



HyperSTE

Content Quality Checker

INFORMATION PACKAGE 2024

Content is a Business Asset



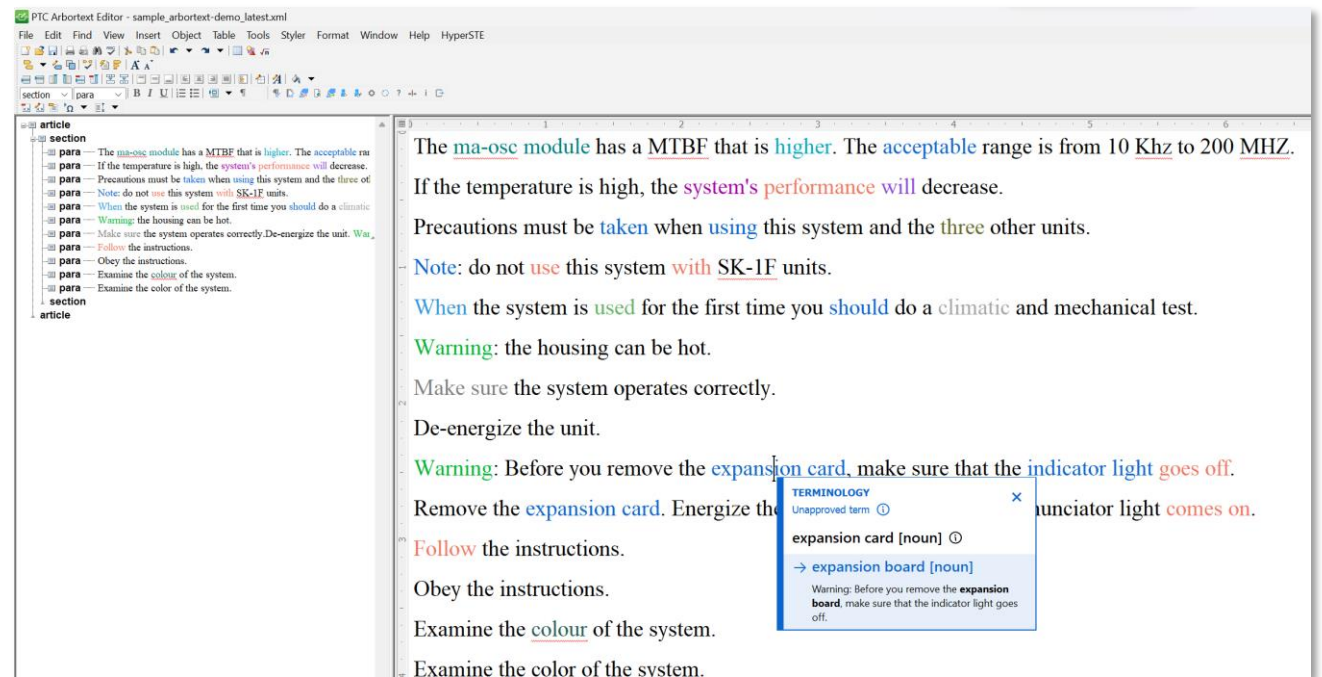
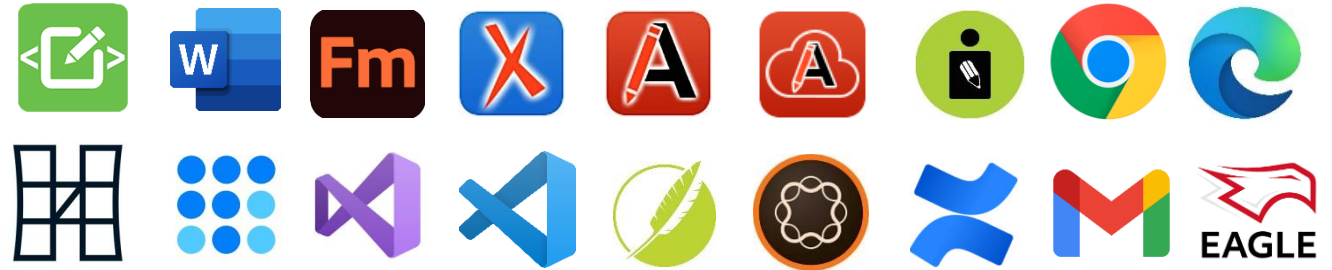
You have a great product, which should be accompanied by great content

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.

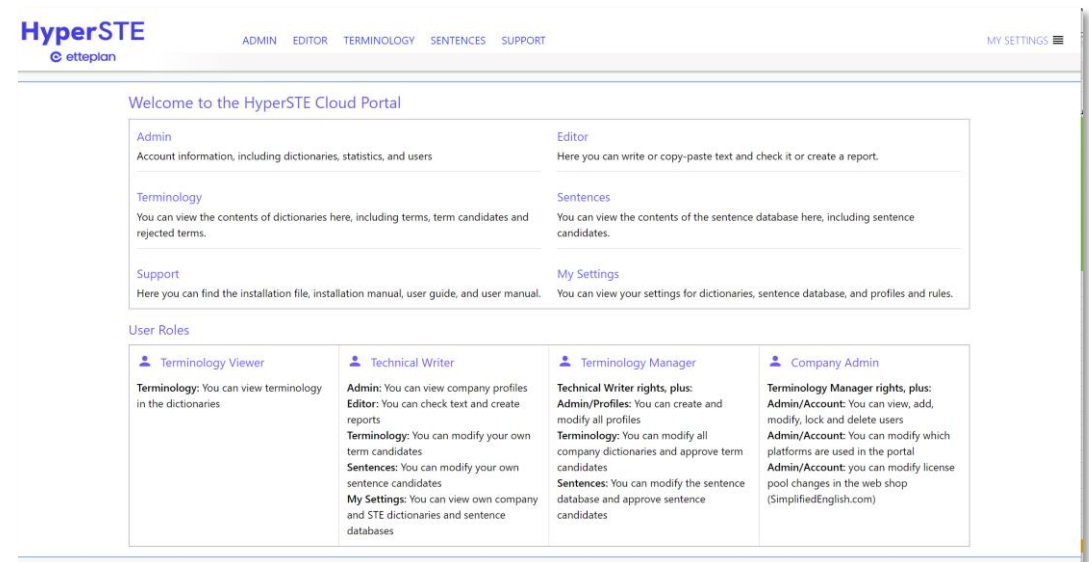
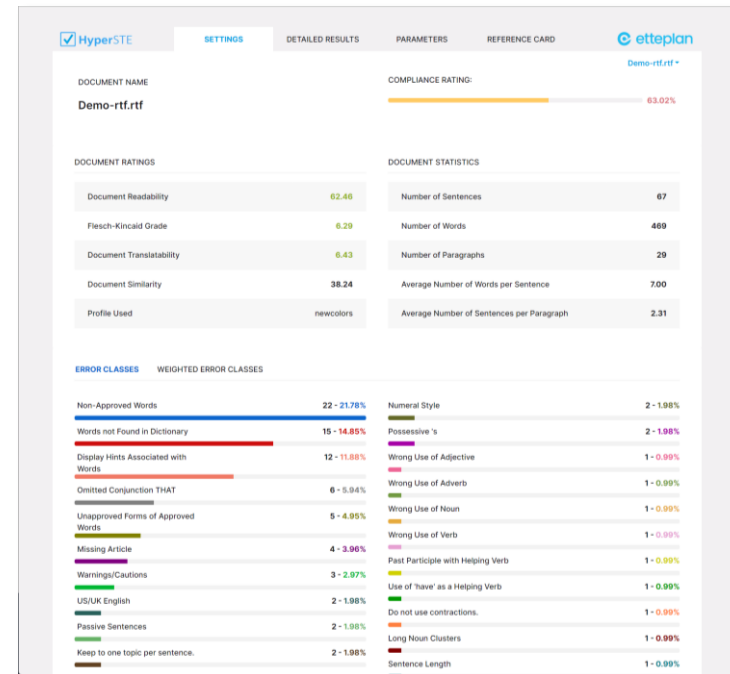
Simple

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

Scalable

HyperSTE 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.**”



The screenshot shows the HyperSTE Cloud Portal user interface. It includes a navigation bar with links for ADMIN, EDITOR, TERMINOLOGY, SENTENCES, and SUPPORT. The main content area is titled 'Welcome to the HyperSTE Cloud Portal' and contains several sections: Admin, Editor, Terminology, Sentences, Support, and My Settings. Below these are 'User Roles' with descriptions for Terminology Viewer, Technical Writer, Terminology Manager, and Company Admin.

Admin: Account information, including dictionaries, statistics, and users.

Editor: Here you can write or copy-paste text and check it or create a report.

Terminology: You can view the contents of dictionaries here, including terms, term candidates and rejected terms.

Sentences: You can view the contents of the sentence database here, including sentence candidates.

Support: Here you can find the installation file, installation manual, user guide, and user manual.

My Settings: You can view your settings for dictionaries, sentence database, and profiles and rules.

User Roles:

- Terminology Viewer:** You can view terminology in the dictionaries.
- Technical Writer:** Admin: You can view company profiles. Editor: You can check text and create reports. Terminology: You can modify your own term candidates. Sentences: You can modify your own sentence candidates. My Settings: You can view own company and STE dictionaries and sentence databases.
- Terminology Manager:** Technical Writer rights, plus: Admin/Profiles: You can create and modify all profiles. Terminology: You can modify all company dictionaries and approve term candidates. Sentences: You can modify the sentence database and approve sentence candidates.
- Company Admin:** Terminology Manager rights, plus: Admin/Account: You can view, add, modify, lock and delete users. Admin/Account: You can modify which platforms are used in the portal. Admin/Account: you can modify license pool changes in the web shop (SimplifiedEnglish.com).

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.**”



Values for Technical Writers & Managers



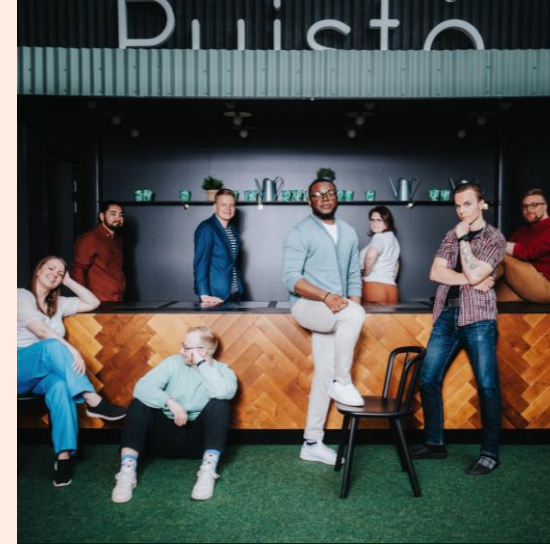
AUTOMATE COMPLIANCE

- VALIDATE CREDIBILITY
- 30% TIME SAVINGS
- COMPLY WITH INDUSTRY STANDARDS



ACCELERATE TIME-TO-MARKET

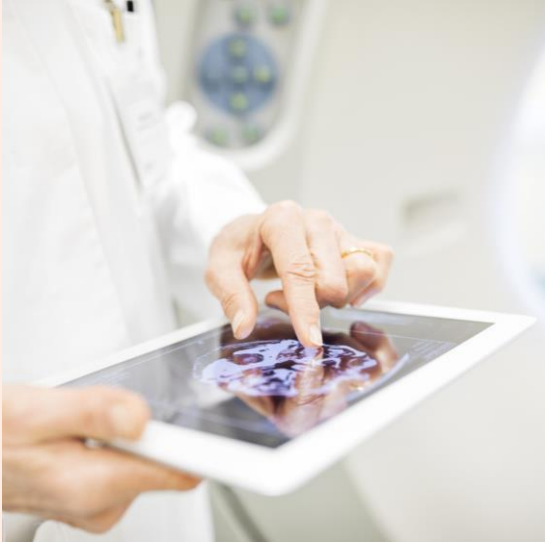
- REDUCE CONTENT CREATION AND VALIDATION TIME
- EFFICIENCY IN CONTENT MANAGEMENT



ELIMINATE FRICTION

- ALIGN GLOBAL WORKFORCE WITH ONE VOICE
- REDUCED WORD COUNT AND TRANSLATION SAVINGS

Values for Business Leaders



ELEVATE CUSTOMER EXPERIENCE

- OPEN NEW MARKETS
- IMPROVE FINDABILITY AND READABILITY BY END USERS



MITIGATE RISKS

- DELIVER ERROR-FREE CONTENT IN ALL LANGUAGES
- PREVENT COSTLY CLAIMS
- MEET PRODUCT SAFETY STANDARDS



EXPEDITE EFFICIENCIES

- 40% COST SAVINGS
- REDUCE HIDDEN (SUPPORT) COSTS

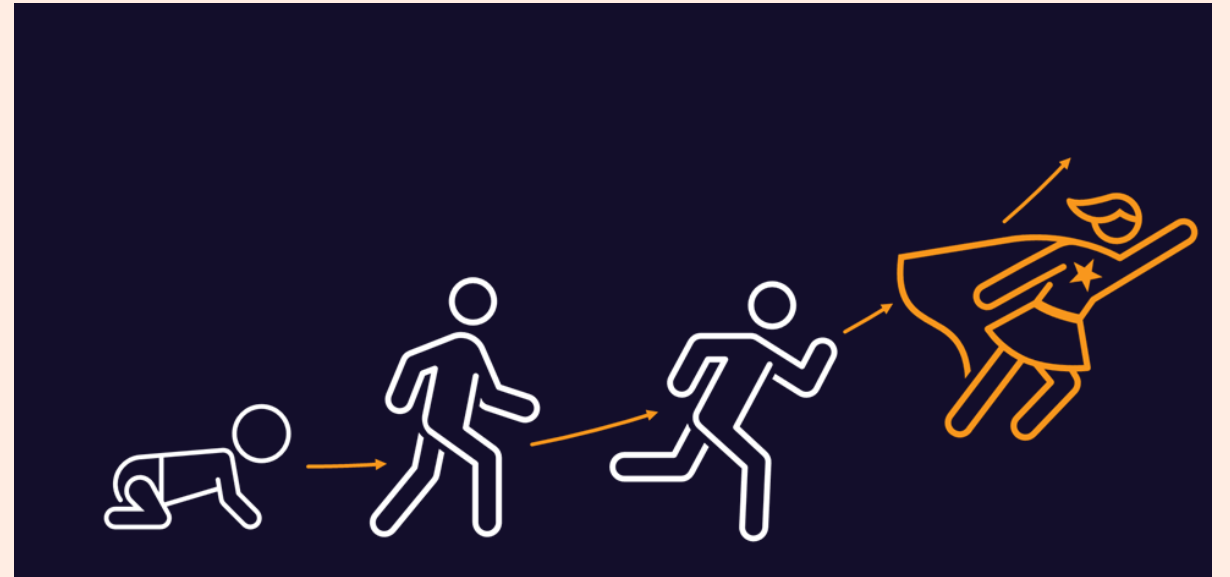
Professional Services



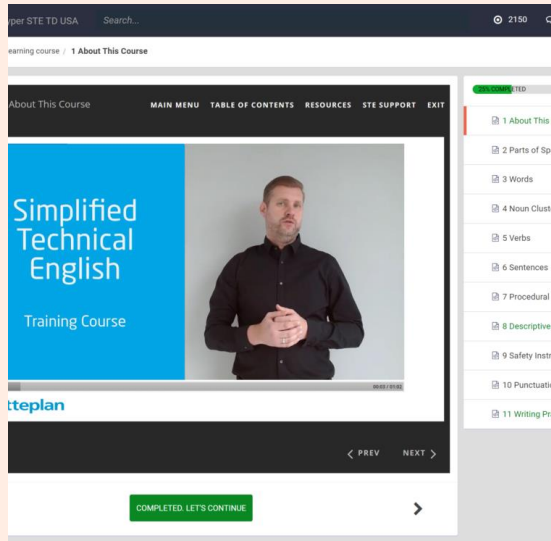
Professional Services

How HyperSTE helps 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. **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.



Technical Writer Training



E-LEARNING

- 3.5 HOURS THEORY PLUS EXERCISES
- FOR INDIVIDUAL OR LARGE GROUPS
- LEARN IN YOUR OWN TIME AND FROM ANY PLACE



ONLINE CLASS

- 9-12 HOURS SESSION
- THEORY AND WORKSHOP
- UP TO 10 PARTICIPANTS PER CLASS

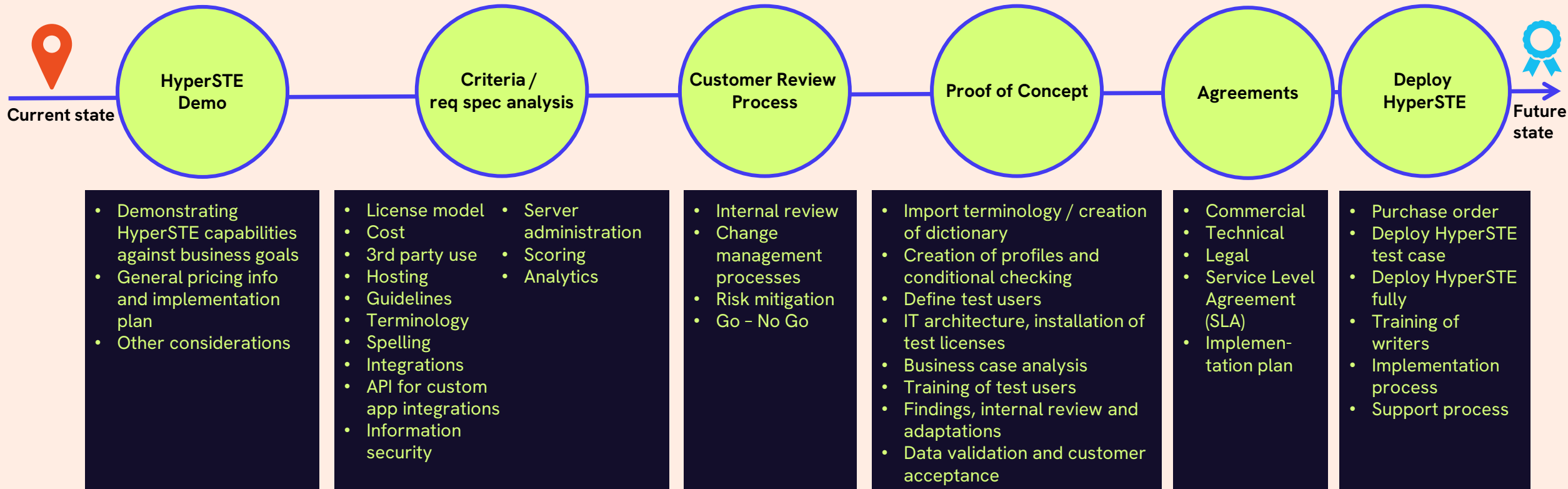


ONSITE CLASS

- 2 DAYS
- THEORY AND WORKSHOP
- UP TO 15 PARTICIPANTS PER CLASS

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	License Models HyperSTE Cloud	HyperSTECLOUD (concurrent). HyperSTE On-Premise (fixed or concurrent). Supports up to 2 client authoring applications and includes the Chrome/Edge plugin that gives access to cloud authoring applications (see below).
Hosting	Cloud On-Premise	At Etteplan with Microsoft Azure. It's possible to privately host at customer using other cloud host providers. Hosted at customer.
Supported Authoring applications (in case your authoring application is not listed, ask us)	OS Client applications Cloud applications CCMS compatibility API for custom app integrations	Windows (for client applications) 10 and 11. 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.
Security	GDPR compliant Encryption User authentication Passwords Sign out Data storage Single Sign On (SSO)	Yes Yes User email Minimum of 12 characters, of which one upper case, one letter and one special character. By exiting HyperSTE or automatically after 1 hour of inactivity. No customer documentation is stored. Through Microsoft Azure / Active Director, others possible.

Features

Criteria	Subcriteria	HyperSTE
Checking	Interactive checking inside authoring app Reporting, single or multiple files Batch checking User statistics Interactive defect correction method Source content formats	Yes Yes 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 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

How HyperSTE delivers Results



40%

**IMPROVEMENT IN REVIEW
PROCESS**



60%

**REDUCTION IN OVERALL
CONTENT DEVELOPMENT**



30%

**COST SAVINGS IN
TRANSLATION AND
LOCALIZATION**



40%

**REDUCTION IN WORD
COUNT**

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

References

Aerospace & Defense

- Air France-KLM
- Air France-KLM Cargo
- Airbus
- Australian Army
- BAE Systems
- Boeing
- Chuozuken
- Cygnific
- Cobham
- COMAC
- Collins Aerospace
- General Dynamics Land Systems
- Gulfstream
- Honeywell Aerospace
- Insitu (Boeing)
- Lockheed Martin
- MBDA
- Meggitt
- Mitsubishi Aircraft
- US Navy
- Rolls-Royce

Healthcare

- Accuray
- Elekta
- GE Healthcare
- Philips Healthcare

Technology

- AGCO
- Boon Edam
- Honeywell
- Husqvarna
- Lantech
- Texas Instruments

Energy

- Schlumberger
- Vestas
- Wärtsilä

Tech Pubs

- Almon
- Etteplan
- Jana
- Semcon

HyperSTE Results

Elekta Medical Devices

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



HyperSTE Results

Air France | KLM

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)



HyperSTE Results

Rolls-Royce

Aerospace

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."



HyperSTE Results

Gulfstream

Aerospace



"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."

HyperSTE Results

Boon Edam

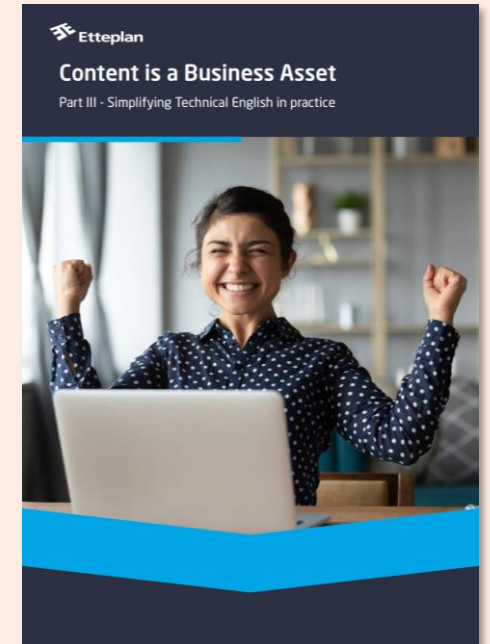
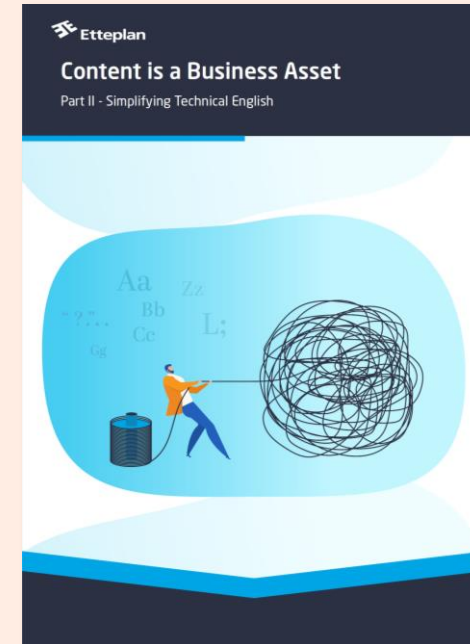
Security

- 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 Info

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- REQUEST A DEMONSTRATION
- FREE TRIALS
- FREE BUSINESS CASE ANALYSES
- REQUEST OUR 3 FREE GUIDEBOOKS
- ANY OTHER QUESTIONS

Est.
1983

Engineering,
Tech Docs &
Embedded
Systems

Over
3500

Writers and
SMEs trained,
First Certified
STE Trainers

Over
4000

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

Over
40

Years of
experience,
publicly listed
on NASDAQ



etteplan