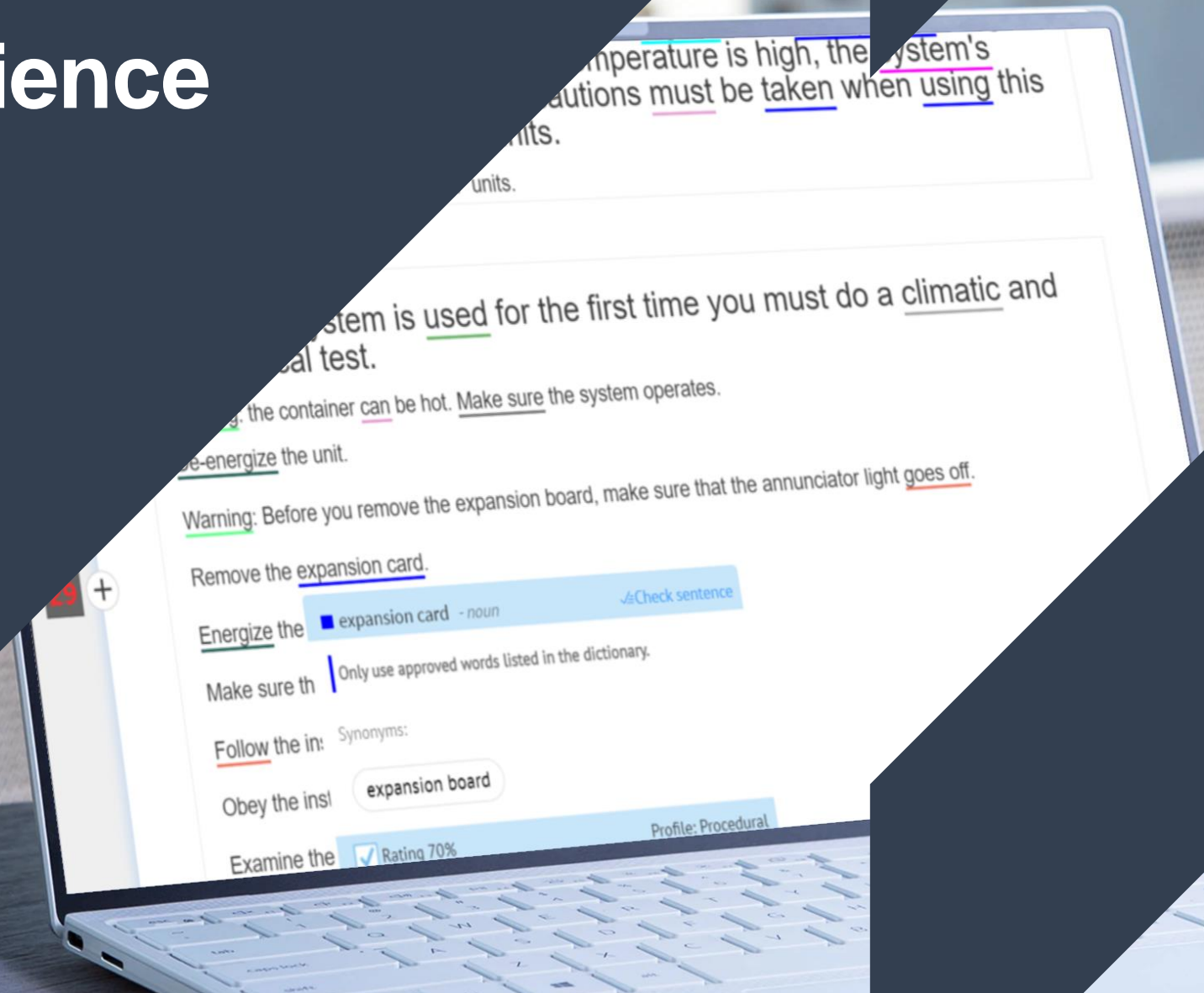


# Elevate your Customer Experience with

## HyperSTE

### Content Quality Platform



**Our customers include the world's leading companies in the equipment manufacturing industry.**

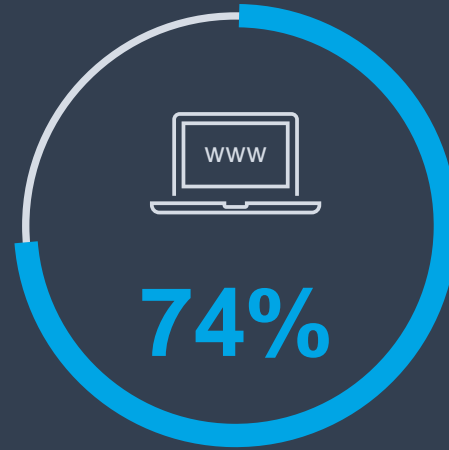
**We help them create a better world through engineering, innovation and digitalization, and ... through **better content**.**

# Content is a Business Asset

Approx. **240**  
tonnes CO2 annually



**x 16**



% of visitors looking for  
technical information





**x1,6**

Revisits to site due to lack  
of right information





Time spent by  
professionals searching for  
information

**Gartner**



**10,000**

Employees retire every day in the US alone. Critical information about processes and equipment run the risk of being lost forever.

PewResearchCenter



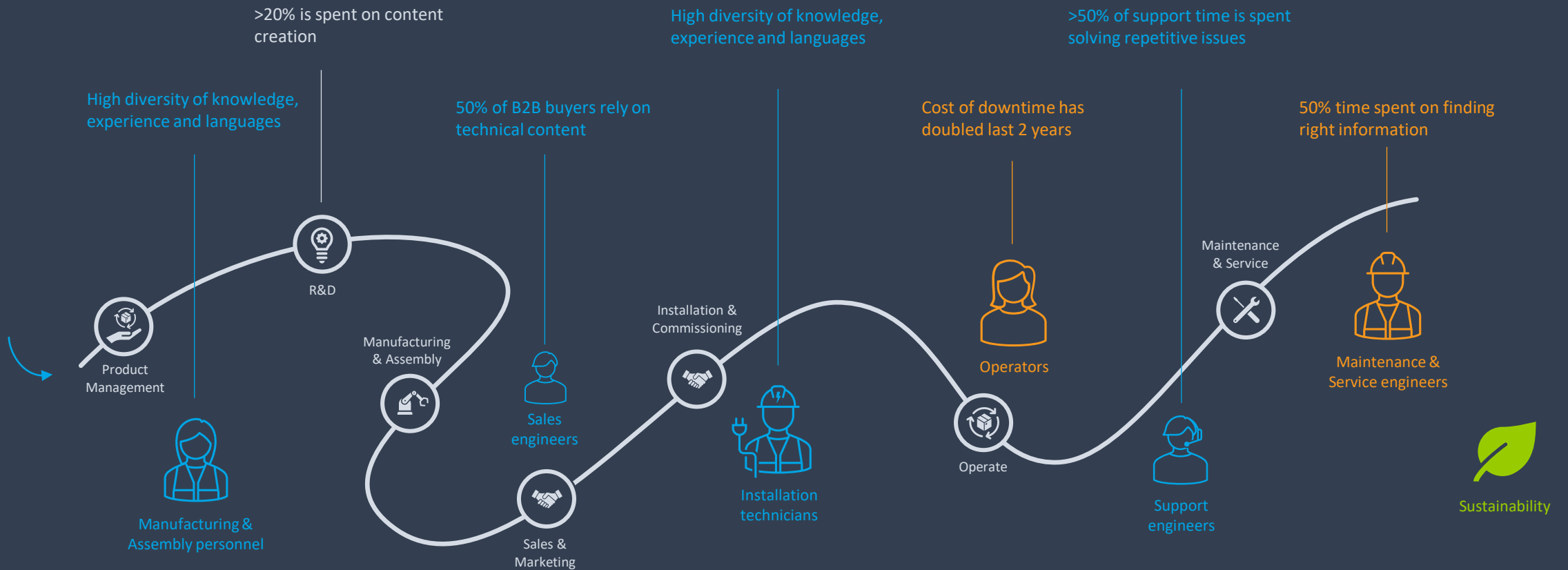


**€476 billion**

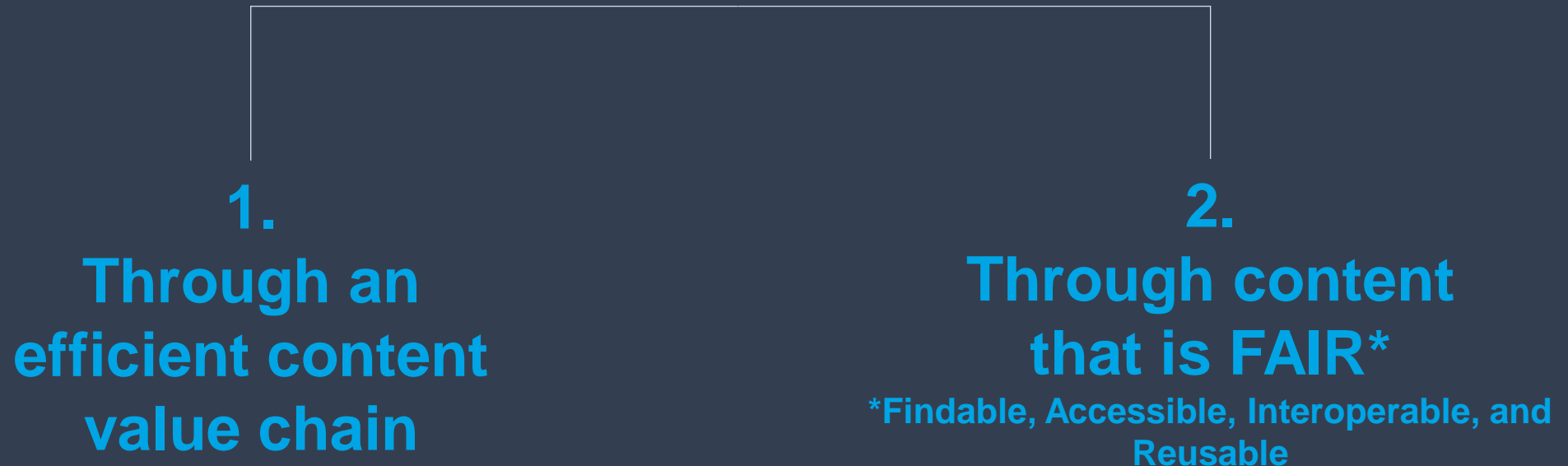
Cost of industrial accidents  
for EU businesses annually



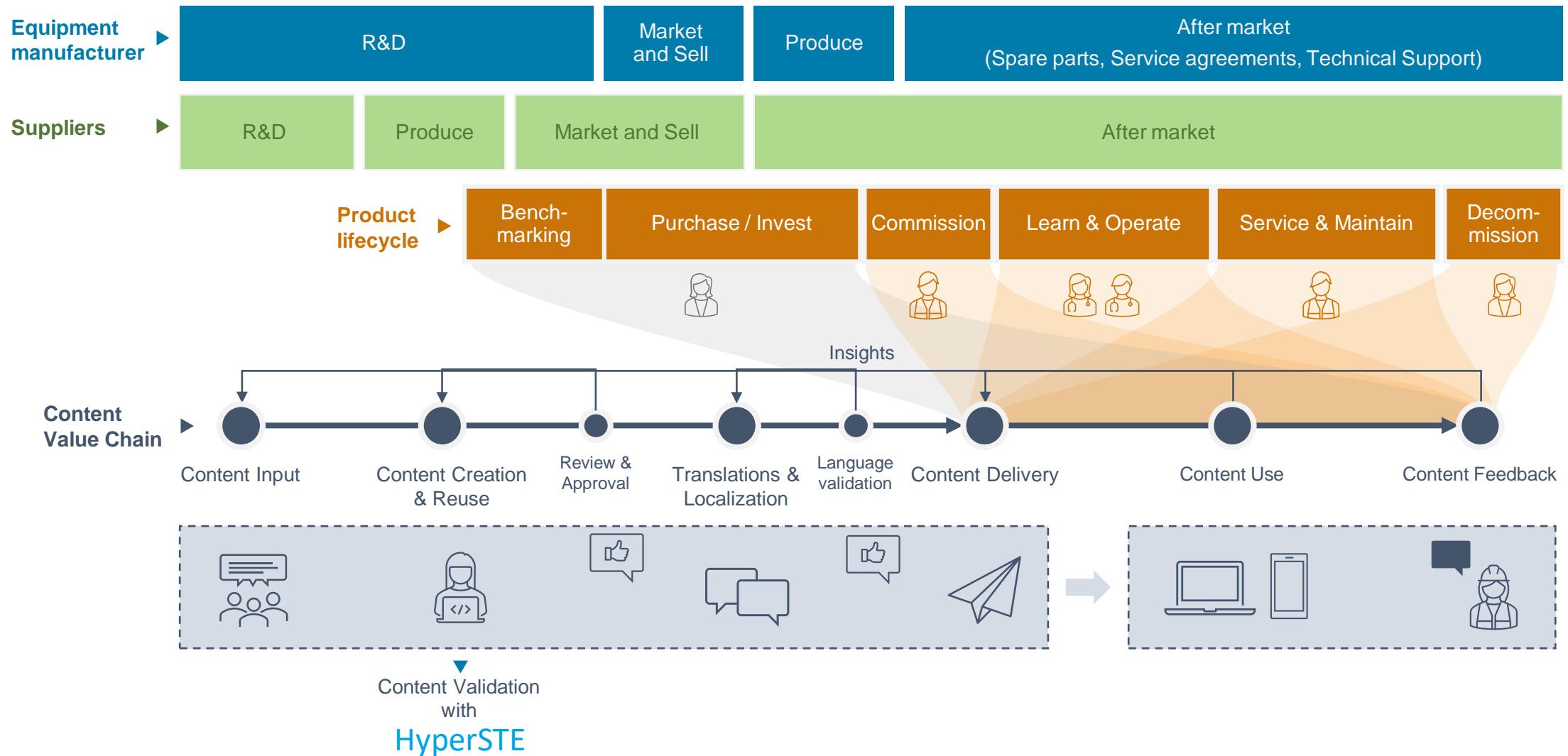
# Content impacts business



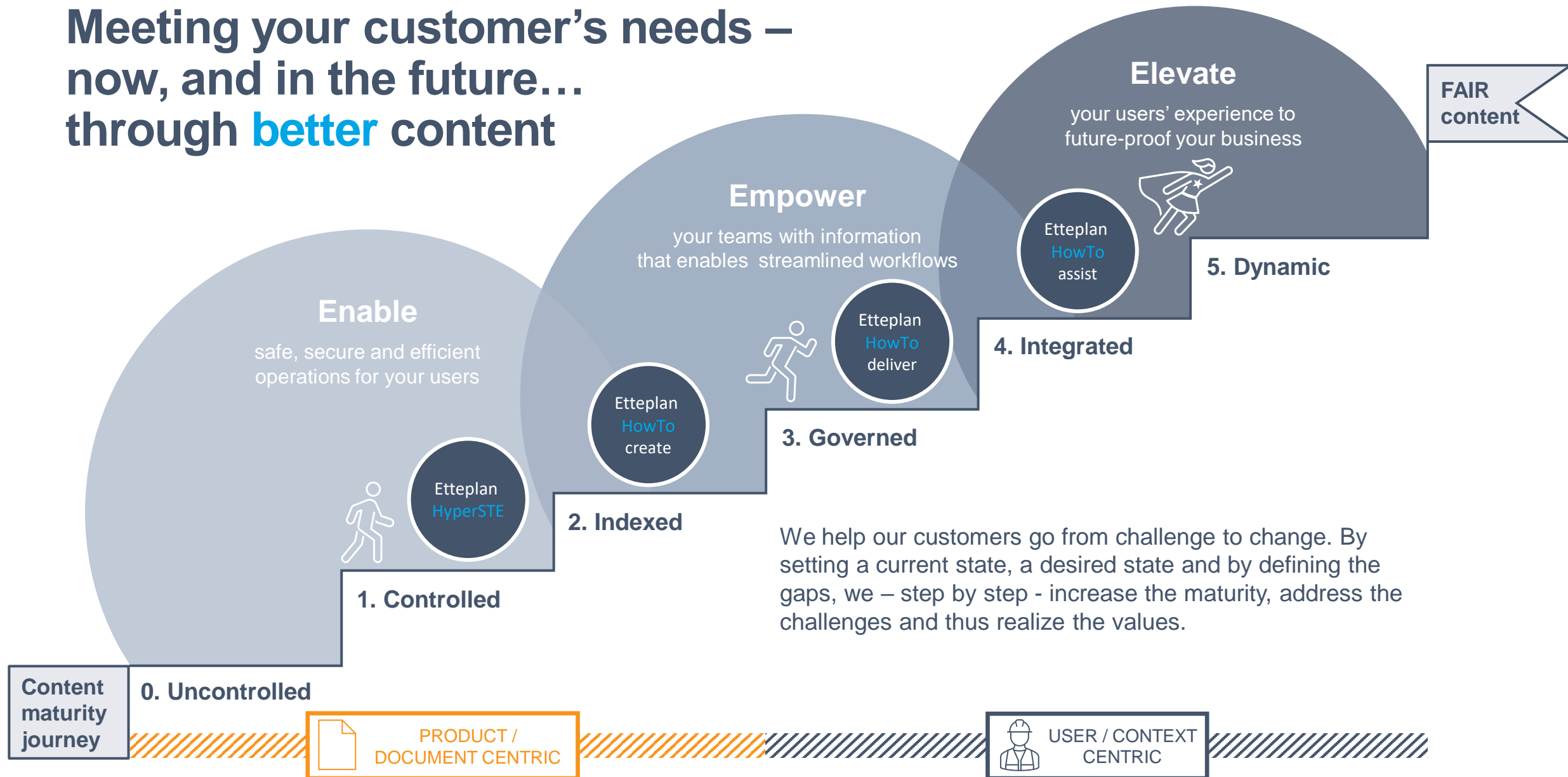
# How better content can help our customers create a better world



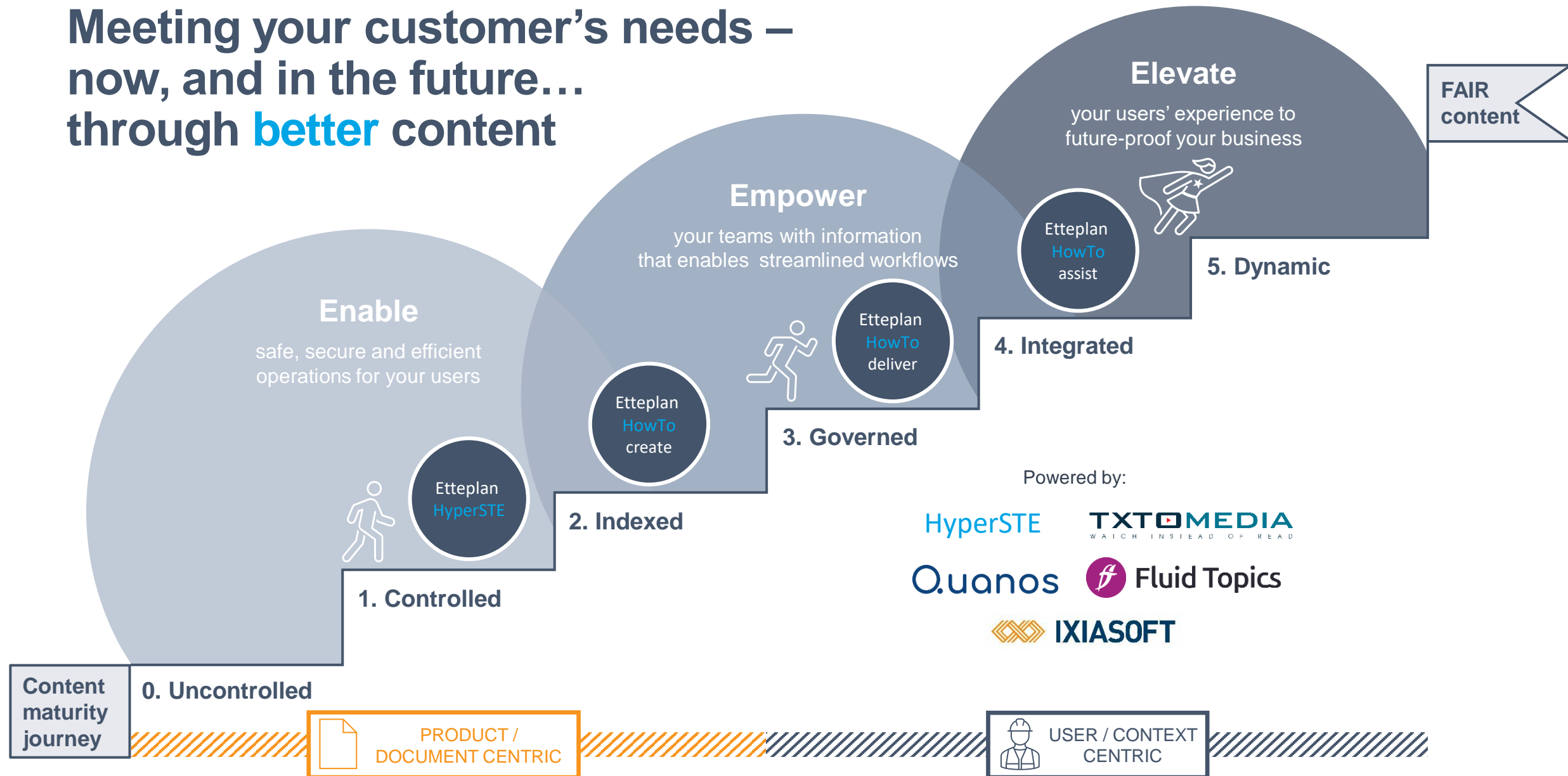
# The Content Value Chain to support your Product Lifecycle



# Meeting your customer's needs – now, and in the future... through **better** content



# Meeting your customer's needs – now, and in the future... through **better** content



is from 10 Khz to 200 MHZ. If the temperature is high, the system's performance will decrease. Precautions must be taken when using this system and the three other units.

Note: do not use this system with SK-1F units.

SECTION

When the system is used for the first time you must do a climatic and mechanical test.

Warning: Before you remove the expansion board, make sure that the annunciator light goes off.

De-energize the unit.

Warning: Before you remove the expansion board, make sure that the annunciator light goes off.

Remove the expansion card.

Energize the expansion card - noun

Check sentence

Make sure th Only use approved words listed in the dictionary.

Follow the in: Synonyms:

Obey the ins! expansion board

Examine the Rating 70%

Profile: Procedural

# HyperSTE | Content Quality Checker

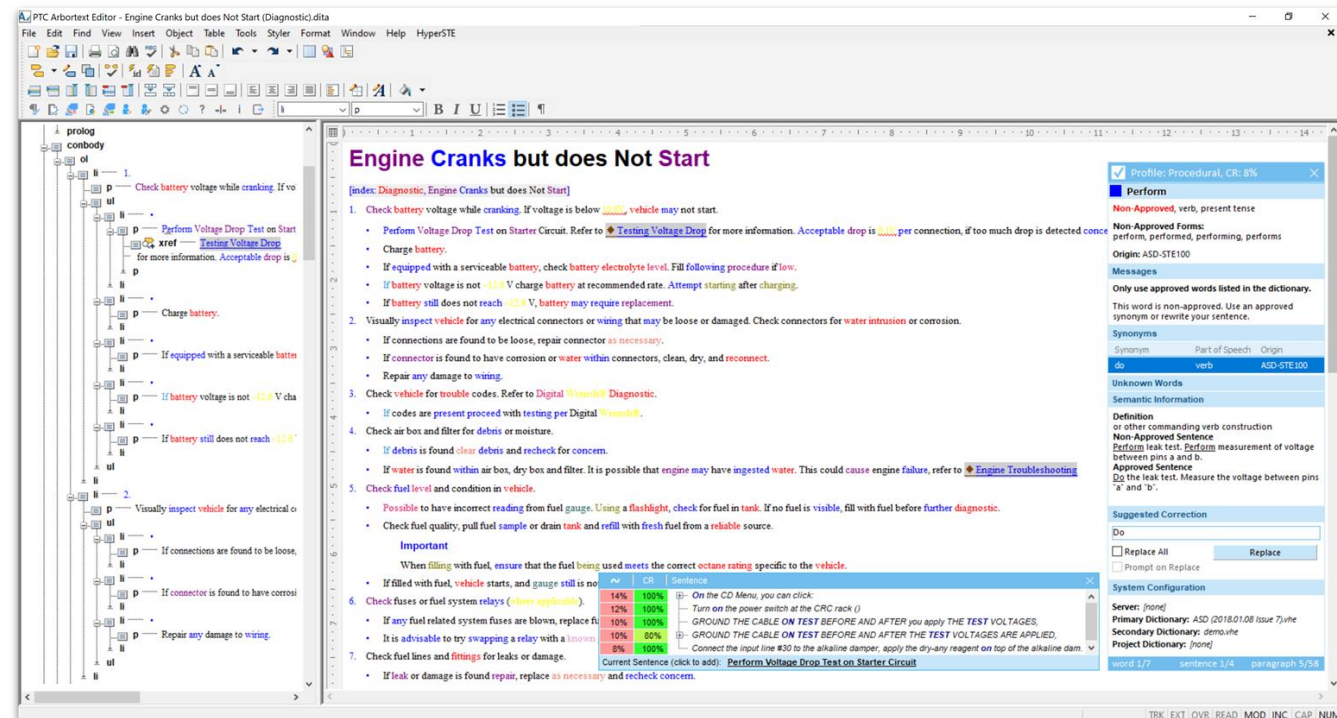
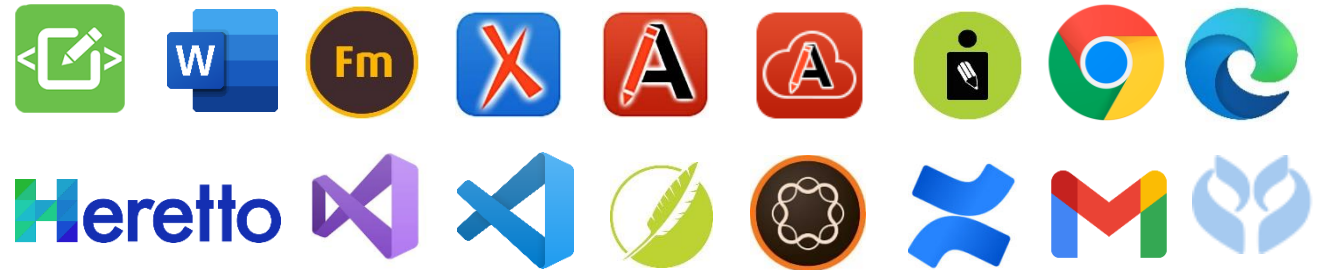


“HyperSTE is like **guardrails** for the office.”

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

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.

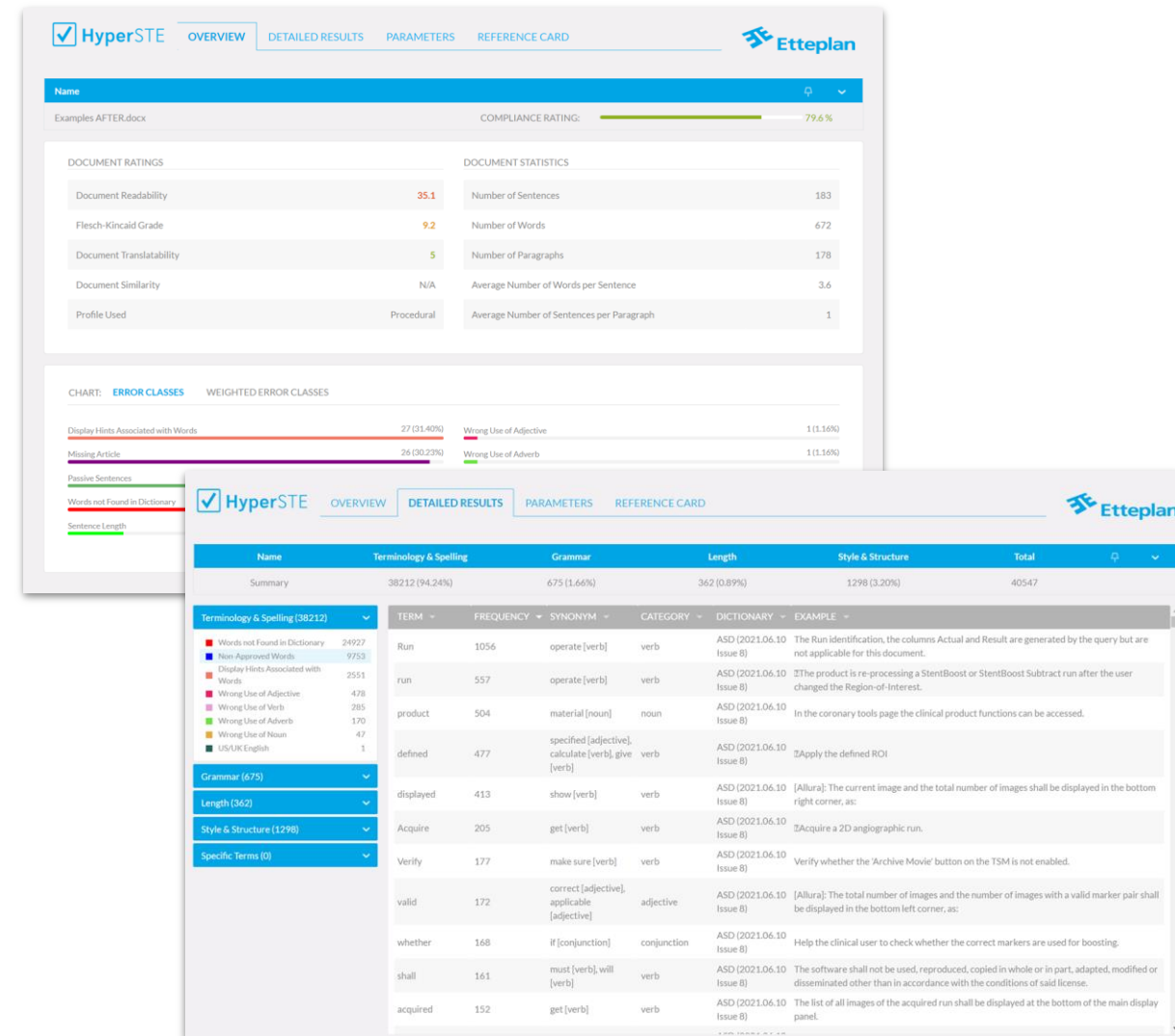
## Simple

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.](#)”



# 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**.”



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  
(ASD-STE100 and others)

## 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

For Business Leaders

# Elevate your Customer Experience with Great Content and 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

A photograph of a classroom or meeting room. In the foreground, the back of a person's head with long dark hair is visible. To their right, another person with dark hair is seen from the back, wearing a brown sweater. Further right, a person with shoulder-length brown hair is wearing a red knit sweater and has their right arm raised, holding a pen. The background shows other people seated at tables, and large windows with vertical frames are visible. A semi-transparent dark blue horizontal band is overlaid across the middle of the image.

# Professional Services

## Professional Services

# Let us Help You Create the Best Possible Content

1. Define your **Business Goals** – We help you set and manage **KPIs**.
2. Define **Terminology & Writing Rules** – We help build dictionaries and create profiles to meet your specific content conformity needs.
3. **Writer Training** – We train writers, engineers and SMEs on how to create better content, which can help reduce content by **up to 40%**.
4. **Post Implementation Support** – (bi) weekly meetings to monitor progress, answer questions, and help out in any other way.





Easily learn how to  
write better content  
through our highly  
valued

## Writer Training

Over 3200 writers trained

Highly rated by customers

Certified Trainers

40% less content

## Training Options

### 1. E-Learning



For individuals or large  
groups

Learn STE in your own time  
and from anywhere

### 2. Online



Learn how to apply STE to  
your content

Interactive Sessions

Up to 10 participants

### 3. Onsite



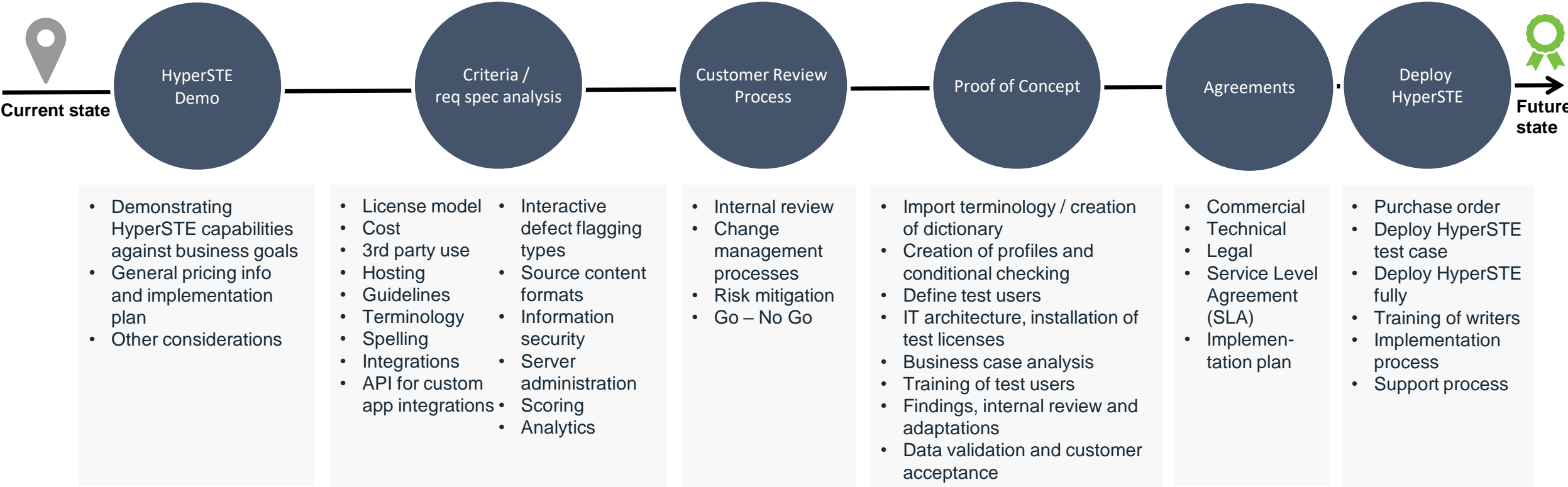
Theory & Workshop all in one

2 days onsite

Up to 15 participants

# Implementation Roadmap

Implementing HyperSTE is an easy and efficient process, but it may help to have the below roadmap to plan your strategy accordingly.







# Checklists

# License Model

Criteria	Subcriteria	HyperSTE
Licenses	<p>License Models</p> <p>HyperSTE Basic HyperSTE Professional</p> <p>HyperSTE Enterprise</p>	<p>Cloud (concurrent). On-Premise (fixed and concurrent). Cloud, for MS Word only. Cloud, supports up to 2 client applications and includes the Chrome/Edge plugin that gives access to all cloud applications (see below).</p> <p>Cloud for more than 50 licenses, Enterprise for any number of licenses.</p>
Hosting	<p>Cloud</p> <p>On-Premise</p>	<p>At Etteplan with Microsoft Azure. It's possible to privately host at customer using other cloud host providers. Hosted at customer.</p>
Supported Authoring applications (in case your authoring application is not listed, ask us)	<p>OS</p> <p>Client applications</p> <p>Cloud applications</p> <p>CCMS compatibility</p> <p>API for custom app integrations</p>	<p>Windows (for client applications). Arbortext, Framemaker, Word, Oxygen, Flare, Visual Studio, Visual Studio Code, InDesign, XMetaL, Raytheon EAGLE (EPS), UltraAuthor. Chrome/Edge plugin (will also work on Mac OS). AEM, Oxygen Web Author, Heretto, Confluence, Paligo, Gmail. DITA CMS, TIM-RS, Vasont, Bluestream, Windchill, SDL Contenta and Tridion.</p> <p>Yes</p>
Security	<p>GDPR compliant</p> <p>Encryption</p> <p>User authentication</p> <p>Passwords</p> <p>Sign out</p> <p>Data storage</p> <p>Single Sign On (SSO)</p>	<p>Yes</p> <p>Yes</p> <p>User email</p> <p>Minimum of 12 characters, of which one upper case, one letter and one special character.</p> <p>By exiting HyperSTE or automatically after 1 hour of inactivity.</p> <p>No customer documentation is stored.</p> <p>Through Microsoft Azure / Active Director, others possible.</p>

# Features

Criteria	Subcriteria	HyperSTE
Checking	Interactive checking Reporting Batch checking User statistics Interactive defect correction method  Source content formats	Cloud (concurrent). On-Premise (fixed and concurrent). Yes Yes Manual - Using scorecard Manual - Interactive Suggestions (click & replace) Concurrent Editing Inline (body) highlighting Sidebar UI S1000D, DITA, DITA with x-reference resolution, Markdown, XML (DTD or schema), HTML, FrameMaker, Plain text, PDF, AsciiDoc
User Administration	User management (allow list) User registration User metadata (dept/BU etc) User roles/privileges  Revoke user access Automatic user data deletion	Yes Yes Yes Terminology Viewer (through SSO), Technical Writer, Terminology Manager, Admin. Yes Yes, through API.
Scoring	Document statistics Compliance Flesh-Kincaid Readability Similarity Translatability	Yes Yes Yes Yes Yes Yes
Analytics (with time range)	Concurrent license usage Software application usage Rejected login attempts Overview of license usage Checks and reports per user	Yes Yes Yes Yes Yes

# Guidelines

Criteria	Subcriteria	HyperSTE
Writing Rules	Simplified Technical English (ASD STE-100) Microsoft Writing Style Guide Chicago Manual of Style Inclusive Writing Enable/disable individual guidelines Controlled configuration Contextual guideline control Custom guideline development Long sentence flagging Tone of voice - conversational control Scope of checking Terminology Spelling Grammar Length Style	Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes Partly supported Selection, whole file, compound document (DITA) Yes Yes Yes Yes Yes
Terminology	Master term bank Domain (child) term banks w/order of precedence Associate term banks with specific style guide Import / Export Terminology Part of speech identification Terminology classification Custom term help Trademarks Terminology administration User selectable term banks	Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes





## Case Studies & References

## What Our Clients Say

# How HyperSTE Delivers Results

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

## HyperSTE

Content that is Clear, Conform and Consistent

Up to  
**40%**

Improvement in  
review process

Up to  
**60%**

reduction in  
overall content  
development  
process

Up to  
**30%**

cost savings  
in translation  
and  
localization

Up to  
**40%**

reduced word  
count

# 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
- Radisys
- Tellabs

## Healthcare

- Accuray
- Elekta

- GE Healthcare
- Philips Healthcare
- Radiometer

## Energy

- Schlumberger
- Siemens
- Vestas
- Wärtsilä
- Well Engineering Partners
- Ryder

## Technology

- AGCO
- AVTech
- Boon Edam
- Crown Equipment
- Digimarc
- Design Rendezvous
- EATON
- Electrolux
- FLE
- FLUKE
- HACH
- Honeywell

- Husqvarna
- Ingersoll Rand
- Lantech
- Laser Imaging Systems
- Modix
- Nautilus
- Orbotech
- PAC
- Patria
- Rieter
- Shikoku
- Sony
- Tempres
- 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.





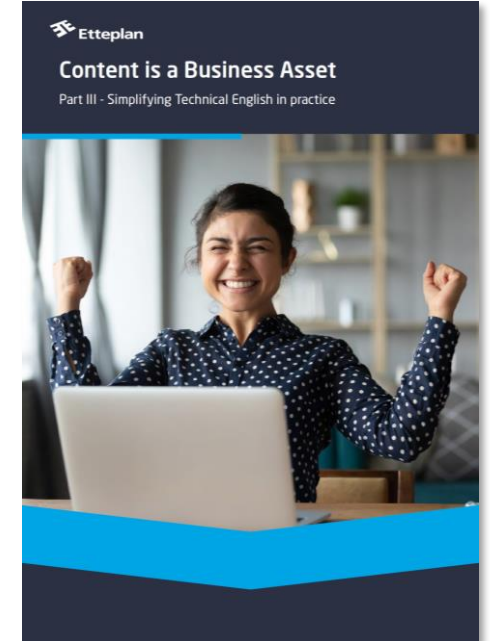
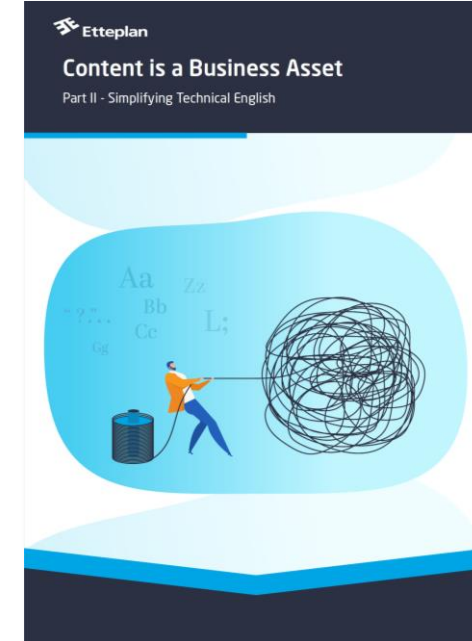
# Contact Us

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- To request a demonstration
- For free trials
- For free business case analyses
- To request our 3 free guidebooks
- Or with any other questions you may have

# Who We Are

## Engineering With A Difference

To learn more about our other solutions for technical information, engineering and IoT, visit [Etteplan.com](http://Etteplan.com)



Over  
**3500**

Writers and  
SMEs trained,  
First Certified  
STE Trainers

Over  
**4000**

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

Close to  
**40**

Years of  
experience,  
publicly listed  
on NASDAQ

