%</strong></td>
<td><strong>Up to 60%</strong></td>
<td><strong>Up to 30%</strong></td>
<td><strong>Up to 40%</strong></td>
</tr>
</tbody>
</table>

“Firms can expect to easily save a range of 15-25% in translation costs.”

What Our Clients Say

How HyperSTE Delivers Results

“Firms can expect to easily save a range of 15-25% in translation costs.”
Pricing That is Unmatched

- HyperSTE Basic – for Freelance Writers
- HyperSTE Professional – for Companies
- HyperSTE Enterprise – for Companies needing over 50 licenses or require the On-Premise version
- Free Trials offered
- Easy to purchase online
- Ask us about a free business case analysis

“HyperSTE can complete the same tasks as the competition in 1/10 of the time and 1/10 the cost.”
Let Us Help You
Create the Best Possible Content

1. Define your Business Goals – We help you set KPIs
2. Standardize on Terms and Writing Rules – We help build customized dictionaries
3. Training – We train your writers to help reduce content by up to 40%
Easily learn how to write better content through our highly valued Writer Training

Over 3000 writers trained
Highly rated by customers
Certified Trainers
40% less content

**E-Learning Course**
- Starting at only €650 for individuals, group pricing on request
- Learn STE in your own time and from anywhere

**Online Workshops**
- Learn how to apply STE to your content
- Interactive Sessions
- Up to 10 participants

**Onsite Training**
- Theory & Workshop all in one
- 2 days onsite
- Up to 15 participants
References

Aerospace & Defense
- Air France-KLM
- Air France-KLM Cargo
- American Airlines
- ATK
- Airbus
- Australian Army
- Aviation Design Centre
- BAE Systems / Selex
- BETA Air
- Beriev
- Boeing
- Chuozuken
- Cygnific
- Cobham
- COMAC
- Collins Aerospace
- Eurocopter
- FAA
- Fokker
- General Atomics
- General Dynamics Land Systems
- GMF AeroAsia
- Gulfstream
- Jamco America
- Honeywell Aerospace
- Insitu (Boeing)
- L-3 Communications
- Lockheed Martin
- MBDA
- Meggitt / Vibrometer
- Mitsubishi Aircraft
- US Navy (NAVSEA)
- Qatar Airways
- Rolls-Royce
- Saab
- Singapore Technologies Marine
- Sogitec
- Teldix (Rockwell Collins)

Financial
- American Express
- Credit Union
- Cygnific
- GSM Association
- Radasys
- Tellabs

Healthcare
- Accuray
- Elekta
- GE Healthcare
- Philips Healthcare
- Radiometer

Energy
- Schlumberger
- Siemens (Industrial Turbines)
- Vestas
- Wärtsilä
- Well Engineering Partners
- Ryder

Technology
- AGCO
- AVTech
- Boon Edam
- Crown Equipment
- Digimarc
- Design Rendezvous
- EATON
- Electrolux
- FLE
- FLUKE
- HACH
- Honeywell International
- Husqvarna
- Ingersoll Rand
- Koenigsegg
- Lantech
- Laser Imaging Systems
- Modix
- Nautilus
- Orbotech
- PAC
- Patria
- Rieter
- Shikoku
- Sony
- Tempress
- Texas Instruments
- WatchGuard Technologies

Others
- Cyient
- Etteplan
- JANA
- KPMG
- Semcon
- Sigma Technology
- UNICEF
- Yanmar
Results - HyperSTE

Medical equipment manufacturer

- 40% savings from GIM
- 66% reduction in print costs/manual
- 30% page count reduction
- 20% word count reduction in a manual
Results - HyperSTE

Airline (Commercial and Cargo)

• Clarity in Safety Management Manual (SMM)
• Clear communication through Call Centers
• Standardized communication where English is not the native language of content authors (Dutch, French)
Results - HyperSTE

Aerospace Manufacturer

Results, for writers:
• Approximate 81% reduction of grammatical errors and 90% reduction in Simplified Technical English errors.
• Approximate 52% reduction in time to find Simplified Technical English and grammatical errors.

Results, for Quality Assurance:
• Approximate 48% reduction in time to review documents for grammatical and Simplified Technical English errors.
• Approximate 25% increase in grammatical and Simplified English errors found in documents.

“We saved 30% on labor cost.”
Results - HyperSTE

Aerospace Manufacturer

“At Gulfstream we use HyperSTE to apply STE to our fault isolation procedures. Etteplan is the company who produces it and it works great. I highly recommend them. HyperSTE will absolutely bring consistency and simplification to the authoring process.

It was a good business decision to go to STE as we become more and more intertwined globally. Etteplan’s STE training is first class.”
Results - HyperSTE

Security

• The manuals have a more professional look and are a lot more user-friendly
• By standardizing the process and structuring the content, many parts of the manuals can be exchanged, which saved a lot of time and money. Boon Edam now saves up to 50% on translation costs.
Who We Are

Engineering With A Difference

Over 3000 Writers and SMEs trained, First Certified Trainers

Over 3800 Specialists in 8 countries and 76 offices, of which 850 in technical documentation

More than 30 Years of experience, publicly listed on NASDAQ
Implementation Roadmap

HyperSTE Demo

- Demonstrating HyperSTE capabilities against business goals
- General pricing info and implementation plan
- Other considerations

Criteria / req spec analysis

- License model
- Cost
- 3rd party use
- Hosting
- Guidelines
- Terminology
- Spelling
- Integrations
- API for custom app integrations
- Interactive defect flagging types
- Source content formats
- Information security
- Server administration
- Scoring
- Analytics

Customer Review Process

- Internal review
- Change management processes
- Risk mitigation
- Go – No Go

Proof of Concept

- Import terminology / creation of dictionary
- Creation of profiles and conditional checking
- Define test users
- IT architecture, installation of test licenses
- Business case analysis
- Training of test users
- Findings, internal review and adaptations
- Data validation and customer acceptance

Agreements

- Commercial
- Technical
- Legal
- Service Level Agreement (SLA)
- Implementation plan

Deploy HyperSTE

- Purchase order
- Deploy HyperSTE test case
- Deploy HyperSTE fully
- Training of writers
- Implementation process
- Support process