

Complying with Simplified Technical English

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Renton



What is ASD-STE100?

- “ASD Simplified Technical English (STE) is an **international specification** for the preparation of **technical documentation** in a **controlled** language.”
 - Set of **writing rules**
 - **Dictionary** with approved and non-approved terms
- STE continues to be relevant **35 years** after it was designed to simplify maintenance documentation in aerospace.
- Majority of companies requesting the (free) specification are outside aerospace and defense.
- Request your copy at ASD-STE100.org.



What is STE?

- Turn off engines, not required.
- Clean the turret dome chassis thermal window securing screw threaded holes and the thermal window 16 securing screws of all previously used sealant using solvent.
- Clean the screw-threaded holes and the 16 securing screws of the thermal window. Use solvent to remove all sealant.
- Press ANY KEY to continue.



It's not just about compliance, it's about safety



Content that impacts Business

Poor content leads to:

- Poor customer experience
- Human errors and risks
- High translation and hidden (support) costs
- Not complying with regulatory and contractual requirements.
- Not being able to publish timely, up-to-date and cost-effective content.

How to successfully implement STE

1. **Training:** onsite, online and e-learning.
2. **Create Awareness** amongst anyone affected by STE.
3. **Terminology:** one word = one meaning, so you'll need to standardize your own terms (the STE dictionary has 'only' 3000 words).
4. **Checker Software:** very useful to check your work, show compliance, and works best with all three steps taken.



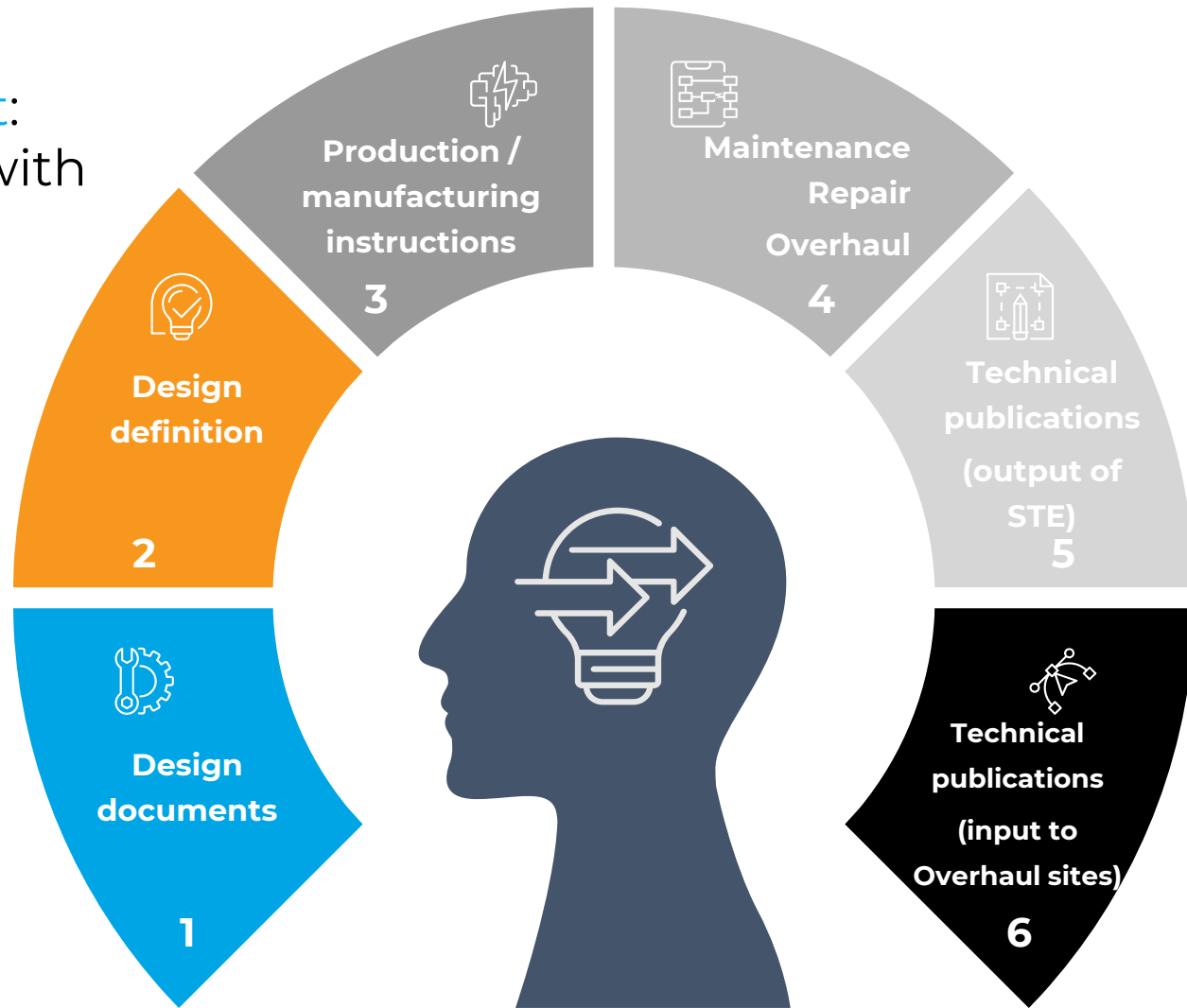
Simplified Technical English

1. **Writing Rules (± 60)**
 2. **Dictionary (± 3000)**
- One word = one meaning
 - Rules aim to reduce ambiguity



The business case for STE for a large OEM, and why engineers need training as well

- Content is more and more regarded as a **business asset**: align and improve content with **strategic business goals**.
- **Macro trends** accelerate the need to deliver value to customers.
- STE is **not just for tech docs** anymore.



Business Impact That Matters

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

Automate Compliance

Validate industry credibility to open new markets

Enable 30% savings via automation

Comply with industry standards and style guides, including ASD-STE100

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

Who We Are

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Difference

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SMEs trained,
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76 offices, of
which 850 in
technical
documentation

More than
30

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