

## INSIGHTS

# Behind the scenes

*We were all blindsided by a virus that broke out across the world within a year. However, our STARS grow together with every challenge. As a result, we are able to present you with exciting insights for 2020 as well. Topics include gripping election campaigns, dedicated trainees, digital online sessions and environmental protection.*

## STAR is expanding toward electromobility

Mobility is essential in today's world. According to current estimates, the number of motor vehicles is likely to increase from the current 1.2 to 2 billion by 2035. To be able to help shape this development in an environmentally friendly manner, the STAR experts are greatly expanding their service range in the field of electromobility. What exactly is being done? In just a short amount of time, they organized the necessary work structures, acquired qualifications and made the necessary infrastructure modifications.

**The starting point.** The automotive industry is attaching increasing importance to environmental protection, and is introducing environmentally friendly technologies in the course of this development, as well as making great strides in the field of electromobility. It is therefore expected that in just a few years, 15 to 25% of all new registrations will be electric vehicles. German automotive giants are currently taking on a leading role in this area and are striving to convert their entire vehicle range to mild and plug-in hybrids as well as purely electric vehicles.

**The goal.** The experts from the engineering and electronics divisions think innovatively and take their responsibility to the environment very seriously. This is why they create new structures, designate individual electrical specialists and entire core teams, build up qualifications and set up new workplaces and test stations.

**The solution.** After taking numerous steps, our STAR experts are now ready for the transition in the automotive industry. For example, they developed new, efficient work processes, defined tasks and responsibilities, determined qualification processes, acquired in-depth expertise through certified training courses, trained electrical specialists and amassed expert knowledge. In addition, the workshops were expanded to include new HV workplaces so they can work on live HV components safely and in compliance with regulations. Our experts now not only possess the latest knowledge, but are also appropriately equipped and are keeping pace with the automotive industry.

## Every voice counts – for a strong region

Innovative ideas require support and strong partners! Oliver Messer, our CIO, has over 20 years of experience as the Managing Director and has a wealth of skills in digitalization, software and agile methods. He is passionate about supporting technological advancement in the region. The IHK election in the Böblingen district sets the right course for this. But are good intentions and a strong election campaign enough to convince voters?

**The starting point.** As part of the Stuttgart region, Böblingen is one of the leading business hubs in Europe. Böblingen is steeped in history and tradition, but it's not stuck in the past! Immense expertise in the fields of digital business and modern technologies is assembled here. It's important to develop and strengthen this further.

**The goal.** Digitalization affects everyone and has long since stopped being just an IT issue. This is why a determined stakeholder is needed in the IHK district assembly to ensure economic success. With his candidacy for the IHK election in the district of Böblingen, Oliver Messer wants to promote business digitalization to once again take on a leading role in international competition.

**The solution.** Every person for themselves is not a solution. Our CIO believes that networking and communication ensure that the entire region benefits and that the business hub is strengthened. He ran an ambitious campaign to be elected to the IHK district assembly. Campaign fliers were sent to voters by post and digitally, e-mails were written, social media posts were penned and published, videos were shot and a landing page was created. This is how you attract votes in advance. The hard work paid off! Oliver Messer was elected to the Böblingen District Chamber and attended the first meeting in January 2021.

## HIGHLIGHTS INSIGHTS

## Create values – live by values

Sustainable growth paired with economic success – this is our recipe for success when it comes to sustainability. Values should not just be created, but also lived by. This is why our STAR experts consistently explore environmentally friendly and sustainable solutions.

**The starting point.** Microplastics in oceans, fine dust in large cities, Fridays for Future demonstrations at the door – no matter where you look, the environment is an important issue. More than ever, the world is in a state of climate change, the consequences of which can presently only be roughly guessed at. This is why the STARS put their hearts and minds into sustainable solutions and drive them forward.

**The goal.** Acting in an environmentally friendly and sustainable manner without losing sight of economic success – that is our motto. Taking responsibility and providing green innovations is one of our most important tasks.

**The solution.** The sustainability goals of STAR COOPERATION are strongly aligned with the sustainable development goals of the United Nations and the key international standards and norms. Even though our consumption of natural resources, for example, is rather low, our STARS are continuously trying to reduce consumption of paper, fresh and wastewater, various office materials and energy on a daily basis. And they do so with success – although new experts keep joining STAR COOPERATION and the number of employees is increasing, energy consumption has fallen. Our STARS want to keep going in the same vein, which is why the constant search for new, sustainable ideas and concepts will continue.

## Dynamics perfectly utilized

There has probably never been a trigger in recent years that turned the entire world of work upside down as quickly as the COVID-19 pandemic. Despite good IT investments made early on, upgrades were still required. Future-oriented collaborative software thus found its way into our IT infrastructure. What software are we talking about exactly?

**The starting point.** Constant further development in all STAR divisions led to the establishment of an intranet and the examination of various technologies for mobile working methods at an early stage. Our STARS, who work in a wide variety of time zones and disciplines, have been carrying out meetings, discussions and efficient organization in virtual spaces to successfully get various projects off the ground for a long time. This is why our IT infrastructure was well advanced when the COVID-19 pandemic broke out. Nevertheless, additions were needed here and there.

**The goal.** The dynamic with regard to remote working and working from home triggered by the coronavirus pandemic needed to be utilized cleverly so that high-performance technical communication options are given even more room.

**The solution.** After a long evaluation, we opted for Microsoft Teams. The groupware simply combines all necessary functions and information into one interface and offers intuitive operation. Microsoft Teams changed both our internal and external communication and collaboration. Web meetings are now standard – and that will remain the case even after the pandemic. Project rooms with all the information for all participants with access from anywhere have become an essential part of everyday work. And that's only a fraction of the changes. The journey continues. We're not just sticking with it, we're always striving for new digital heights.

## HIGHLIGHTS INSIGHTS

## Greater efficiency with a new tool

Our STAR experts conduct numerous internal and external discussions every day. The information obtained in this manner is essential both for cooperation with our customers and for cooperation with one another. We therefore found a simple and innovative way to quickly record all important notes. Our STARS are now using the STAR® BOT.

**The starting point.** Important data is always exchanged and various elements are discussed and determined in discussions with customers, interested parties, partners and suppliers. It is particularly important for all this relevant information to be recorded properly. To make work processes particularly efficient and smooth, it is essential to also share this data with other STAR experts.

**The goal.** Briefings, information on customer discussions and customer information need to be quickly and easily recorded in writing. In addition, this information needs to be stored in a clear manner, be consistently retrievable and also be available to other STARS.

**The solution.** The STAR® BOT for Microsoft TEAMS combines all the required features and impresses users with its intuitive and simple operation. The new tool particularly supports our STAR experts from the sales division, as well as all other STARS with customer contact. It is even possible to conveniently take touchpoints with other STARS and STAR divisions into account and include them directly. STARS can thereby support other STARS and exchange ideas with one another. With all its helpful functions, the STAR® BOT facilitates everyday work for our STAR experts.

## Sterntaler continue to provide support

Team spirit and responsibility are integral parts of our STAR philosophy, and our trainees, known as Sterntaler, actively live by these. Although 2020 brought us some challenges, they were still able to support several non-profit organizations with proceeds from their initiatives.

**The starting point.** In recent years, the Sterntaler have sold a variety of waffles, cakes, crepes, ice cream and “Fleischkäse” meat loaf in bread rolls, as well as sometimes changing tires. The proceeds from these initiatives were always donated to various charitable causes. This year is no exception. The STAR experts were spoiled with treats like hot dogs, waffles, potato dumplings with sauerkraut, delicious honey and high-quality oil. There were also further productive initiatives.

**The goal.** With great dedication and enthusiasm, our Sterntaler help non-profit organizations with these proceeds and ensure the implementation of various projects for the common good.

**The solution.** Despite the challenging conditions, the donations from the Sterntaler did a lot of good. Three dream trips were taken by terminally ill individuals as part of the “Wünschewagen” (wish wagon) project. In addition, the children’s hospice received a donation, and the Räuberhöhle preschool received a compostable toilet. When selecting the respective donation goals, STAR COOPERATION always keeps in mind the goal of extending a helping hand to members of our society in need and providing meaningful support in various places – year after year.

## HIGHLIGHTS INSIGHTS

## Simplified work routines thanks to modern processes

Digital and automated processes simplify work for our STARS and reduce time expenditure. Simple digital solutions often help streamline processes and thus relieve workloads in many cases. Efficient solutions have now been found for two processes that are an indispensable part of our STARS' everyday work.

**The starting point.** Neither the solution for visitor management nor the solution for travel management offer automated and efficient processes. For the experts at Green STAR, redesigning these processes is a vital matter. Why? As an example, every visitor receives a sticker which must be laboriously printed using a label printer. The environment and sustainability are important issues for our STARS, which is why it is important to digitize this process.

**The goal.** To ensure an efficient workflow and reduce the workload for our STARS, all visitor and travel management processes need to be automated. In addition, visitor management now also needs to include coronavirus symptom questions. The aim is to guarantee greater sustainability through the digitalization of processes and additional safety for all STARS through the addition of coronavirus-related questions.

**The solution.** The problems were solved by programming a new web-based visitor and travel management system. Both solutions are now hosted in the Microsoft Cloud.

The new visitor management system uses an iPad to ask our guests at the entrance area whether they are currently experiencing symptoms of COVID-19, whether they have visited a risk area in the last 14 days and whether they have had contact with a confirmed case. The actual check-in only appears on the iPad after all questions have been answered with "No." Here, guests must enter their contact details, indicate the host, and finally read and accept a data protection declaration and a set of instructions. Guests can decide whether a Wi-Fi voucher is re-

quired by ticking the corresponding box. If a voucher is required, it will be automatically sent to the specified email address after check-in. The visitors then receive their visitor badge with a QR code from a STAR. The guests can scan it via the iPad and thus complete the check-in process. The corresponding STAR expert then receives an automatic Microsoft Teams message letting them know that their visitor is at reception. The check-out is carried out via another scan of the QR code on the iPad. This also automatically deactivates the Wi-Fi voucher.

Manual applications for business trips are also a thing of the past. Supervisors are automatically informed about a business trip request via email or Microsoft Teams. The applications can now be approved or rejected quickly and easily using a predefined radio button. This means that there is no longer a need to write a manual message to the STAR expert submitting the request to inform them of the status of the business trip. In addition, all information and documents relating to the business trip can be viewed together in a travel management portal. Further documents such as taxi receipts can be added independently using a photo. The data collected in the travel management portal is then used for automated travel expense accounting. The time savings for our STARS are huge owing to the automation and digitalization of both processes.

HIGHLIGHTS INSIGHTS



MORE INSIGHTS INTO

THE STAR WORLD:

[report.star-cooperation.com/en](https://report.star-cooperation.com/en)

## Successful events in the age of COVID-19

2020 not only brought us exciting projects but also numerous events, despite the ban on gatherings. Our STARS overcame the issue of social distancing through a variety of online sessions. Compact expert knowledge and in-depth insights into trends, news or new STAR tools were shared in numerous webinar series.

Did you miss out on our online sessions? You can access and watch past webinars via the following link:  
[media-center.star-cooperation.com](https://media-center.star-cooperation.com)

We will continue using the tried-and-tested online format this year. Our experts from the various STAR divisions plan and organize a wide variety of webinars on a multitude of topics. We have already enjoyed the first few events of 2021 and are looking forward to many more. You can find additional information about upcoming webinars here:  
[events.star-cooperation.com](https://events.star-cooperation.com)

Join us as our experts provide food for thought about digitalization and present tools from all STAR divisions. We look forward to seeing you there!

