

# Ferrari

## Outsourcing of Ferrari documentation

The images of Ferrari Red and the prancing horse are icons to all lovers of performance and race-cars. The brand was founded by Enzo Ferrari in the mid 1940s and has a string of titles, starting with Formula 1 racing in 1950 and also winning the legendary Mille Miglia in the same year. The story really began with the first Scuderia Ferrari, a partnership with Alfa Romeo that was to last from 1929 until 1939.

Today Ferrari is part of the Fiat Group, but still keeps its distinctive symbols and racing pedigree alive.

### Objectives

- ▲ Testing new ways to produce and publish all documentation relating to a modern high-performance automobile
- ▲ Premium documentation for a premium brand
- ▲ Keep documents updated at all times
- ▲ We build cars – can you take care of the documentation process?

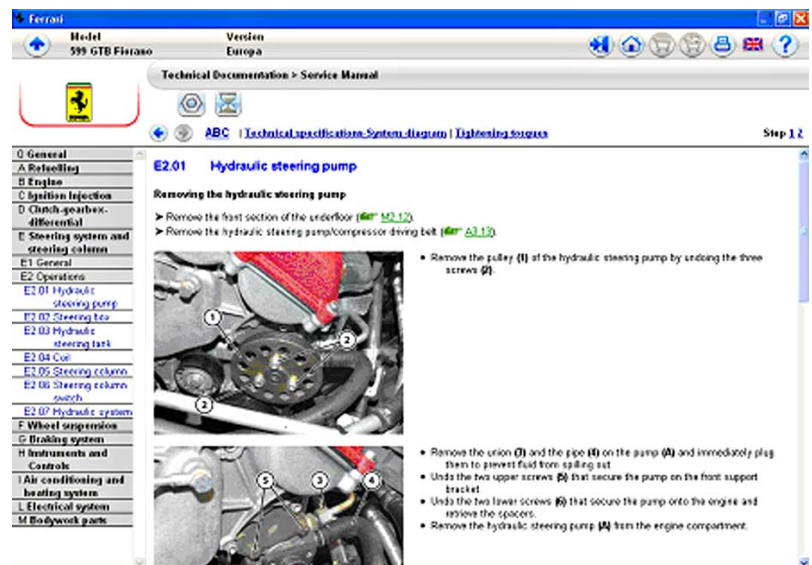
### Results

- ▲ All documentation on a USB stick delivered with the automobile
- ▲ The different documentation production sites are managed remotely
- ▲ Highly efficient and timely updates of the documentation

### STAR Italy and Ferrari – Breaking New Ground in Automotive Documentation

The cooperation started with outsourcing of the owner's manual to STAR, for the new 599 GTB Fiorano. The plan was to use GRIPS, STAR's corporate technical communication platform to publish the manual.

The project quickly grew to include the service and maintenance documentation when Ferrari realized that STAR could collect and manage all of the VIN specific workshop literature within GRIPS. This includes service manuals, flat rate documentation, spare parts and ordering catalogs, wiring diagrams, diagnostic help and the symptoms database, all in the same environment. With this system, redundancy is reduced as much as is theoretically possible.



Updated information is reflected instantly everywhere it is needed, as the updates are made, and the system maintains a comprehensive history. GRIPS also enables Ferrari to collect all actual diagnostic experience, as it occurs, for further analysis.

With this broader objective of producing the owner's, maintenance and service documentation, Ferrari and STAR collaborated on securing all of the resources necessary to bring the entire project in on schedule and within the budget.

### Focused Responsibility with Distributed Scaleability

- ▲ STAR Italy S.r.l. in Alessandria has the main responsibility for the project and the customer.
- ▲ STAR AG, the STAR Group headquarters in Ramsen, Switzerland, has the main responsibility for information analysis and adaptations in the project.
- ▲ STAR S.L. in Malaga, Spain, manages large parts of the necessary development and houses the necessary servers.

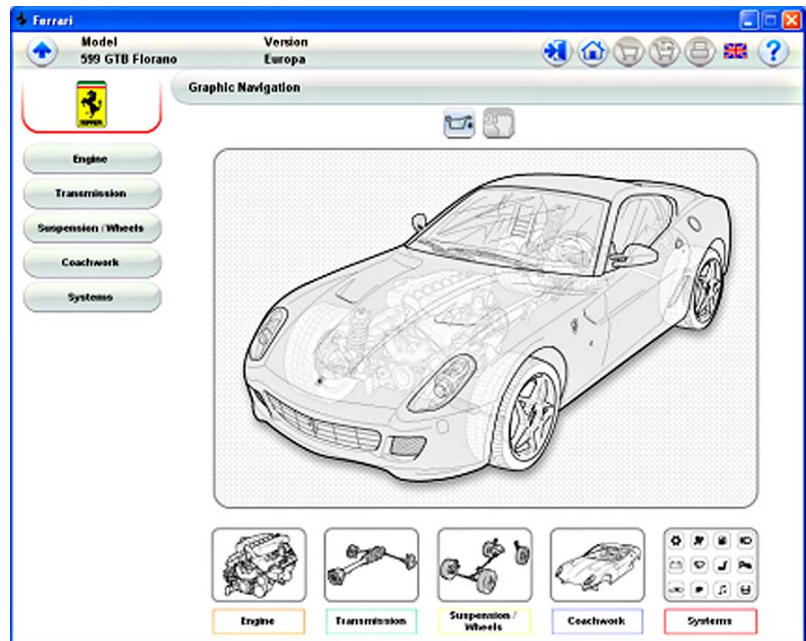
### STAR Group

The STAR Group is one of the largest providers of technical information management and translation technologies and services in the world. Our global presence means that we are always close to the local market and customer – we always speak your language, wherever you are. The STAR Group is also a leading supplier of all the tools needed for the information process, from authoring to printing, in any format and in any language. This combination of services and tools makes us unique in the market.

### Interactive and up-to-date documentation with all data on a memory stick

As each vehicle is manufactured, STAR assembles, links and delivers all of the maintenance and service documentation onto a 1 GB USB memory stick, which ships with the vehicle.

The memory stick also has access to a secure web server where the mechanic can always get access to the then current information for each



specific vehicle, including diagnostic support along with a convenient and integrated spare and accessory parts ordering capability.

Delivering a VIN specific interactive electronic technical manual (IETM) with each vehicle ensures maintenance professionals have all of the information – and timely access to authorized parts, to minimize service time and costs. This helps Ferrari to strengthen aftermarket and spare parts revenues while helping to strengthen customer satisfaction for a quality brand.



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