

STAR COOPERATION® GROUP – LIST OF SERVICES

# THE BEST SOLUTIONS ARE THE RESULT OF GREAT COOPERATION

OCTOBER 2023



THROUGHOUT THE WORLD WE ARE THERE FOR YOU AND OFFER SOLUTIONS FOR:

**AFTER-SALES**

**DIGITALIZATION**

**AND VEHICLE ELECTRONICS**

WE CONSULT AND GET TO WORK!

# WE CREATE UNIQUE SYSTEM SOLUTIONS



**EXPERTS IN**  
**AFTER-SALES**

Well thought-out concepts and strong strategies are the cornerstones of successful after-sales. Our STAR® experts offer innovative technologies, initiate optimization processes and find solutions that are perfectly tailored to your needs.

**Consulting | Engineering | IT | Logistics**



**EXPERTS IN**  
**DIGITIZATION**

With our STARS, you will master the digital transformation of your company and sustainably conquer new markets. With the help of sophisticated digitalization approaches, Industry 4.0 and IoT solutions, you will reach and inspire your target group in the digital world.

**Consulting | IT | Media**



**EXPERTS IN**  
**VEHICLE ELECTRONICS**

Go safe, go green & get connected! This is the guiding principle of our STARS. We are committed to this motto and follow it with innovative approaches. We develop new technologies for more road safety and drive electromobility forward.

**Electronics | Engineering**

**01**  
**CONSULTING**

- » Performance management
- » Robotic process automation (RPA)
- » Market research
- » Retail consulting
- » House of operations
- » After-sales & service
- » Marketing & Sales
- » Strategy & AI

**TO OUR WEBSITE** →  
[consulting.star-cooperation.com](https://consulting.star-cooperation.com)

**02**  
**ELECTRONICS & ENGINEERING**

- » e-Mobility & HV systems
- » Measurement & control technology
- » Networking technology & bus systems
- » Innovation & research
- » Electronics manufacturing
- » Prototypes
- » Mechanics manufacturing
- » Hardware development
- » Software and mechanics
- » Visualization & digitalization
- » Market & product performance
- » Project & process management
- » Quality assurance
- » Services

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**03**  
**IT**

- » Agile software development
- » App development
- » E-commerce
- » Agile web development
- » Agile software testing
- » Business intelligence
- » Digital workplace

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**04**  
**LOGISTICS**

- » Logistics operations
- » Control tower
- » Merchandising solutions
- » Digital damage assessment
- » Logistics consulting

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**05**  
**MEDIA**

- » Project management & consulting
- » Media transformation
- » Digital collaboration
- » Database publishing print & digital
- » Media Production and Image Retouching
- » UX & UI design, communication design
- » Digital marketing, content marketing, marketing automation
- » Livestreaming events and multimedia
- » E-learning and explanatory films

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# 01. CONSULTING

File-based and customer-centric, we improve the market orientation, sales and profitability of our customers - especially in the key areas of strategy, sales and marketing.

## PERFORMANCE MANAGEMENT

### » Reporting and analytics

Metrics development, data analysis, reporting, data modeling and setup of DataWarehouse and Cloud BI, visualization, dashboard development, data quality management

### » Planning and simulation

Conception, optimization and further development of planning processes

Business Intelligence | Planning | Simulation



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## ROBOTIC PROCESS AUTOMATION (RPA)

### » RPA initial consulting

Benchmarking, business case calculation, roadmap

### » License consulting (UiPath)

Text mining, correlation analysis, automation of Big Data processes

### » RPA implementation

Conception, process optimization, development, testing, go-live support

### » RPA maintenance and operation

Support, adaptation and further development, monitoring

Robotic Process Automation (RPA)



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## MARKET RESEARCH

### » Main areas of focus

Market potential, satisfaction, image, benchmark, competition, preference and product analyses, mystery shopping

### » Survey types

Online, by telephone and in person

### » Instruments

Conjoint, CSI, NPS etc.

### » Target groups

Customers, employees, investors (B2B and B2C)

Market potential analyses | Satisfaction analyses | Image analyses



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## RETAIL CONSULTING

### » Car dealership advice

Business models, brands, locations and processes

### » Car dealership coaching

Sales, service, parts business

### » Digitalization

Process automation, introduction of digital solutions

Future Retail | Retail Performance



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**AFTERSALES & SERVICE**

- » **Product management and new business development**  
Process management, business architecture, requirement engineering, support management, rollout management
- » **Digital Sales**  
Sales channel strategy, new business models
- » **Customer experience**  
Physical experience management, customer analysis, O2O Communication
- » **After-sales market and communication management**  
Product communication, benchmark analyses, market communication, retail satisfaction analyses, market support, content management, creation of training materials

Support | Project Management | Requirements Management | Product Management Diagnosis | Workshops | Training | Concept Development



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**HOUSE OF OPERATIONS**

- » **Operational Services**  
Operation as a service, takeover of operational processes
- » **Process management**  
Process analysis, process modeling, performance measurement and optimization
- » **Project Management**  
PMO, project coordination, project support

Process Management | Project Management



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**MARKETING & SALES**

- » **Pricing excellence**  
Pricing strategy and models, pricing analytics & tools, data-driven pricing for sales and after-sales
- » **service contracts and subscriptions**  
Conception, portfolio design, costing, pricing and risk management for service contracts and subscription models

Pricing | Conditions | Business Case | Subscription



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**STRATEGIE & KI**

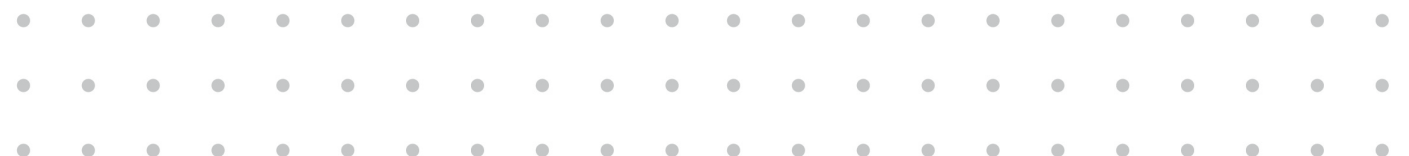
- » **Strategy development**  
New sales formats, distribution channel strategies, brand positioning, branding with merchandising, business models
- » **AI and data science**  
Development and implementation of use cases in marketing, sales and after-sales.  
PoC and MVP development

Strategy | AI | Business Development | Transformation



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## 02. ELEKTRONIKS & ENGINEERING

State-of-the-art technology for all applications: We develop, design and produce suitable tools for complex vehicle electronics – tailored to your wishes.

### PRODUCTS & TECHNOLOGIES

#### » e-Mobility & HV Systems

Demo and training equipment HV, HV special modifications, assembly, special HV-modifications, grid simulation test benches, measuring equipment for vehicles HV

#### » Measurement & control technology

Control automotive actuators, operate/read out automotive sensors, mechatronics

#### » Networking technology & bus systems

Data analysis / signal visualization, vehicle networking and commissioning and commissioning, restbus simulation, test systems/test boards

#### » Innovation & Research

Development, patenting, pre-development

H2-Mobility | E-Mobility | PDU and HV adaptations | Sensor/actuator technology | Gateway interfaces | automotive us systems | virtual bus systems | Hardware-in-the-Loop (HiL) | Software-in-the-Loop (SiL)



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### GARAGE & MANUFACTURING SERVICES

#### » Electronics manufacturing

Design to manufacture, cable production, small series, conversion/repairs

#### » Test vehicles

Electronic conversion, HV technology, mechanical conversion, Measurement technology installation

#### » Trade

Trade with raw materials/products

#### » Mechanics Manufacturing

Low-volume Production, Mechanical Manufacturing, Service, Maintenance, Repair, Low-volume Production, Mechanical/Tensioning Manufacturing, Certified Welding Processes, Subassembly, Service, Maintenance, Repair, ITEM-Plus-Partner

#### » Special tools

Set-up Tools, Assembly Aids, Special Equipment, Set-up/ Inspection Tools, Jigs and Fixtures, Operating Equipment

Prototypes | Service and customer support | Special tools | Jigs and fixtures



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**ENGINEERING SERVICES**

- » **CO<sub>2</sub>-Management & Reporting**  
CO2 screening, corporate carbon footprint, product carbon footprint, life cycle assessment, climate strategy and sustainability consulting, sustainability reporting, performance management in the field of sustainability
- » **Vehicle security**  
Establishment of control functions, interface specification, rights and certificate anagement rights and certificate management, diagnostic security, Securing development and production capability, Implementation of cyber security management system, compliance with ISO 21434
- » **Hardware development**  
Analog technology, digital technology, FPGA, PCB development
- » **Software development**  
App development, application software, Embedded software, modeling with PREEvision
- » **Mechanics development**  
Construction (CAD), Special Tools/Operating Equipment/Devices, Technical Development Support, Test Bench Technology, Adaptations, Component Development
- » **Visualization & digitization**  
Engineering DMU-Apps, Next.R-Consulting
- » **Market & product performance**  
Start-up management, Design4x, DMU Support, Technical support for workshops, markets

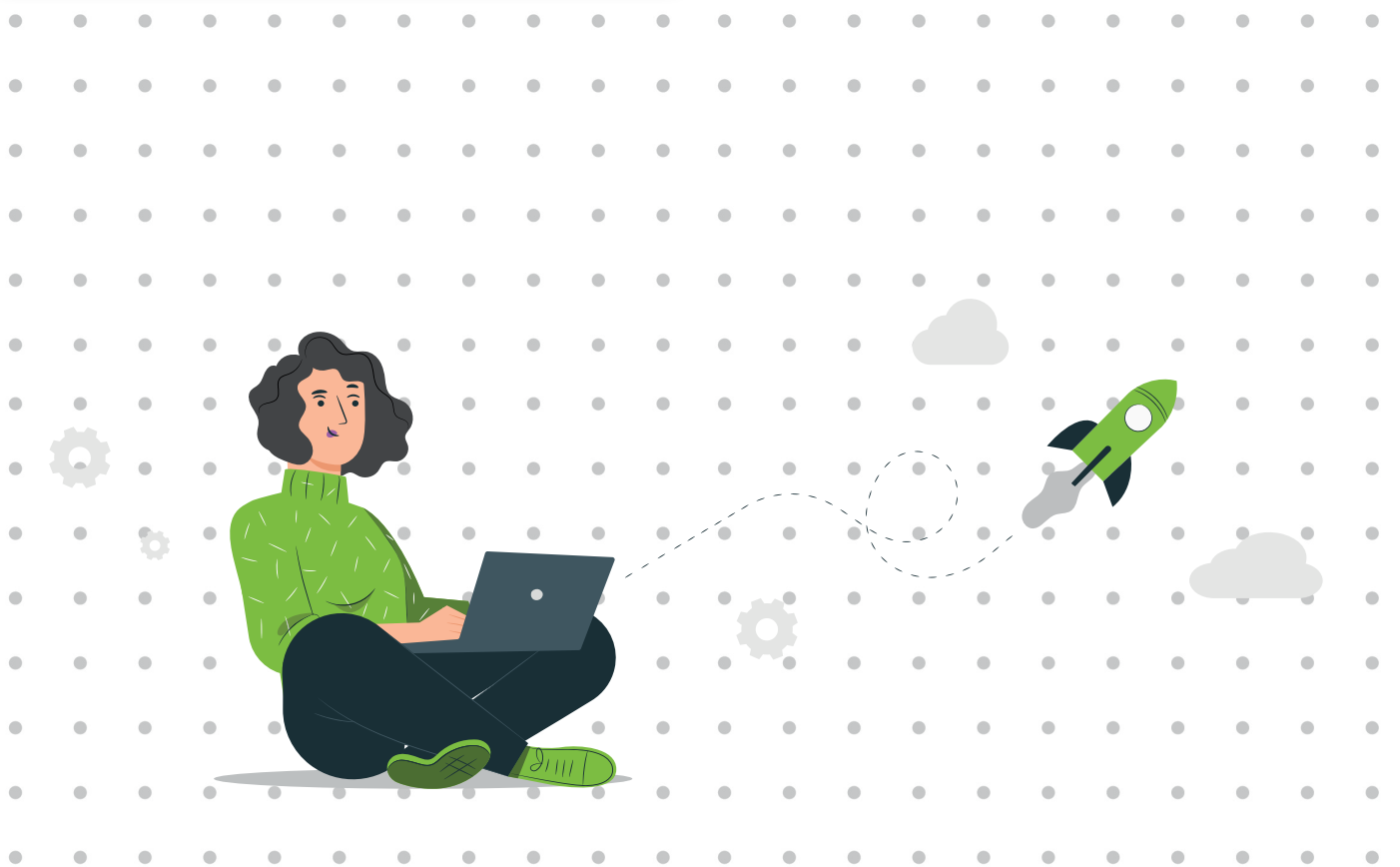
- » **Project & process management**  
Component/system responsibility, CO2 management, PJM EE methods and processes, PLU in the development process
- » **Quality assurance**  
Product liability, process quality management, defective part assessment/analysis
- » **Services**  
Support during development, product development & design

Technical Training & Documentation | Digital Services | Diagnostic Tools | Test Automation | VR & AR Software Development



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# 03. IT

Taking bits and bytes to a new level:

We develop intelligent software and systems, optimize processes and realize complex IT projects to conquer new markets and sustainably reduce costs.

## AGILE SOFTWARE DEVELOPMENT

- » **Microsoft technologies**  
.NET, ASP.NET MVC, Web-API, ASP.NET Core
- » **Microsoft TEAMS and Sharepoint**  
Development of chatbots, native TEAMS apps
- » **Other software technologies**  
Java, React und AngularJS
- » **Cloud integration and architecture**  
Microsoft AZURE und Amazon AWS, Cloud Native

Software Development | DevOps



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## APP DEVELOPMENT

- » **Web-Apps**  
Single-Page-Applications, progressive Web-Apps, React
- » **Mobile Web-Apps**  
Progressive Web Apps, adaptive Websites, HTML5, Mobile Games

Web App Development



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## AGILE-WEB-DEVELOPMENT

- » **Web Development**  
Developing web pages, landing pages, responsive design, backend integration, promotional websites, brand sites
- » **Content management systems**  
WordPress, Statamic CMS, Drupal
- » **API Development**  
ERP integrations, communication gateways, external API connection

Content-Management | PHP | MySQL | HTML5 | JavaScript | Drupal | Shopware



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## E-COMMERCE

- » **Webshop Development**  
E-Commerce Consulting, Shopware Partner, Template Development, Customizing with App/Plugin Development, SAP Integration, B2B Integrations
- » **Online-Marketing**  
SEO, SEA, E-Mail-Marketing, Mobile-Marketing
- » **Product Information Management**  
PIM for product data
- » **Workshops**  
E-commerce and online marketing, e-commerce audit

E-Commerce | SAP-Integration | PIM



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**AGILES SOFTWARE TESTING**

- » **Software Testing according to ISTQB**  
Test Management, Developing Test Concept and Test Strategy, Creating and Executing Test Cases, Logging Defect Tickets, Defect Management, Testing Tools and Workflows, Focus on UAT and Functional Testing
- » **Complementary Testing Activities**  
GUI Test Automation, UI/UX Testing, Regression Testing, Internationalization and Localization Testing, SAP Testing
- » **Additional services**  
2nd Level Support, User Documentation, Requirements Management

Testing | Test Automation | Requirements Management



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**BUSINESS INTELLIGENCE**

- » **Reporting and analytics**  
Development of key figures, data analysis, reporting, data modeling and building DataWarehouse and Cloud BI, visualization, dashboard development, data quality management
- » **Planning and simulation**  
Conception, optimization and further development of planning processes

Business Intelligence | Planung | Simulation



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**DIGITAL WORKPLACE**

- » **Microsoft® 365 | Microsoft® TEAMS**  
Consulting and Implementation of Microsoft 365 Tools, Creating strategies for proper usage, Tool Selection and Collaboration, Information Security and Privacy Policies
- » **Microsoft® PowerApps | Microsoft® Power Automate**  
Creating PowerApps and digitizing business processes with PowerAutomate - from conception to implementation to going live, Training Citizen Developers
- » **Microsoft® Sharepoint**  
Consulting and Rollout, Intranet Solutions based on SharePoint, Training, Template Creation and Custom Developments
- » **Microsoft® TEAMS App – Development**  
spaceMe – Get to your hot desk at the speed of light (TEAMS-Store app), Creating Custom Apps
- » **Frontend Development**  
Single Page Applications with React

Digital Workplace



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# 04. LOGISTICS SOLUTIONS

With our logistics know-how and the right digital tools, our experts ensure that entire supply chains are managed faster, digitally and more efficiently, thereby contributing significantly to the success of our customers.

## LOGISTIC-OPERATIONS

### » Warehousing & Fulfillment

Warehousing and Packaging, Shipping incl. Customs Handling, Returns Management, Handling of Hazardous Materials, Transports incl. Hazardous Goods

### » Production Logistics

Warehousing and Packaging, Sequencing, Empties Management, Shipping incl. Customs Handling.

### » JIS-/JIT Supply

Sequencing of Parts/Bundles in Just-In-Sequence/Just-In-Time Delivery.

### » Wheels/Tires Logistics

Warehouse Handling especially for wheels, tires and rims, Assembly and Disassembly incl. PAX, Wheel Repair, Seasonal Retrying and Vehicle Relocation, Sales & Shipping.

Warehousing & Fulfillment | Wheel/Tire Logistics | Pick, Pack & Ship | E-Commerce | Media Logistics | Global Transportation Network



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## SUPPLY CHAIN SOLUTIONS

### » Supply Chain Management Consulting

Supply Chain Planning, Active Tendering, Network Analysis, Process, Cost, Inventory and Route Optimization.

### » Supply Chain Control Tower (SCCT)

Taking over administrative tasks and management services for our customers along the entire supply chain. The individual services (from procurement and scheduling to transport management and automated invoice verification) can be put together on a modular basis and combined with our IT solutions if required.

### » Supply Chain Visibility

The IT solutions required to manage supply chains are mapped by our STAR Supply Chain Visibility. This includes not only the integration of a supply chain platform, but also tools in the areas of Risk Management, Business Intelligence (BI), Artificial Intelligence (AI) & Robot Process Automization (RPA).

### » Digital Damage Assessment

Recording of (transport) damages via our own app (STAR ITQS) incl. Claim Management and Processing, BI Evaluations and Reports as well as Initiation of Counter-measures.

4PL Services | Data Management | Claim Management | Procurement & Disposition | Inventory Management | Reporting & Analysis | Risk Management | Active Tendering | Network Optimization | Billing & Auditing | Service Provider Management



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## MERCHANDISING SOLUTIONS

» **Consulting Services**

Product, pricing, technology

» **E-Commerce**

Webshop, online marketing, automated processes

» **Products**

Product selection, collection building, sourcing, quality assurance

» **Media Logistics Center**

Logistics center for intelligent E-Commerce & Media Logistics

» **Customer Service**

Processing of your customer inquiries

Branding | Merchandising | E-Commerce | Point of Sales



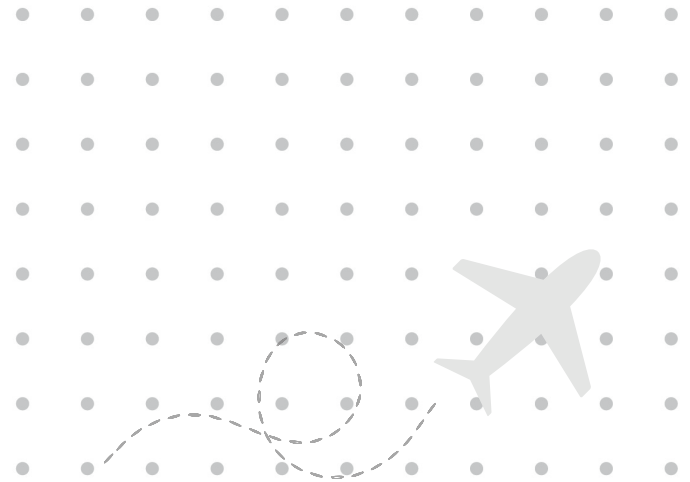
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# 05. MEDIA

Perfection down to the last pixel: We create unique experiences for you and your customers by giving your products and brands character and helping you generate more leads.



## MEDIA PRODUCTION

- » **Traditional media production**  
Design & layout, media adaptation, final artwork, production, Internationalization
- » **Media management**  
Coordination of all service providers, project management
- » **Trade marketing**  
POS material, media distribution, give-aways

Print | Point of Sale | Give-Aways



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## MEDIA TRANSFORMATION

- » **Optimization of your media landscape**  
Media creation, content management
- » **Marketing-Technologie**  
Product information management, digital asset management, content management systems

PIM | DAM | MAM | CMS



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## DIGITALE ZUSAMMENARBEIT

- » **Consulting for Project and Process Control**  
Workflow Analysis and Automation
- » **Collaboration Tools**  
Needs analysis, implementation in Smartsheet
- » **Team organization**  
"Agil für alle" ("Agile for everyone"),  
Governance Configurator

Smartsheet | Workflow & Project Management



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## DATABASE PUBLISHING PRINT & DIGITAL

- » **STAR Content Builder**  
Content Hub, Content Management for Apps & Web
- » **Team Organisation**  
"Agil for All", Governance Configurator

Content Management | Holacracy | Agile Project Management



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**DIGITAL MARKETING**

- » **Digital strategy & analytics**  
Market research, web analytics, digital action plans, content plans
- » **Search engines**  
Search engine optimization (SEO), search engine advertising (SEA)
- » **Traffic and Lead Acquisition**  
Social media, display ads, inbound marketing, E-mail marketing, affiliate marketing
- » **Amazon Advertising**  
Sponsored products, sponsored brands, sponsored display, stores

Google Analytics | Google Ads | SEM | Link Building | Re-Targeting | Customer Journey



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**MULTIMEDIA**

- » **CGI-Produktion**  
3D visualization, 3D animation, CAD data preparation
- » **Video production**  
Explanatory Films, Image Videos, Interviews
- » **Post Production & Motion Design**  
2D animation, editing, sound, compositing

Product Animations | Video Clips for Websites | Trade Shows | Social Media | Trailers | Promotional Videos | Tutorial Videos | Green Screen



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**LIVESTREAMING-EVENTS**

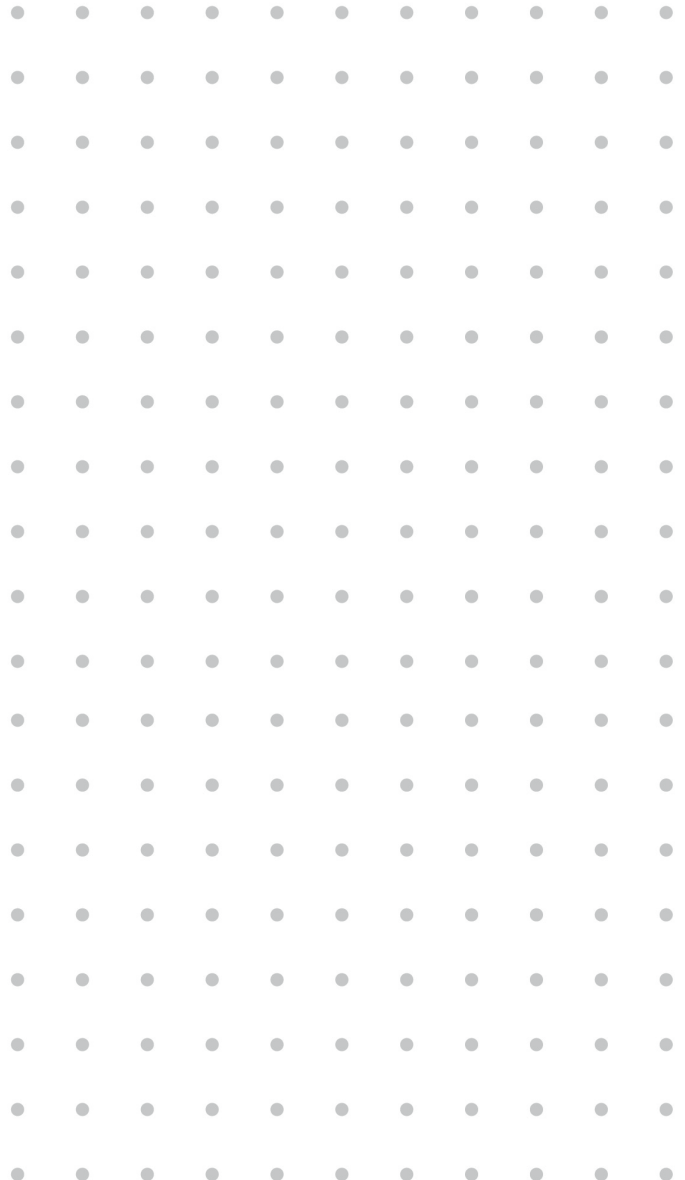
- » **Planning**  
Project phase planning, schedule coordination, cost and capacity optimization
- » **Implementation**  
Speaker training, virtual backstage area, connection of speakers, simultaneous translation
- » **Technology**  
Studio SetUp, live direction at the mixing desk

Goldcast | Zoom | Media Productions | Project Management



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## CONTENT MARKETING

- » **Text & concept**  
Professional medical & patient communication, digital and print media
- » **Campaign concepts & communication concepts**  
Omnichannel marketing campaigns, personas, tonality
- » **SEO – Onpage-Optimierung**  
Analysis & reporting, text optimization, structural optimization, Recommendations for action
- » **Storytelling/storyboard development**  
Idea generation, conception, design, detailed concepts

Ryte | Google Tag Manager & Analytics | Google Ads



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## E-LEARNINGS

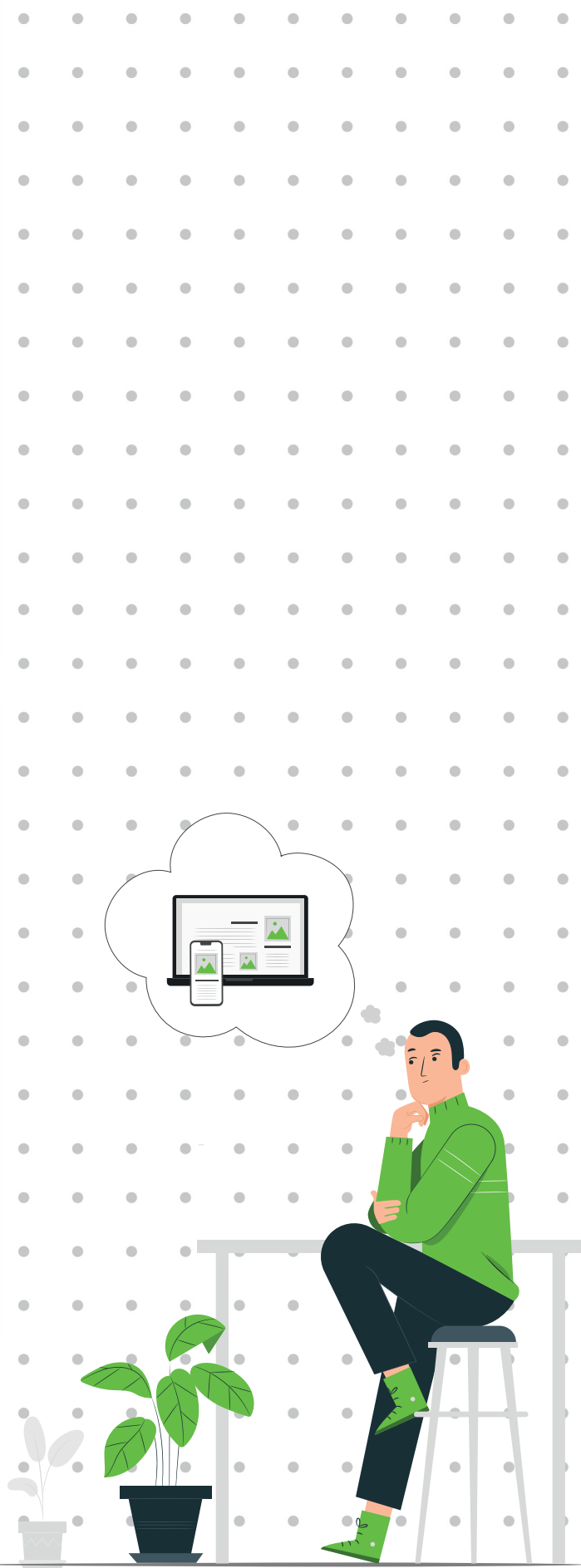
- » **Conception**  
Conception & design, storyboard development, Idea generation
- » **Didactics**  
Knowledge transfer, quiz logic
- » **Content Management**  
Input into content management systems and Content Builder

Adobe Captivate | Content Builder



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**KOMMUNIKATIONSDESIGN**

» **Corporate Design**

Logo design, business stationery, style guide, DTP, POS materials

» **Creative Design**

Design conception, key visuals, layout, image composition

» **Artwork**

Image editing & retouching, illustrations, infographics

Typesetting | Final artwork | PowerPoint templates | Mockups | Brochures | Flyers | Ads | Banners | Roll-Ups | Posters | Trade Show Materials | Annual Reports | Magazines | Workshops



**Guido Klöfer**

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**TO OUR WEBSITE** →

[sense-and-image.star-cooperation.com/kommunikationsdesign](https://sense-and-image.star-cooperation.com/kommunikationsdesign)

**UX & UI DESIGN**

» **User experience design**

Research, conception, user journey, user stories, wireframes, sitemaps, usability, information architecture, gamification, interaction design

» **User interface design**

Visual design, screen design, web design, app design, UI design, responsive web design

» **Prototyping**

High fidelity design, usability testing, user & task flow

» **Conversion rate optimization (CRO)**

Test A/B, qualitative data analytics, heuristic analysis, empathy mapping

Newsletter | Design Systems | Web Banners | Social Media Posts | Moodboard | Workshops | UX Writing | Analysis | Interaction Design



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**STAR COOPERATION GmbH**

**Represented by the managing director: Sofa Neher**

Registry court: Stuttgart Local Court

Registration number: HRB 24 5011

Sales tax identification number according to § 27 a

Value Added Tax Act: DE 189 768 946