

ANNUAL  
REPORT  
**2022**

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TRANSITION IN MOTION

# ANNUAL REPORT

# **2022**

A YEAR OF **MOVEMENT** AT STAR®

## TRANSITION IN MOTION

# A YEAR OF MOVEMENT AT STAR®

Here it is – our Annual Report. **Filled with everything that excited us over the last 365 days.** A vibrant mix of new customers, exciting projects and visits to countless events. And the activities that make us proud and inspire us to give our best, day after day.

**Take a fresh look at our portfolio:** with references that show what we can achieve for our customers through the power of synergy – and the unique stories that emerge along the way.

We have undergone enormous development since our establishment in 1997. While we retain our strength in the automotive sector, we now have customers from all sorts of other industries as well. With our wide portfolio of services in the areas of **CONSULTING, ELECTRONICS, ENGINEERING, IT, LOGISTICS** and **MEDIA**, we are in a position to fulfill unique customer requirements.

We can align our services with customer requirements, putting our different areas of expertise together like building blocks to achieve the desired outcome and create **individual solutions.**

This is where our agile working environment comes into its own. It's the foundation that helps us overcome conceptual boundaries – along with the colleagues who help make projects happen regardless what team they belong to.

But we are certainly not immune to the changes going on in the world. That makes it all the more important that we move and adapt so we can remain **Partners in Excellence** to our customers in the future as well.

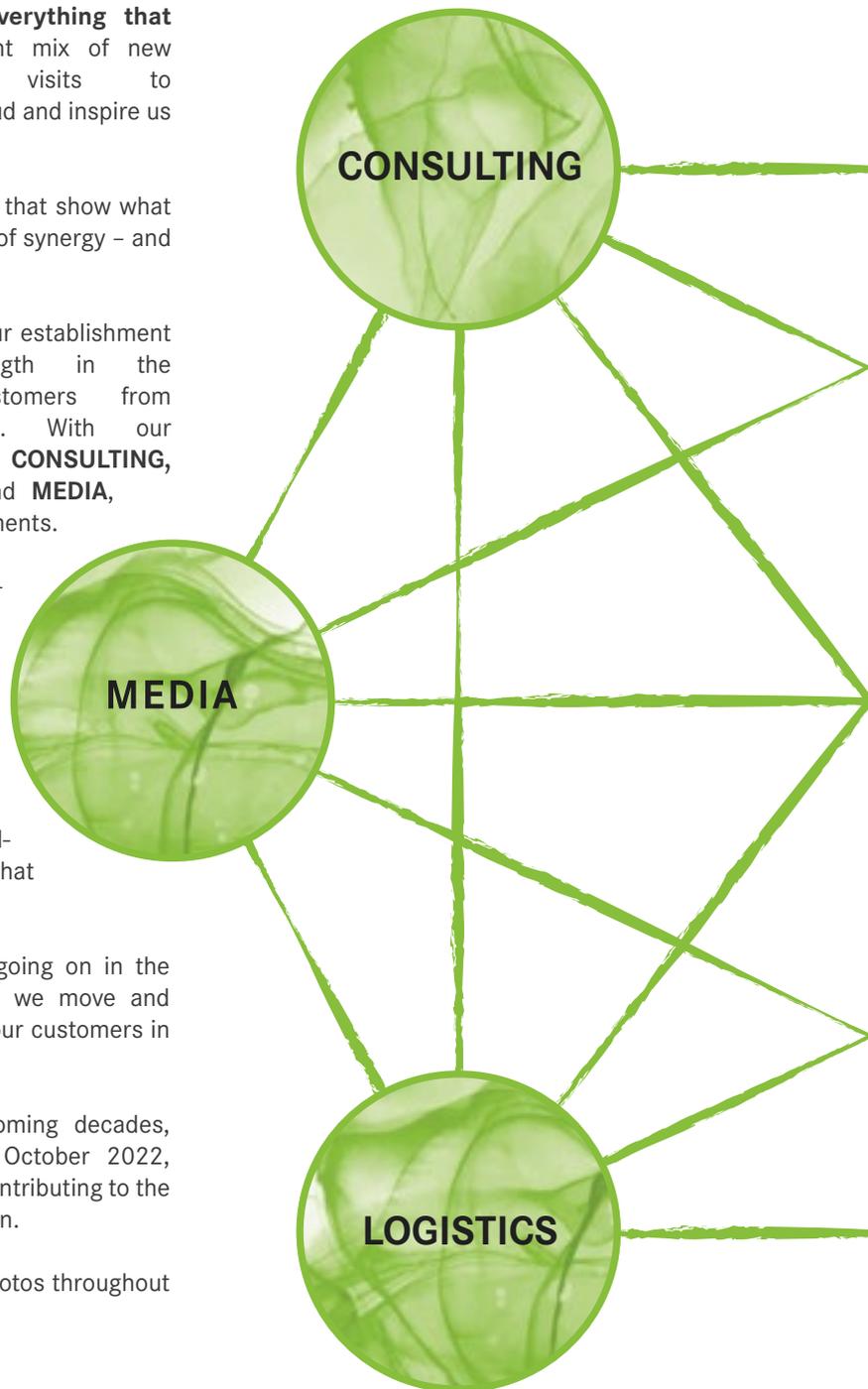
To ensure we can uphold this pledge for the coming decades, Sofia Neher took over as Managing Partner in October 2022, bringing her vision of a sustainable family company contributing to the long-term success of the group to a second generation.

The focus of this Annual Report is emotion, as the photos throughout illustrate.

We hope you **enjoy this journey through the world of STAR COOPERATION®!**

*Sofia Neher*

*Dr. Alfred Neher*





**ELECTRONICS**

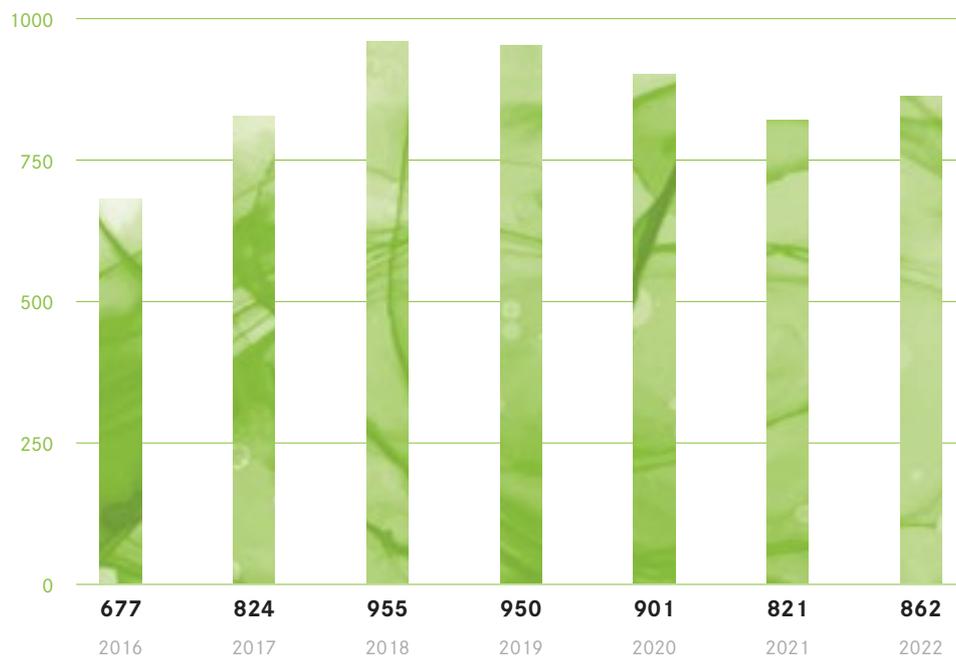


**ENGINEERING**

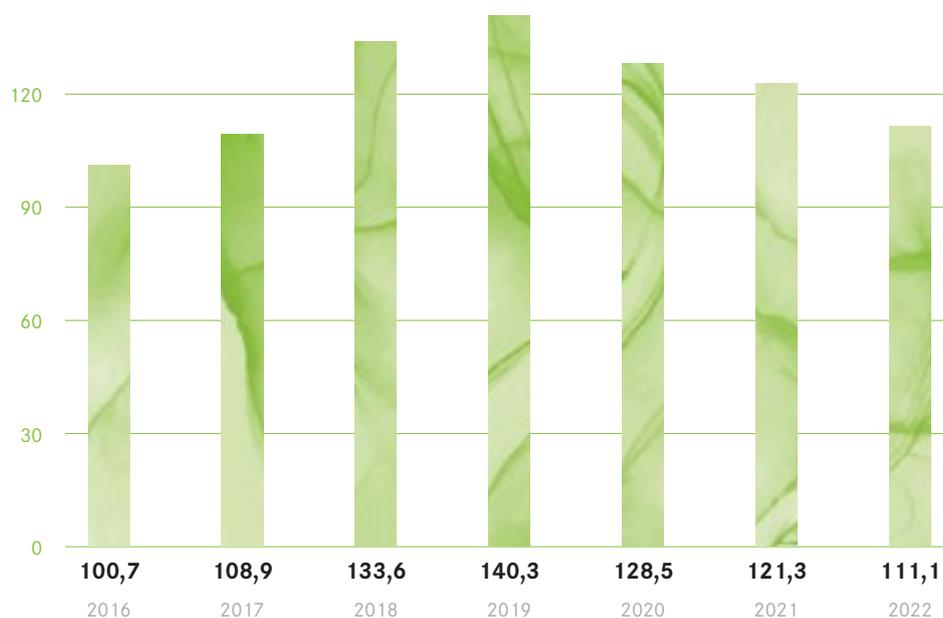


**IT**

# STAR COOPERATION® GROUP EMPLOYEES



# STAR COOPERATION® GROUP IN EUR M SALES DEVELOPMENT





### April 2022: Our exclusive YouTube video on the FL3X Switch 1000BASE-T1 becomes available

Der FL3X Switch 1000BASE-T1 is a real highlight for all customers in the automotive space who are on the lookout for the right networking accessories. **In this engaging, easy-to-understand video**, our automotive ethernet expert Andreas Merath **explains what makes the FL3X Switch 1000BASE-T1 so special.**

With its high degree of flexibility, the FL3X Switch 1000BASE-T1 lets our customers map the most complex use cases and network topologies, quickly and easily. And it now joins FL3X Media in our growing portfolio of diverse accessory products.

With its flexible hardware configuration and an equally wide range of software configuration options, the FL3X Switch 1000BASE-T1 is now an indispensable element in many test set-ups. Numerous customers from the automotive space now rely on our networking technology accessory products.





“The FL3X Switch 1000BASE-T1 closes a gap in the field of network accessories. The market launch was an important step toward delivering a broader portfolio of measurement and simulation equipment to our customers.”

**Andreas Merath**

Quality Engineer

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JUL '22  
AUG '22  
SEP '22  
OCT '22  
NOV '22  
DEC '22  
JAN '23  
FEB '23  
MAR '23  
APR '23

## April 2022: The online platform Cities4Cities.eu is launched

**Cities4Cities** is an aid project designed to support Ukrainian cities, initiated in 2022 by Dr. Bernd Vöhringer, Mayor of the city of Sindelfingen, which is sponsoring the project.

Our experts in the STAR IT division designed, developed and launched an online support platform for the coordination of aid from the EU destined for Ukraine.

The patron of the platform is the Council of Europe's Congress of Local and Regional Authorities, and it is designed to coordinate aid between municipal authorities in Europe and their counterparts in Ukraine. It was officially presented in March 2022 in the presence of Ukraine Ambassador and Permanent Representative to the Council of Europe, Borys Tarasjuk.

The site now boasts **299 towns and cities, 1,103 users** and **22 success stories**.

“The project was put together incredibly quickly and our colleagues delivered outstanding results. We are particularly proud that our platform has made such a valuable contribution to this project.”

**Oliver Messer**  
Managing Director

**At the presentation of the Cities4Cities platform on March 29, 2022:** Andreas Kiefer, Secretary-General of the Congress, Borys Tarasjuk, Ukraine Ambassador and Permanent Representative to the Council of Europe, Dr. Bernd Vöhringer, Mayor of Sindelfingen, and STAR CIO Oliver Messer (L-R).





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FEB '23  
MAR '23  
APR '23

## STAR COOPERATION®, strategic partner of smart Europe GmbH

Since early 2022, STAR® has been advising smart Europe GmbH – a wholly owned subsidiary of smart Automobile Co., Ltd, a joint venture of Geely Automobile Co., Ltd. and Mercedes-Benz AG – and offering strategic advice on its new after-sales structure.

These **consulting services** range from the **conception and operationalization of after-sales processes to operational support** for smart Europe colleagues. More specifically, STAR® provides support in the areas of project management, parts business and pricing, processes and logistics as well as ERP and dealer applications, market roll-out, service contracts, technical service, and accessories and merchandising products.

Through this successful collaboration, we are now responsible for additional strategic areas as a merchandising general contractor and for the fulfillment of technical accessories in the central warehouse. By harnessing the power of synergy, STAR COOPERATION® has been able to provide smart Europe with comprehensive consulting and support – a truly expert partner.

“In line with smart’s motto – **Reinventing After Sales** – we worked closely with our colleagues from smart to set new standards for future excellence in after sales. We were able to remove complexity from the after-sales processes in the right places to create space for innovative ideas.”

**Patrick Pflüger**  
Manager



**PART AS CONSULTANCY FRAMEWORK** STAR COOPERATION®

**VIEW WORKING PACKAGES**

PROJECT MANAGEMENT (PMS) & CROSS-FUNCTIONAL	PARTS BUSINESS LOGISTICS PROJECT AND ERP IMPLEMENTATION	IT SUPPORT ON REQUIREMENTS GATHERING AND PMS FUNCTION	AFTERSALES SERVICE CONTRACTS CONCEPT TAILORING
<ul style="list-style-type: none"> <li>• 3D Internet PMS</li> <li>• Migration to smart Business</li> <li>• ERP PMS</li> <li>• Operational Support</li> </ul>	<ul style="list-style-type: none"> <li>• Logistic Integration</li> <li>• Launch Management Support</li> <li>• Integration of 3<sup>rd</sup> Party Suppliers</li> <li>• Product Demar ERP</li> <li>• Homologation &amp; Certification Process</li> <li>• Parts Pricing</li> </ul>	<ul style="list-style-type: none"> <li>• Gathering of Requirements</li> <li>• Project Management (PMO) Support</li> <li>• Support in Testing &amp; Bug Fixing</li> <li>• Migration and Go-Live preparation</li> </ul>	<ul style="list-style-type: none"> <li>• From Concept Development to Implementation</li> <li>• Market Research</li> <li>• Customer References</li> <li>• Product Design/Root Assessment</li> <li>• Marketing of Service Contracts</li> </ul>

**AFTERSALES CONSULTANCY SUPPORT 2022**



APR '22  
MAY '22  
JUN '22  
JUL '22  
AUG '22  
SEP '22  
OCT '22  
NOV '22  
DEC '22  
JAN '23  
FEB '23  
MAR '23  
APR '23

## Anchors aweigh! In April 2022 our wheel logistics team took to the water

By land or sea: for our customer **Otto Fuchs**, manufacturer of **light, super high-quality sports rims** for premium vehicles, our colleagues proved that their logistics skills are truly seaworthy!

Rims destined for AMG SUV models produced in the USA are sent from the customer's plant in Meinerzhagen to our STAR® site in Vance, USA, **via sea container – that's door-to-door delivery**. Once they arrive, the rims are subjected to a quality check and put into interim storage before arriving at the production plant for **just-in-sequence** assembly.

“Dealing with sea freight is not always easy and is still subject to generalized disruption, which sometimes throws up a challenge or two. So, we are particularly proud that with our expertise, we have always managed to fulfill our customer's requirements – even in stormy seas.”

**Sebastian Krüger**  
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sebastian.krueger@star-cooperation.com





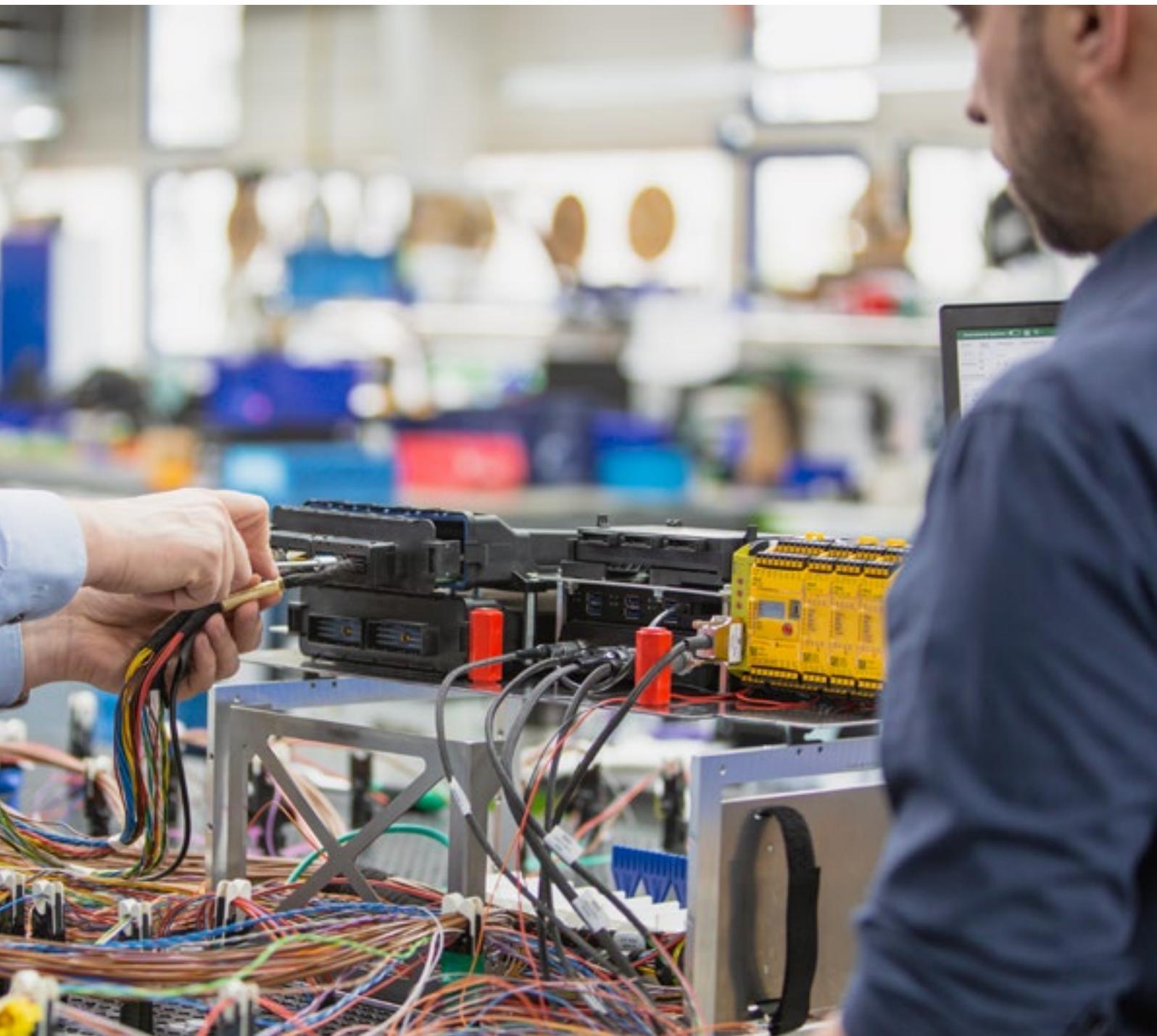
April 2022: Fuel cells for intralogistics – together we can achieve great things!

For many in the logistics sector, it might sound like the distant future, but our experts from the ENGINEERING and ELECTRONICS divisions have joined forces with Stuttgart-based green tech start-up GLOBE Fuel Cell Systems to make it happen: the GLOBE XLP80. An entirely carbon-free forklift that runs on hydrogen – after a few minutes' refueling it's ready to go again.

The GLOBE XLP80 is a reliable fuel-cell aggregate that can replace both lead and lithium ion batteries. To develop this new form of battery, two different components had to come together. On the one hand, you have the enterprising GLOBE Fuel Cell Systems, on the other, the technical expertise that our specialists deployed to brilliant effect in the development and assembly of the control unit and its cable harness.

In spring last year, we were so sufficiently advanced that we could deliver an initial functional model of our control unit based on our universal rapid prototyping control unit, along with the cable harness and its operating unit. At present, specialized development and test support is taking the project from pilot to series production.





“We attach great importance to our collaboration on this forward-looking, innovative project. It is an absolute win-win. We get to contribute and build on our expertise in the field of vehicle electronics and high-voltage components with GLOBE Fuel Cell Systems GmbH as we help usher a device of the future to the series production stage.”

**Markus Böhm**  
General Manager Development

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JUN '22  
JUL '22  
AUG '22  
SEP '22  
OCT '22  
NOV '22  
DEC '22  
JAN '23  
FEB '23  
MAR '23  
APR '23

## June 2022: B2Run in Karlsruhe – running fun in the Schlosspark

Ourexpertsfromsense&imagearenotjust speedy with digital projects – they also fielded **12 courageous colleagues** for the B2Run. To stand out from the crowd we wore our T-shirts with the logo in classic black – our own design. It meant we could easily find each other in the large crowd of runners and present a strong image. **As a team we finished with impressive results.** Despite the tropical heat and a lack of shortcut opportunities, we truly delivered! Completely exhausted, but happy and successful, we all made it to the Schlossplatz with a proper final sprint – every one of us with a smile on our faces! We celebrated with fresh Maultaschen and succulent currywurst – a fitting reward for our shared success and our personal best times. And we all received a medal – not just an award but a souvenir of this wonderful, unforgettable day.

“B2Run was a lot of fun and a great event, and we definitely want to take part next time – to improve, to get more medals for the trophy cabinet, and most importantly to compete as a team again!”

**Mario Hirstein**  
Copywriter & Conceptor



APR '22  
MAY '22  
JUN '22  
JUL '22  
AUG '22  
SEP '22  
OCT '22  
NOV '22  
DEC '22  
JAN '23  
FEB '23  
MAR '23  
APR '23

## June 2022: We were at the Interschutz trade fair in Hanover

We were represented at the fair **by our retail business startools.de** and we used the unique opportunity to interact with visitors such as firefighters, emergency medical services and other experts from the industry and show them **the new additions to our range.**

There was plenty of interest in **our innovative hose carrying system**, but there was consistently positive feedback regarding the quality and reliability of our other products as well, something that makes us particularly proud.

Trade fairs always attract a lot of fascinating exhibitors, so we took the opportunity to visit the other stands and had interesting discussions with other manufacturers and industry experts.

Many thanks to all the visitors and the organizational team for their work and the great face-to-face dialog!

“For us as exhibitors, Interschutz offers a unique platform for presenting our latest products and innovations in the field of firefighting and emergency medical services. We got to exchange views with experts and industry colleagues and make valuable contacts. The trade fair is a great opportunity for presenting our company and our products to a global audience.”

**Susanne Kanzleiter**  
Project Manager



## July 2022: Agility on the grill – or holacracy meets barbecue

At sense&image, we began our journey into the world of agile organizational structures with a **workshop** run by experienced agile coaches Inka, Andreas and Cátia. Once everyone had gotten to know each other, it kicked off with an **introduction to terminology like circles, roles, accountabilities, tacticals and governance**. We were then tasked with creating a fictitious agile organization together and using it to prepare for the forthcoming **barbecue evening**, including all the necessary shopping and set-up. So we agreed on a common purpose: our goal was “going to bed satisfied and full.” To fulfill this purpose, we joined together to work out the circles we needed, defined corresponding roles, expanded larger roles to form their own circles and planned the next steps in a kind of tactical and then implemented it straight away. In between there was **interesting input on topics like self-organization and feedback culture, and insights into agile methods**. At the end, we sat down for a convivial meal together, the table generously decked with delicious homemade salads and spreads, fine bread, and – of course – great barbecue treats fresh from the grill.

“We reached our goal with agility – and there is much more we can achieve! The workshop was a fine start and a successful introduction to transformation, with a playful approach to teaching that brought the agile mindset a big step closer. This is something we now want to introduce to the STAR media circle. And if any of you need agile support – simply get in touch with one of the agile coaches.”

**Alla Reznichenko**

Content Marketing Manager & Agile Coach



## July 2022: Hydrogen electricity generator to go

Together with two master's students from Esslingen University, our experts from the ENGINEERING division have been working on the “**Fuel Cell as Range Extender**” project over the last year.

The name says it all – the range extender really does extend range. Unlike pure battery-driven electric mobility solutions, here the range is not solely determined by the energy from the e-bike battery. The fuel cell and the hydrogen stored in the tank allow additional power to be accessed while the e-bike battery is recharged during operation. This is all based on the belief that we should be looking beyond purely combustion engine technologies to **fuel cell technology for electrically powered vehicles** and expanding our expertise in this area.

Our experts set themselves the goal of conceiving and structuring the range extender to make it modular and scalable. This means that both the fuel cell and the e-bike battery can be kept in an operating condition that is favorable for these components, which in turn optimizes efficiency.

One particularly cool side benefit is that the range extender is just as handy for charging your mobile or the mini-fridge at your next patio party – and the only by-product is water.

“Our range extender is a hydrogen-powered electricity generator that can be deployed anywhere. Use it on your e-bike, and then bring on your next big bike tour - it will definitely help you make a cool impression.”

**Daniel Kirinic**  
Manager



APR '22  
MAY '22  
JUN '22  
JUL '22  
AUG '22  
SEP '22  
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JAN '23  
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MAR '23  
APR '23

**In July 2022 we held our summer dinner party in Les Franqueses, Spain**

Our STARS in Spain shared the fun and anecdotes about their working life together at the **Novaigrup summer dinner party. All colleagues from the Les Franqueses site in Spain** got to toast the start of summer and the vacation season.

The dinner saw a lot of laughter and valuable time spent with colleagues beyond the work setting.

“We all had a lot of fun spending time with our colleagues at the summer dinner party.”

**Carmen Morales**  
Finance and HR



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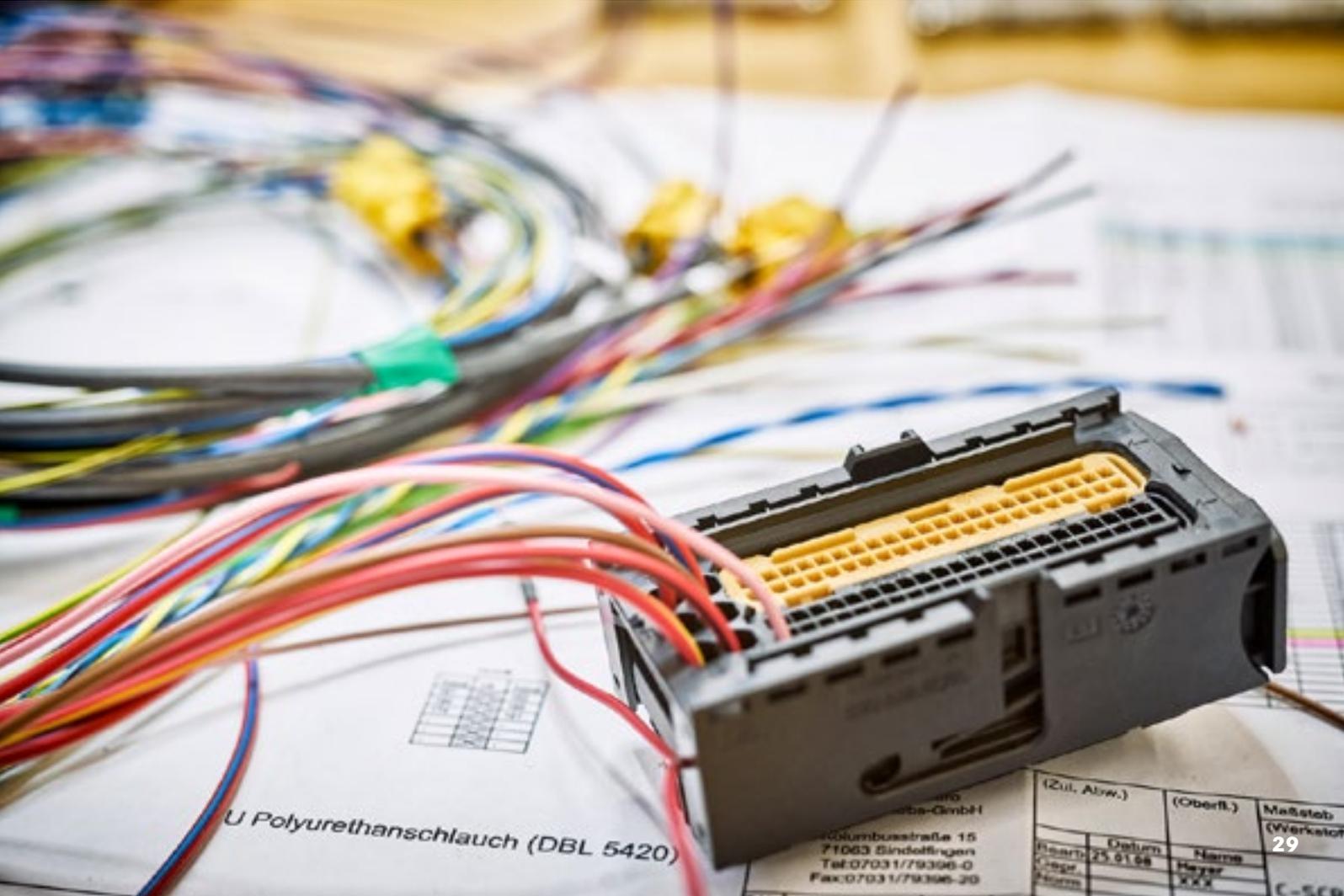
## July 2022: Cable sets for development vehicles reworked

At the start of series production, we were able to support our customers in securing development vehicles in the last stage. In the lead-up, existing drawings of the cable sets had to be adapted to the requirements of the test vehicles. We were able to help the customer on-site in England with the change management and then putting together the rework drawings.

As the project advanced, we reworked and tested three different cable sets per vehicle in our own cable workshop based on the rework drawings. This required the cable sets to be positioned on special tables and reworked by hand. In July 2022, the last cable sets were completed and delivered to our customer. We also supported the customer in building the development vehicles in England.

“Our cable workshop really got a chance to demonstrate its skills in this project. Each of the 50 development vehicles includes a piece of work handcrafted by STAR®”

**Rico Fröhlich**  
Project Manager EE Engineering



## July 2022: Fürstenberg Fashion relaunch – focus on responsive design and administration

In **July 2022**, STAR® **completely redesigned** the **online shop of Fürstenberg Fashion** and implemented a new design kit. The relaunch of the shop included a modern, user-friendly interface that makes it easier for customers to find the products they want and then buy them.

To make things even easier for online shopping customers, the online shop has now expanded to include a range of **new functions**. They included an improved search system, extended filter options, and a wish list. To offer customers even greater flexibility, the payment methods were also expanded.

With **increased sales figures** and **positive feedback from customers**, it's clear that the relaunch was a great success. Fürstenberg Fashion can now position itself as a modern, service-oriented company that is in touch with the times and responsive to the needs of its customers.

“An online shop is like a garden – it needs constant care and attention to flourish. Regular updates of the content and the back end are the fertilizer that promotes growth and inspires our customers.”

**Diana Salsa**  
Developer



## August 2022: We take over support of B2B shops of kuebler.eu

In the course of **shop consulting with kuebler.eu**, our experts from the IT division took the existing interfaces and turned them into the **current ERP system** while also developing other innovative functions to offer customers an optimized shopping experience.

To great success – **in August 2022**, the existing B2B shop was integrated into the newly created platform and officially launched in February 2023. Customers now have access to a wide range of products and services along with a quick and simple ordering process.

By integrating kuebler.eu into the new platform we succeeded in offering the customer an unparalleled shopping experience. We look forward to continuing our collaboration with Kübler in the future and advising them on new functions and services.

“With STAR COOPERATION® we have an excellent partner we can deal with on an equal footing. Thanks to their support, we have maximized our potential and created an innovative, efficient shopping experience for our customers.”

**Daniel Pusch**

Head of Brand Management at Paul H. Kübler Bekleidungswerk GmbH & Co. KG



## September 2022: STARs run in the 11th Flugfeld Firmenlauf as a team

On your marks, get set, go! On September 20, 2022, a group of our STARs put on their running shoes and competed in the **11th Flugfeld Firmenlauf in Böblingen/Sindelfingen**, in which company teams complete a five-kilometer lap of the lake Flugfeld-See.

If you ask us, even after a sweaty run our STARs still cut a dashing figure!

The Firmenlauf is a great opportunity for employees to get active and sporty and come together as a team. We would like to thank all the runners and we're already looking forward to the next Firmenlauf!



“It was tough, it was sweaty, but together we pulled it off. The Firmenlauf brought us even closer together as a team and showed us what we can achieve when we join forces.”

**Ines Widmaier**  
Financial Accountant



## September 2022: Kick-off for the merger of the STAR® Media division

Everything is changing in the (media) world; this naturally brings challenges and at STAR® we're determined to face them. Our plan? To position ourselves so that together we can be fast, effective and successful. To achieve this, a number of STAR® experts joined forces over several weeks, **analyzing the Media division and developing a strategy for the future.**

The primary focus was on the future portfolio, a target vision of our market position and adaptation of the organizational structure. On top of that, over 240 measures were developed with the aim of improving cooperation and increasing effectiveness.

At the **final presentation on September 16**, one thing was clear to all the working groups – we can only secure long-term success if all media-related companies consolidate their synergies and contribute their strengths to develop the best solutions from a single source.

“Through agile working methods, a role- and circle-based structure, and more efficient processes, we have created a foundation from which we can better position the Media division on the market and consolidate our synergies to ensure the customer receives solutions from a single source.”

**Inka Philipp**  
Manager



**September 2022: LCA study quantifying the environmental impact of sending old IT devices to recycling companies – primary raw materials analysis with generic recovery rates and end-of-life assumptions**

AfB, a non-profit association that provides work to people with disabilities, is a social and green IT company that specializes in both IT remarketing and inclusion. The association's top priorities are climate protection and the promotion of recyclability.

Our experts carried out a study to **calculate and evaluate the environmental impact of recycling**. The goal was to use LCA analysis to transparently model and present well-founded statements about the avoidance potential of used primary raw materials.

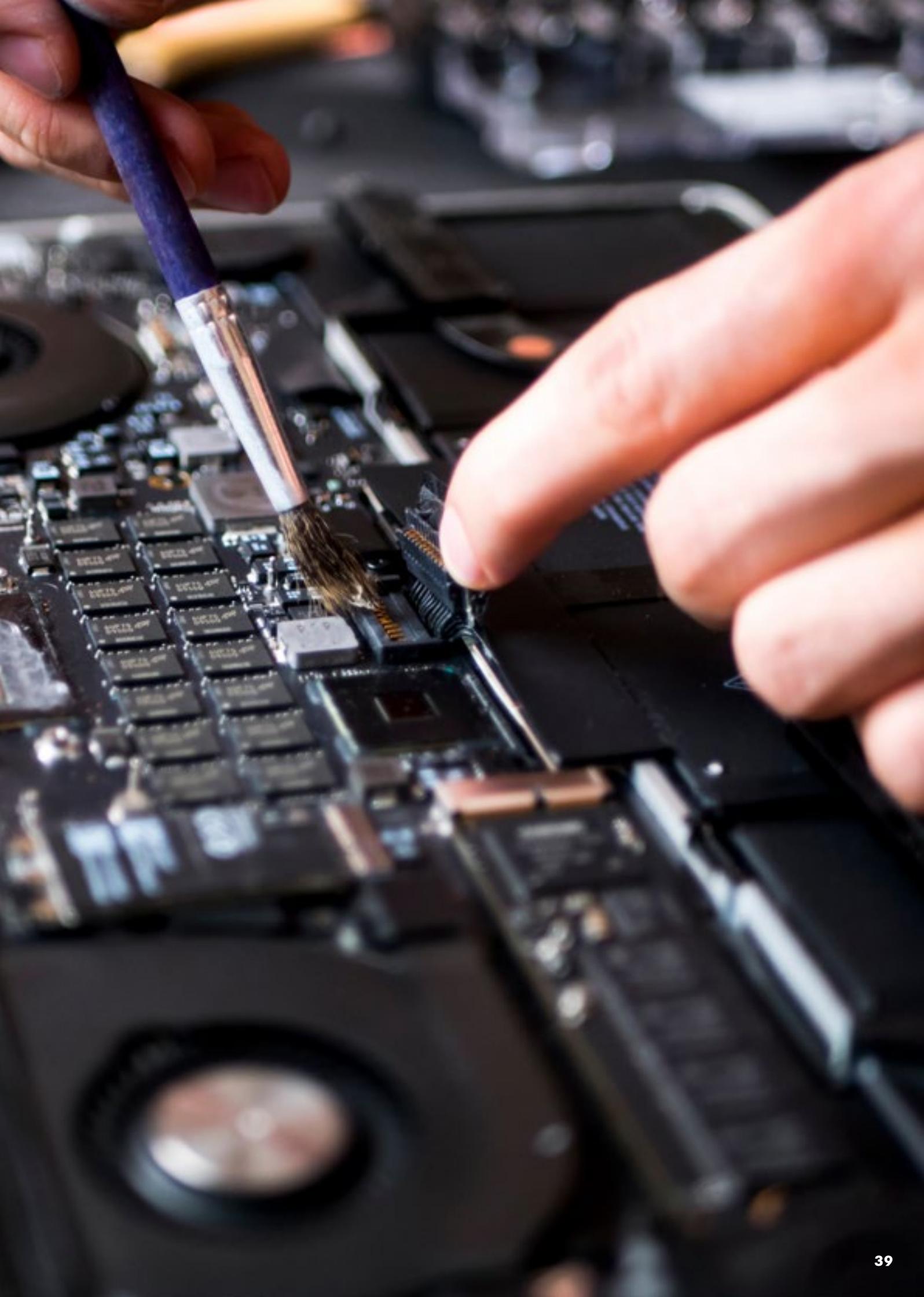
“The collaborative cooperation with the general management and environmental management of AfB GmbH produced important insights into the process of recycling electronic components. The project enabled us to enhance our profile in the end-of-life modeling of electronic products and position ourselves optimally for future customer projects.”

**Eric Reiling**  
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“As we see it, a well-founded, transparent foundation of data on the end of product lifecycles will be indispensable for the imminent ‘green’ transformation of our consumer behavior. Thanks to the productive, iterative collaboration with AfB, we gained valuable insights into the end-of-life potential of IT devices.”

**Jonas Rasmussen**  
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### Three out of four stages on the pathway to merging STAR® technical divisions into STAR ENGINEERING & ELECTRONICS GmbH

Step by step, we're getting closer to our great goal: **merging the technical divisions at STAR®**. The main objective? To ensure that our customers can have all their service requirements met, simply and easily, through STAR®. The individual areas of expertise have been consolidated and we can now offer them from a single source.

At the first **joint event** for all employees of the technical divisions **on September 23, 2022**, the focus was on open dialog, our strategic direction, and mutual networking.





“We’re proud that our employees have formed such a strong and reliable unit – more than half of our technical division STARs have been with us for over 10 years. Congratulations to everyone celebrating a service anniversary.”

**Tobias Utz**  
Managing Director

“Over recent months it has become apparent that this strategically important merger will give us an even stronger overall presence on the market.”

**Henning Lange**  
Managing Director

## September 2022: What do burgers have to do with service contracts?

Our experts from the CONSULTING division have been working with service contracts for years now, but in September 2022 we had a slight change of perspective and posed the provocative question: what do burgers and service contracts have in common? The answer came from Claudia Gruhn, our expert in service consulting:

artificial intelligence (AI) helps us offer customers **individual consulting and tailored solutions**. Just like this image – which wasn't photographed but created by AI – working with AI offers a wealth of possibilities. One example: we use **data analysis and machine learning to determine the service needs of our customers** so they can carry out targeted maintenance measures. And to stick with this metaphor: you can select all the toppings you want and create a burger that is completely to your taste!

“Working with AI gives us the opportunity to make service contracts even more effective and customer-centric. We can minimize downtime and predict maintenance needs before major damage occurs. And this means we can provide our customers with tailor-made support.”

**Claudia Gruhn**  
+49 7031 6288-3592  
claudia.gruhn@star-cooperation.com



## September 2022: Cannstatter Wasen – raise your glasses!

After two years' break due to the pandemic, the Cannstatter Wasen festival was back in action in September 2022 and we were there to experience it! Bowing to tradition, we hauled our dirndls and lederhosen out of the closet and arrived on trains from Munich and Karlsruhe to join **the fun in the Sonja Merz tent**. After an obligatory turn on one of the many rides at the fairground, we couldn't resist the wafting scent from the many candy stands, and stocked up on bags of sugared almonds and Magenbrot cookies. Then it was off to the tent, where we had the first beer steins in our hands within minutes and drank to each other's health, the **wonderful evening, the relaxed atmosphere** and the lively party band. Along with the "liquid bread" we polished off the odd roast chicken, as is the custom.



APR '22

MAY '22

JUN '22

JUL '22

AUG '22

SEP '22

OCT '22

NOV '22

DEC '22

JAN '23

FEB '23

MAR '23

APR '23

### September 2022: The Mayor of Böblingen visits STAR®

The headquarters in Böblingen welcomed some distinguished guests – the Mayor of Böblingen, Dr. Stefan Belz, and Business Development Officer Dominic Schaudt.

The **wide-ranging discussion** with Dr. Alfred Neher and Oliver Messer provided **inspiration and stimulus** for everyone involved. The discussions focused on the **latest developments in the city of Böblingen** as well as topics and issues that concern STAR®.



“At STAR®, we feel it’s important to share views on current trends and developments in the areas of after sales, digitalization and vehicle electronics, and we always enjoy interesting insights and dialogs like this one.”

**Oliver Messer**  
Managing Director

## October 2022: STAR® supports car dealers with their challenges

Daniel Schawo, expert from the STAR®CONSULTING division, held a two-day seminar on October 5 and 6, 2022, that was primarily dedicated to the challenges facing car dealerships. The venue was the wonderful Steigenberger Hotel de Saxe in Dresden.

Sale prices for vehicles have risen in the wake of the current political situation, resulting in reduced demand and associated revenues, and these are having a noticeable impact on car dealerships. At the same time, the cost of energy continues to rise.

Mastering these challenges was the goal of the **two-day seminar** that Daniel Schawo held for the 22 participating managers from a car dealership group based in eastern Saxony. The intensive workshop looked at shared solutions that might help in **stemming the crisis** by **reducing current costs** while **increasing revenues**.

“We are always ready to take on difficult situations and give them our best. With our creative solutions and committed team, we are known as a reliable partner among car dealers.”

**Daniel Schawo**  
Retail Consulting  
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STEIGENBERGER

HOTEL DE SAXE



FRIEDRICH AUGUST  
KÖNIG VON SACHSEN

**October 2022: CO<sub>2</sub> screening along the value chain aids reduction of greenhouse gas emissions from agricultural and pet supplies**

Albert Kerbl GmbH, a wholesaler of agricultural and pet supplies based in Upper Bavaria, recognizes that climate protection is not just a business responsibility, but also a future competitive factor. We helped the company **create transparency around the greenhouse gas emissions in their value chain** and **identify significant emission drivers**. From this basis we determined a climate strategy for reducing emissions, which has already been implemented in many areas.





“We are proud that we were able to assist Albert Kerbl GmbH in its commitment to climate protection with specific measures. By determining the greenhouse gas balance, we were able to jointly discover potential for reducing climate-damaging emissions and create a foundation for concrete action recommendations. Together with the management of Albert Kerbl GmbH we succeeded in developing a future-oriented climate strategy for the company.”

**Eric Reiling**

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[eric.reiling@star-cooperation.com](mailto:eric.reiling@star-cooperation.com)

“Through our constructive collaboration with Albert Kerbl in determining the carbon footprint, defining measures and setting the strategic direction, we are already seeing effective climate-related projects being implemented now. One decisive success factor for the project was the understanding of the employees of the Albert Kerbl Group in relation to climate change and their own influence on the value chain.”

**Levin Koch**

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## October 2022: Space exploration

On October 15, 2022, our **Microsoft Teams app spaceMe** rocketed into existence and went live in the Microsoft Store for the first time.

spaceMe makes complicated **hot-desk booking** a thing of the past. The app enables users to book hot-desk space directly within Microsoft Teams – it's flexible, quick and super-easy. Through a visual representation of the building layout, users always have an overview of unoccupied spaces, and which colleagues are working on-site.

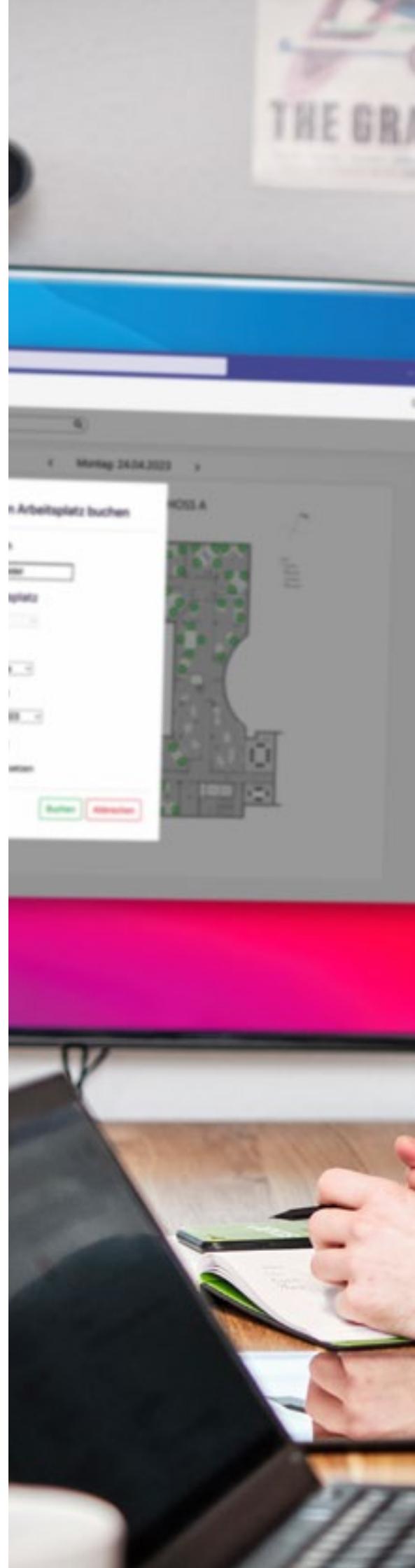
Our colleagues Timm and Kevin worked hard to make spaceMe a user-friendly, efficient, reliable tool.

“spaceMe is an exciting project, and one I'm excited about working on every day. I am proud that we have developed an innovative app that allows users to work flexibly and efficiently. I am confident that spaceMe will play a key role in the creation of flexible work spaces.”

**Timm Mantino**

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## October 2022: The virtual world supplies real vehicle data to make autonomous driving safer

In autonomous driving, making the right decision has to be a matter of reflex. These decisions are increasingly being left up to complex algorithms, which are subjected to extensive, rigorous testing.

However, it can be hard to run through tests in the pre-development phase, because until you've actually carried out test drives you have no real-world vehicle data that you can use to test the algorithms developed for autonomous driving. Which is where our embedded experts from the ELECTRONICS division come in – they developed a solution that enables pre-existing vehicle data to be re-used. This means that developers have access to new communication data even before the vehicle is manufactured. And that solution is the **Virtual FL3X Device for ADTF**.

The Virtual FL3X Device for ADTF feature gives users a DLL that they can integrate into ADTF software to transform old vehicle data into new, and test the algorithms that they have developed.

This solution has been **integrated in our STAR® software FL3X Config since October**. This allows developers to create configurations with GUI support to test existing data traces from real vehicles in a purely virtually realm.

In short: thanks to innovative STAR® technology, developers can start working with data from real vehicles – and conduct test drives – before their new model vehicle is even built. That saves time and money and ensures greater safety on our roads.





“We are proud to contribute to the future of autonomous driving and to bring even greater efficiency and safety to vehicle development.”

**Patrik Kiemel**

Development Engineer

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APR '22  
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JUL '22  
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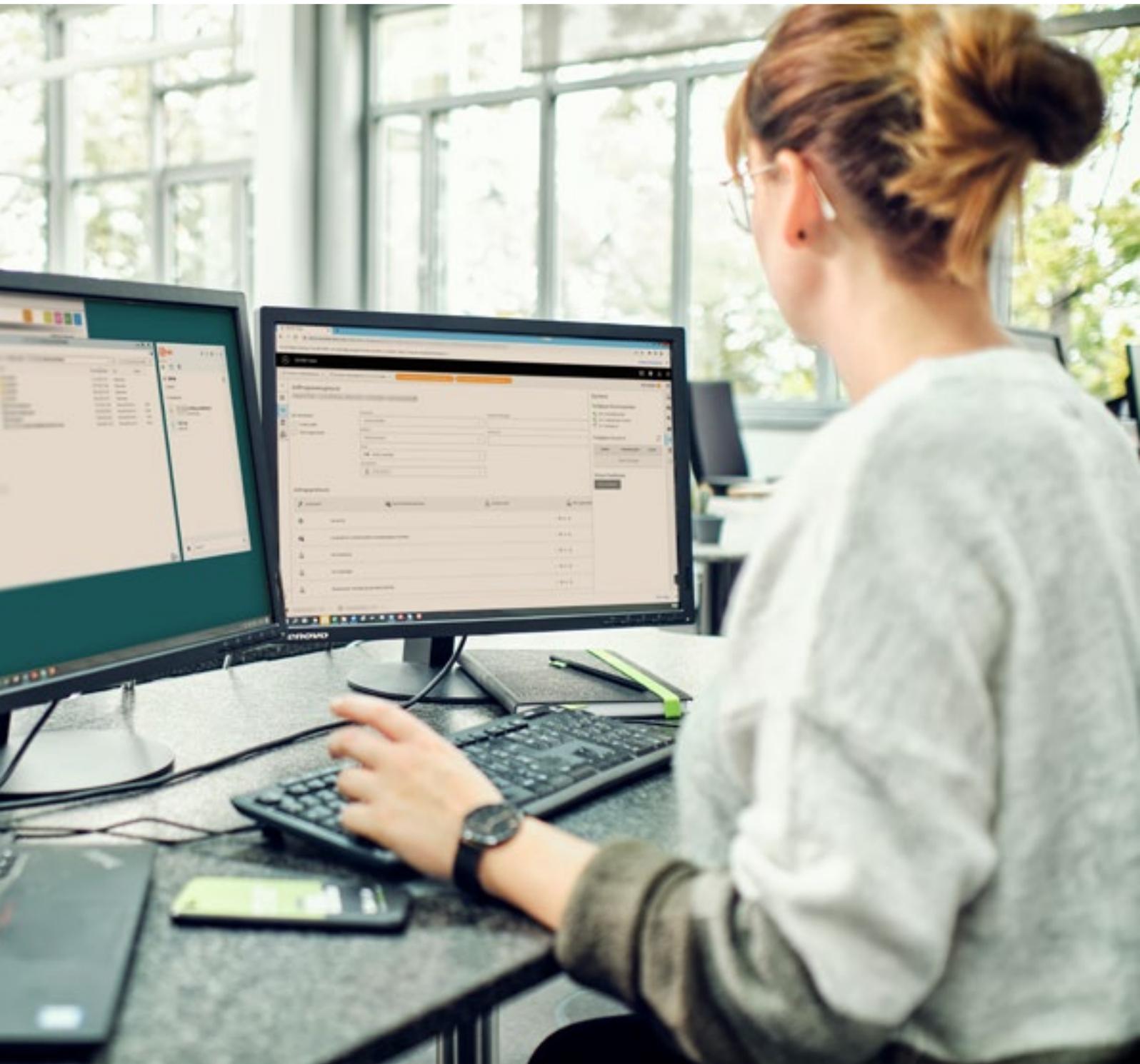
## October 2022: How is robotic process automation optimizing and revolutionizing business processes?

For over three years now, we have been working with the Kunzmann Group to develop innovative solutions for our customers. In this particular case, we succeeded in automating order creation in car dealerships based on scheduling.

In the past, employees would have to laboriously copy every agreed appointment over to the order system of the DMS/ERP system and manually transfer data such as work packages, customer service measures and maintenance requirements.

To **reduce this effort** and allow employees to spend more time with their customers, we worked with Kunzmann to **develop a robot** that enables error-free transfer of the maintenance requirements to the DMS, Alpha<sup>PLUS</sup>. There, the maintenance requirements are enriched with data from the Mercedes-Benz manufacturer portal Xentry.

In October 2022, we went further and secured a new partner: evosec. With this partnership we are part of the highly comprehensive digitalization strategy across the whole Mercedes-Benz world. evosec offers optimal software for the digital after-sales process. We use this in combination with RPA to revolutionize the entire after-sales operation at Mercedes-Benz.



“Through RPA, STAR® gives us an opportunity to automate complex manual processes and enable our customers to experience a more efficient, more productive way of working.”

**Sebastian Reinemann**

Senior Consultant

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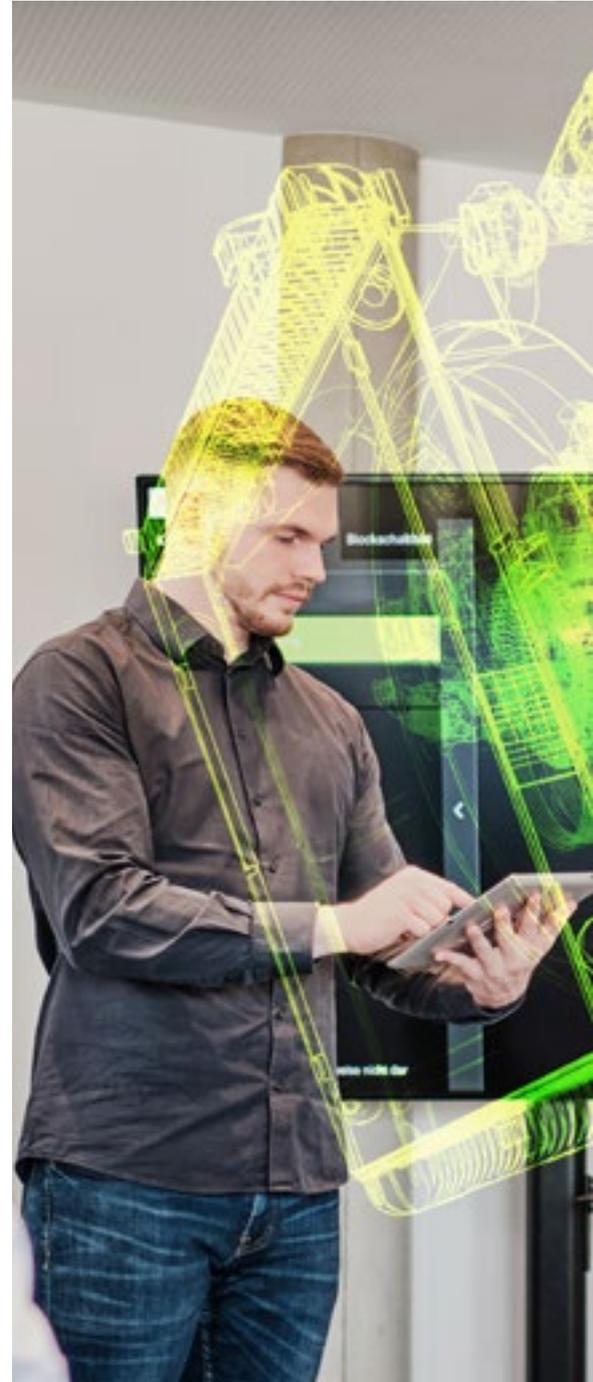
## November 2022: Making the case for hybrid training

Specifically, we're talking about the **STAR® Content Augmentor**, a hybrid training platform with 3D product visualization that can be used like a web browser on a device or with HoloLens and head-mounted displays.

Everything is compactly stowed in the training case: server, router, trainer tablet, and five to ten HoloLens2 headsets. This makes the STAR® Content Augmentor perfectly portable – and perfect for use in the training room.

The goal of the **online training platform** is to empower hybrid training with both the **HoloLens directly in the vehicle** and **activation via the web browser**.

For the perfect all-in-one package, the platform can also expand to include a module that allows you to create your own training courses in the web browser if required.





“With the STAR® Content Augmentor, we have created an innovative solution that allows any user to conduct training directly in the vehicle using the HoloLens. This creates significant added value for all our workshop employees.”

**Martin Mielcarek**  
Virtual Engineering

## In December 2022, STAR® saw out the old year

After a two-year time-out, we were all looking forward to **seeing out 2022 together at a Christmas market in the open air once again**. At our Sindelfinger site at Amundsenstrasse 5, all the STARs were invited to see out the year together. There, they enjoyed delicacies such as langos, grilled sausages, Schupfnudeln potato dumplings, crepes and waffles, which were personally distributed by our managing directors. Our Sterntalers (trainees) mixed delicious cocktails for donations.

On a truly frosty winter's evening, the STARs warmed up with Glühwein and alcohol-free hot punch, and a number of open fires. All in all, a successful event. Everyone enjoyed spending time together on an evening full of fun and interesting discussions.

And at our site in Vance, USA, our colleagues came together at year end and enjoyed compelling conversation and fine food.



“It was a really wonderful evening, when many STARs finally got to meet up face-to-face after a long time – some of them for the first time – in a relaxed atmosphere. Despite the winter temperatures, everyone had a good time and really enjoyed the get-together.”

**Julia Marzschesky**  
Human Relations



## December 2022: Europe-wide after sales training on electro-mobility

In December 2022, we secured a strong partner: BYD. Not only the largest manufacturer of car batteries, BYD is the parent company of one of the largest automotive producers in China.

Now they're planning their market entry in Europe, and to keep the venture on track they commissioned our CONSULTING expert Reiko Papendick to play a major role: STAR COOPERATION® will act as BYD's partner in all **after sales training**, with responsibility for operating technical after sales throughout Europe – in every national language.

In preparation for the **training**, Reiko Papendick and his team will be bringing mechanics in the repair shops up to speed on **high-voltage components**. Above all, they need to be aware of the dangers that come with working on voltages of up to 400 volts so they can avoid injuries and damage.

On top of that, STAR® will be supporting local import companies in operational implementation with BYD.



“By taking this opportunity to train mechanics in high-voltage components early on, STAR® is making an important contribution to safety in the servicing of electric vehicles.”

**Reiko Papendick**  
 Manager Retail Consulting  
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 reiko.papendick@star-cooperation.com

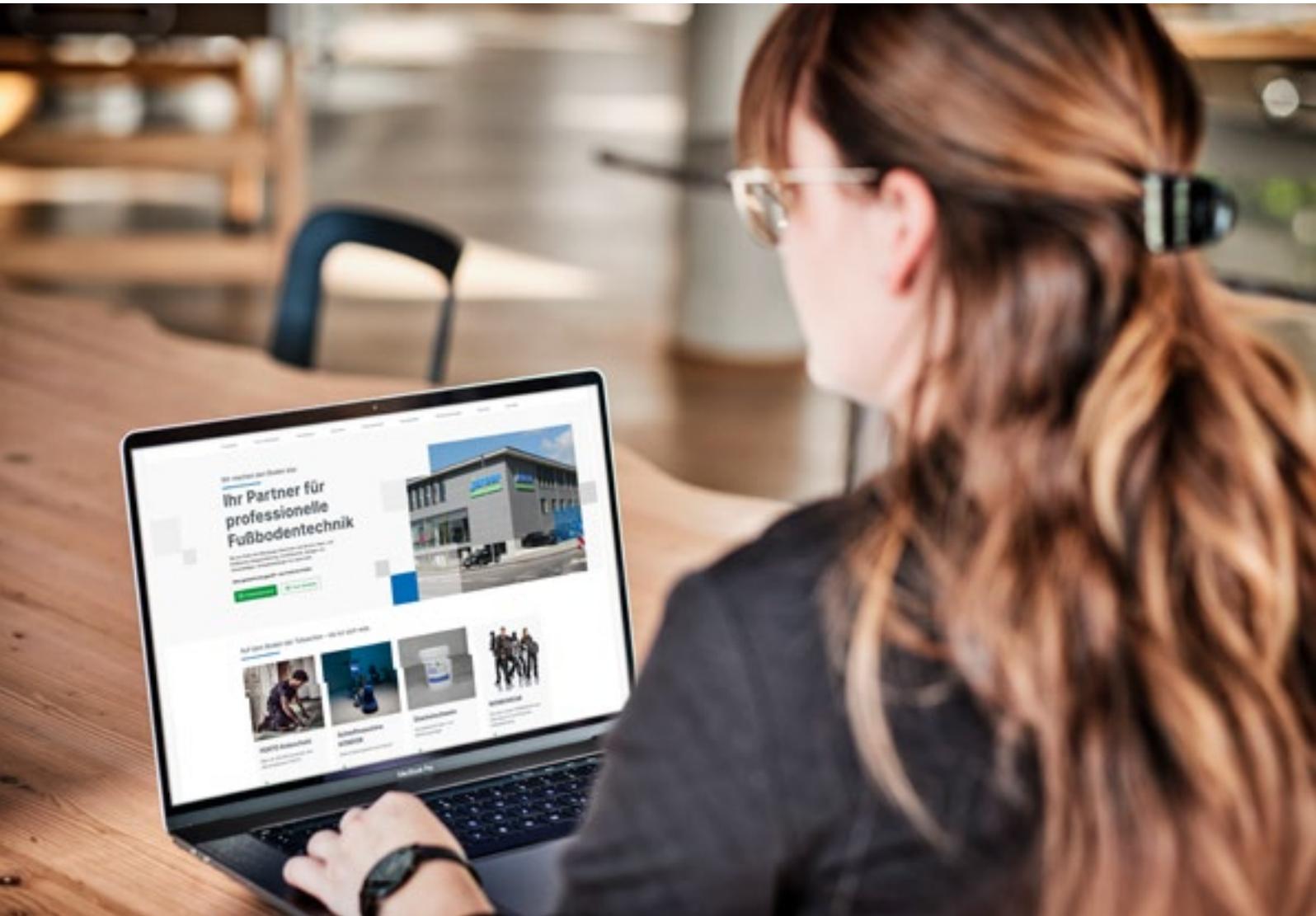


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JUL '22  
AUG '22  
SEP '22  
OCT '22  
NOV '22  
DEC '22  
JAN '23  
FEB '23  
MAR '23  
APR '23

### January 2023: A great start to the year with a highly interesting challenge

In early January, we got to know our new prospective customer, a global company for flooring technology. Following intensive consulting, we ultimately won the opportunity to tender. Following the **state-of-the-art relaunch of the company website**, the next challenge is to connect the new shop to the ERP system. And it really is a challenge – all of the customer and item data from the various databases has to be compiled and reconciled. On top of that, **new functions are being developed and existing processes optimized**.

The solution conceived by STAR® will allow our customer to offer an **ultra-modern multilingual shopping experience** so that it can gain new customers and generate higher revenues. Our ideas proved persuasive and we are pleased to say the customer issued us with the contract.



“As a new employee at STAR®, I enjoy working across a lot of different areas and being able to contribute my expertise in various divisions. Right from the start, I was in the thick of it and managed to secure a new customer - now we're developing a new e-commerce solution for them. And I was entrusted with responsibility for the project from the very start. Thank you for putting your trust in me.”

**Murat Kurt**  
Senior E-Commerce Consultant

APR '22

MAY '22

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SEP '22

OCT '22

NOV '22

DEC '22

JAN '23

FEB '23

MAR '23

APR '23

### January 2023: From pilot project to partnership

Back in 2022, we launched a pilot project to **optimize the supply chain** of our customer TRUMPF – together with our software partner Eurolog.

The project began with an **analysis of the supply chain** and introducing **transparency around data** as well as linking the suppliers and logistics service providers to our transport management software (TMS).

Together, we laid the foundation for making the **customer's supply chain transparent**, analyzing it, and finally defining and implementing action items for optimization. As 2023 dawned, the pilot went into serial operation and today the customer uses the STAR® Supply Chain Control Tower to manage its inbound logistics.

“Our employees provide support with inquiries from the network. Through constant dialog with our customers, we are continually improving processes, adapting them to new conditions and creating real added value in production supply of the European customer plants.”

**Sebastian Krüger**

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### In January 2023, we hit the fast lane in our expansion of wheel and tire logistics

Our colleagues in the LOGISTICS division were putting their skills to the test back in 2017, and for a long time we have counted a number of the region's car manufacturers among our customers, including **Porsche** in Zuffenhausen and **Audi** in Neckarsulm. In the last year, we secured the Audi site in Ingolstadt as a new customer and in January 2023 our customer base expanded further to include **smart**.

We send all manufacturer-leased vehicles from these marques to our site in Kornwestheim to be **fitted with the right wheels for the season**. And development vehicles also get **wheels for their test drives** in our workshops.

Our experts offer both employees and development departments individual service that meets the respective requirements of these different customer spheres.

“As partner of excellence in providing service to our customers, we attach great importance to flexibility and service mentality. We're there for them on-site, and we really take care.”

**Julia Wurster**

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## February 2023: Successful workshops staged by STAR® at the VOLKSWAGEN Academy

Daniel Schawo, our expert from the CONSULTING division, held a series of successful seminars at the VOLKSWAGEN Academy in February. The participants consisted of 30 up-and-coming managers, many of them still young, who are undergoing intensive training at VW.

In the **seminars** led by Daniel, many of the participants confront issues like **self-management** and **leadership and communication** for the first time. Here, they engage with questions that will be crucial in their future management careers, like, “What does leadership mean?” and “How do I manage my time effectively and what time management methods can I use?”

As a coaching expert, Daniel is an absolute pro in his field, with a keen ability to break complex subject matter down and make it readily comprehensible. Not just informative, his workshops are absolutely inspirational as well.





“It was an inspiring experience, working with these - mostly young - leaders and helping them develop their leadership and communication skills. I am truly excited to be a part of their growth process and I look forward to helping many more people on their journey to success.”

**Daniel Schawo**

Retail Consulting

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**In February 2023, our ELECTRONICS experts reached a milestone – the official launch of the FL3X brand**

What did we achieve? Our products have become unmistakable and offer higher recognition value among customers.

In parallel with the renaming: the **release of the FL3X Config software family**, the first major step toward consolidation on the market. FL3X Config, FL3X Config mobile and FL3X Config SDK represent the three main tools that are now distributed under their new brand names for the first time and were successfully introduced to customers. The license model, which is available with immediate effect lets customers get to grips with the functionality and offers them greater flexibility.

The hardware products will also have a fresh look in the coming months to ensure that the FL3X brand is established as a cohesive entity by the end of 2023. This will make our products unmistakable and underscore our promise of software and hardware solutions from a single source.

“We had to introduce the FL3X brand to prevent confusion on the market. The FL3X product family is enjoying increased recognition, which is having a positive effect on awareness in the market. This launch also marks a milestone in product design.”

**Steffen Gugenhan**  
Products Manager  
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steffen.gugenhan@star-cooperation.com



## February 2023: First train-the-trainer workshop week held, with 18 nations represented

As a consultant, you rarely get the opportunity to completely update an important, proven consulting portfolio for a world market leader and transform it for the digital age.

Four long-standing consulting products for the world's largest truck manufacturer, Mercedes-Benz, were due for a contemporary digital overhaul, which is expected to result in significant savings. The customer also wants to further increase the impact of consulting.

To meet the wishes and requests of Daimler Truck, we applied our **key action management** concept. The goal is to concentrate on key actions of high importance and high impact in complex process chains. We have switched the associated learning methodology to a hybrid system that comes in fully digital, partially digital and traditional consulting formats.

In initiating this **hybrid modification with a stringent focus on key actions, we achieved a cost reduction of up to 70%!**

By using modern tools, we have succeeded in introducing fully digital methods to replace the old analysis process that came with high personnel and cost requirements. In employee and management coaching sessions, we concentrate on web formats rather than one-to-one coaching. This means that cost-intensive on-site consultation sessions are now only required in a handful of cases.

The first international train-the-trainer workshop week took place in February, with Frank Teppe, Head of Retail Consulting, training a group of 12 international coaches who will later be deployed by the Mercedes-Benz organization as qualified coaches on behalf of Daimler Truck AG.





“With our hybrid modification, we have complete reach not just across the entire central European region, but also the African continent, parts of South-East Asia and all Arabic-speaking territories.”

**Frank Teppe**

Retail Lead

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## March 2023: From cable set to complete module manufacture in autonomous driving

With this project, it was clear from the start that multiple departments would have to collaborate efficiently, hand in hand. Our EE development, construction and mechanical functions laid the foundation for the **production of measurement racks and cable sets for autonomous driving**. The colleagues work together to review the production manufacturing data before handing it on to the manufacturing divisions. With three different milling machines, various aluminum parts are manufactured – sometimes overnight – and then pre-assembled. While all that is happening, their cable assembly colleagues are producing all the cable sets needed for the racks.

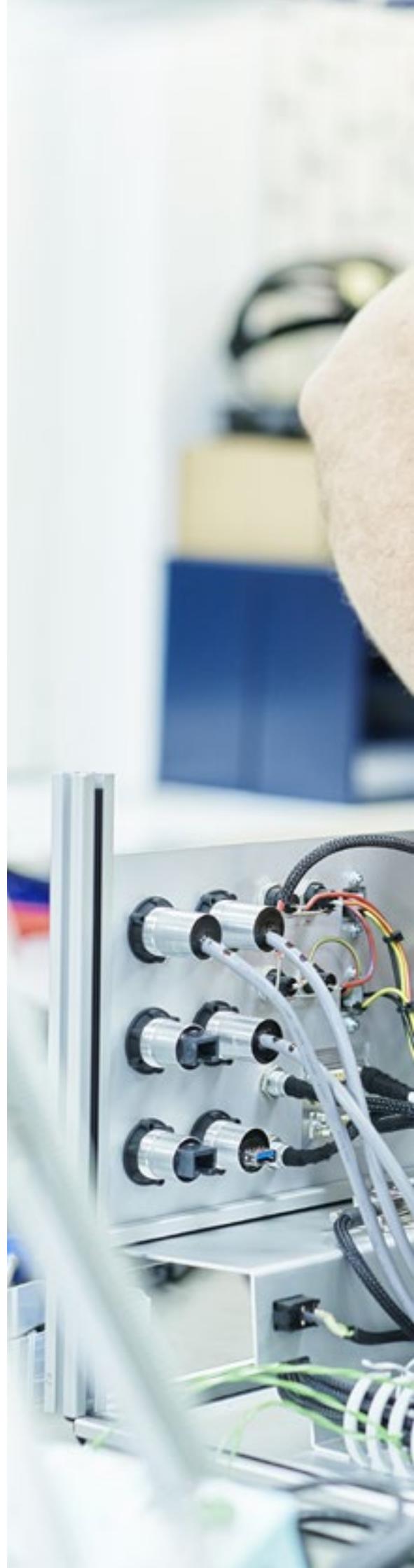
Meanwhile, our colleagues take care of the **overall final assembly** and the **installation of the cable sets and other purchased parts**. In the final inspection, each individual rack is carefully checked and tested before it is readied for shipment.

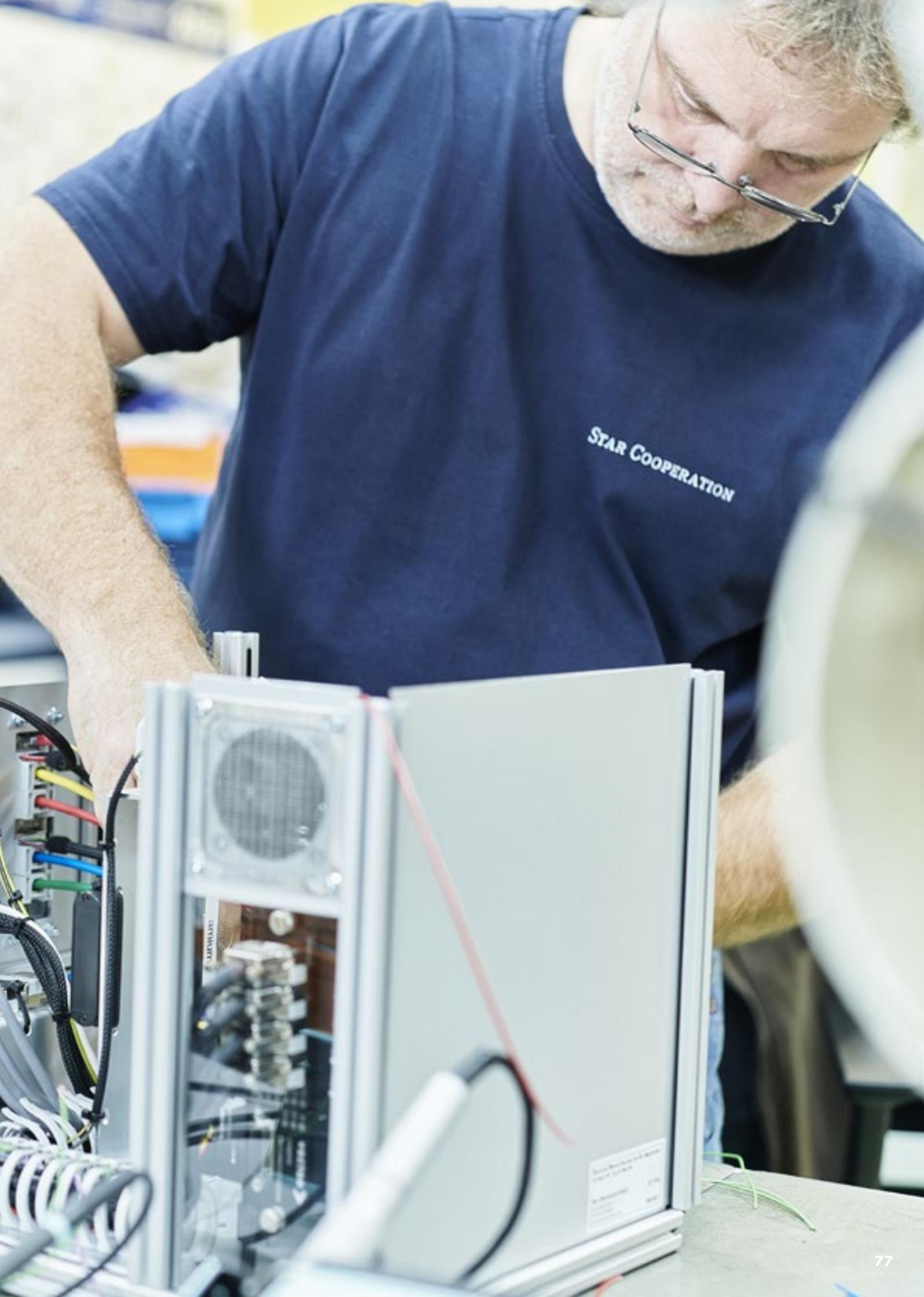
Our results speak for themselves – to date, STAR® has manufactured and delivered almost 1,000 racks as part of this project. But that's only the beginning. We are looking forward to producing and delivering another 1,000 racks throughout the year.

“To ensure that every step of the production runs without a hitch, we don't let up – we even work on weekends.”

**Heiko Haist**  
General Manager

**Steffen Heiny**  
Manager EE Systems Engineering





STAR COOPERATION

### March 2023: Our Magdeburg warehouse site continues to grow

Shelves, high-bay shelving, block storage – our warehouse site in Magdeburg offers all of this to provide a second home to a wide range of customers. But our achievements extend well beyond just storing products; our experts from the LOGISTICS division **pick, pack and then dispatch** our customer's products to all corners of the world.

Last year, we also began offering these services to our new customer Pack-shack, who – with the furniture segment – bring a new product to our site, helping us expand our expertise in multi-user warehousing. But that's not all – effective immediately, we will be hosting the merchandising product range of our customer MAN.

All of this means the Magdeburg site is becoming increasingly important. By constantly optimizing and streamlining processes, we can handle more customers and products within the same space.

“The Magdeburg site has succeeded in consolidating its position in the STAR® logistics network and we are also positive about further expansion of our activities at the location.”

**Julia Wurster**

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[julia.wurster@star-cooperation.com](mailto:julia.wurster@star-cooperation.com)



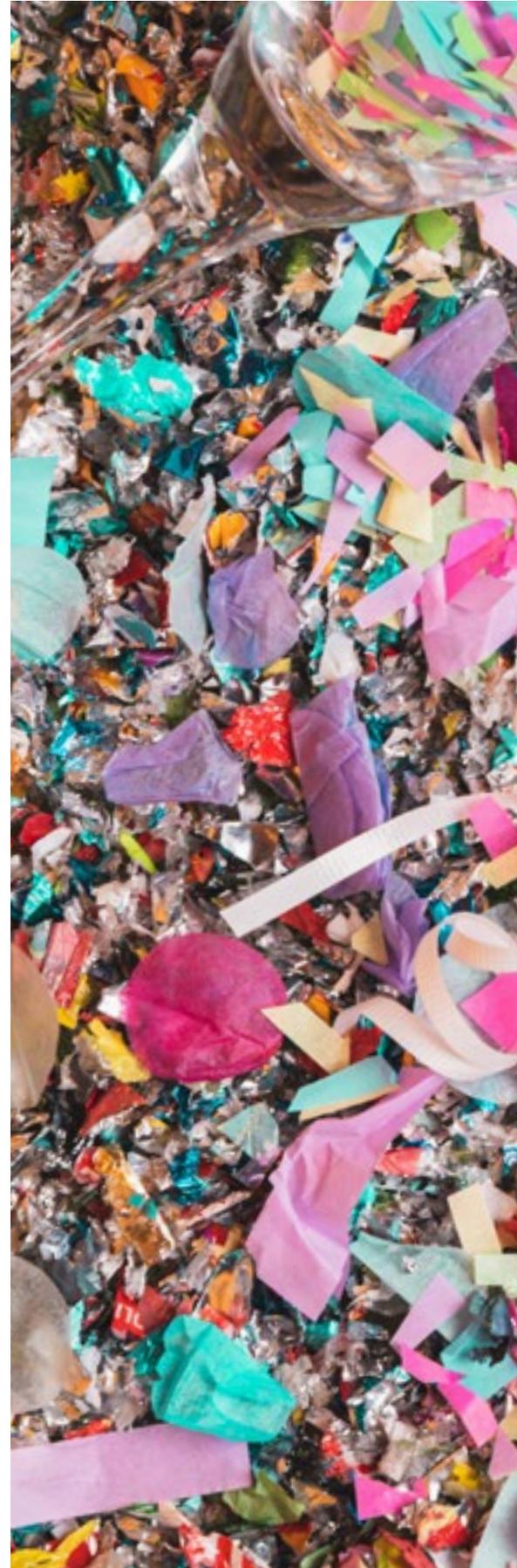


### March 2023: Team event – escape from the chemical lab?!

Our experts from the IT division got together for a **team event** at Exit Games Stuttgart. And the whole team agrees – it was a complete success! All colleagues had plenty of fun and got to know each other better as a team. More than anything, the various riddles and challenges showed just **how important it is to work together and to trust each other**. It was a great experience that brought the team closer together and will also offer new impetus for future cooperation. Another thing the team agrees on – they will definitely be doing it again!

“Our team event at Exit Games Stuttgart was a great opportunity to come together outside of the work setting and to strengthen our collaboration. The various challenges showed us how important it is to listen to each other, trust each other and act as a team. It was an inspirational experience that motivated us all to work toward our goals together.”

**Philip Glasbrenner**  
General Manager

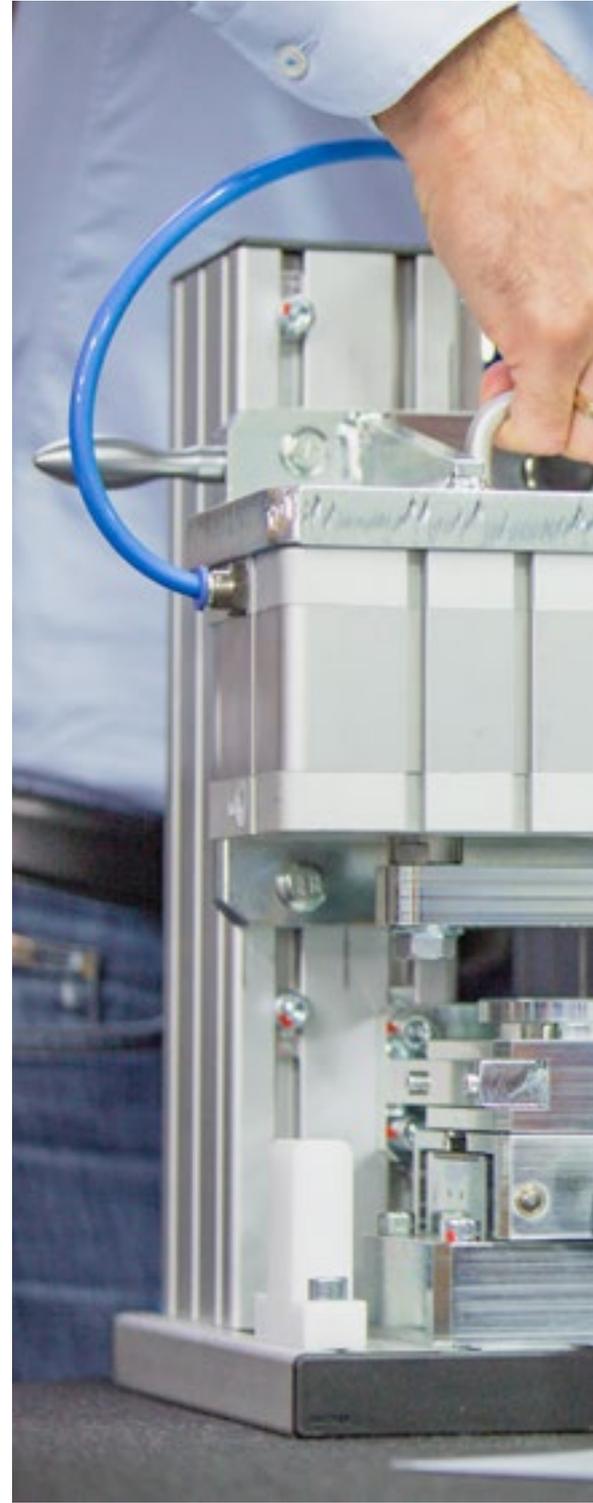


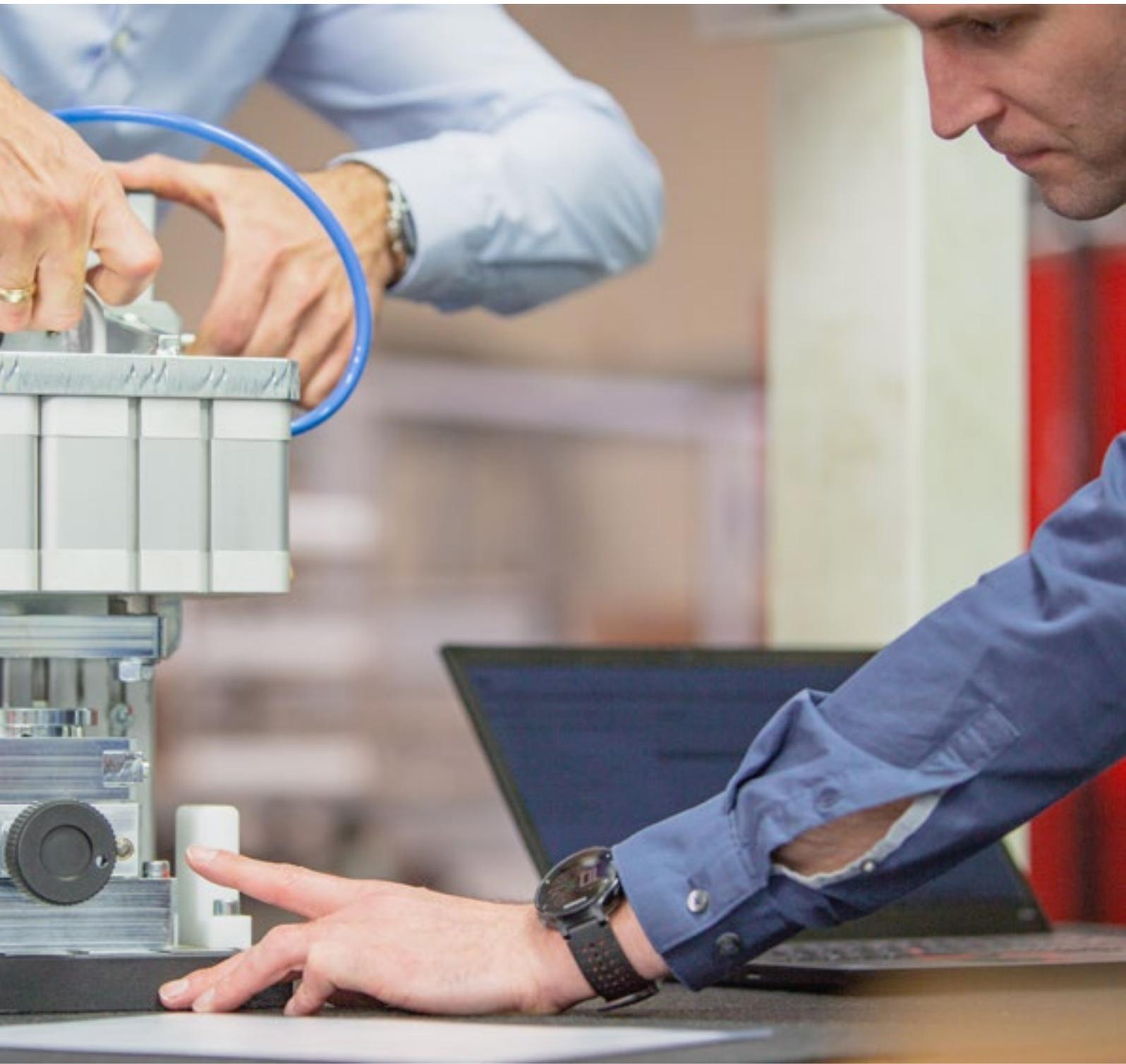


### March 2023: STAR® products – from initial idea to safe product

Our STAR® products represent versatility and dependability. They also need to meet **requirements for health, safety and environmental protection**. To fulfill these requirements, all products undergo a **certification process** that concludes with the issuing of a **certificate of installation or conformity**. During this process, the standards for the respective products are reviewed and evaluated. This ensures that our products comply with all EU and UK standards and directives and can be operated safely.

It is not just our STAR® colleagues who benefit from this process, but our customers as well. In March, the first CE and UKCA certification processes were completed for a customer project.





“We provide consulting and support in the development of a wide variety of products. From risk assessment to operating instructions, our customers can be confident that everything has been carried out correctly.”

**Steffen Heiny**  
Manager EE Systems Engineering

APR '22

MAY '22

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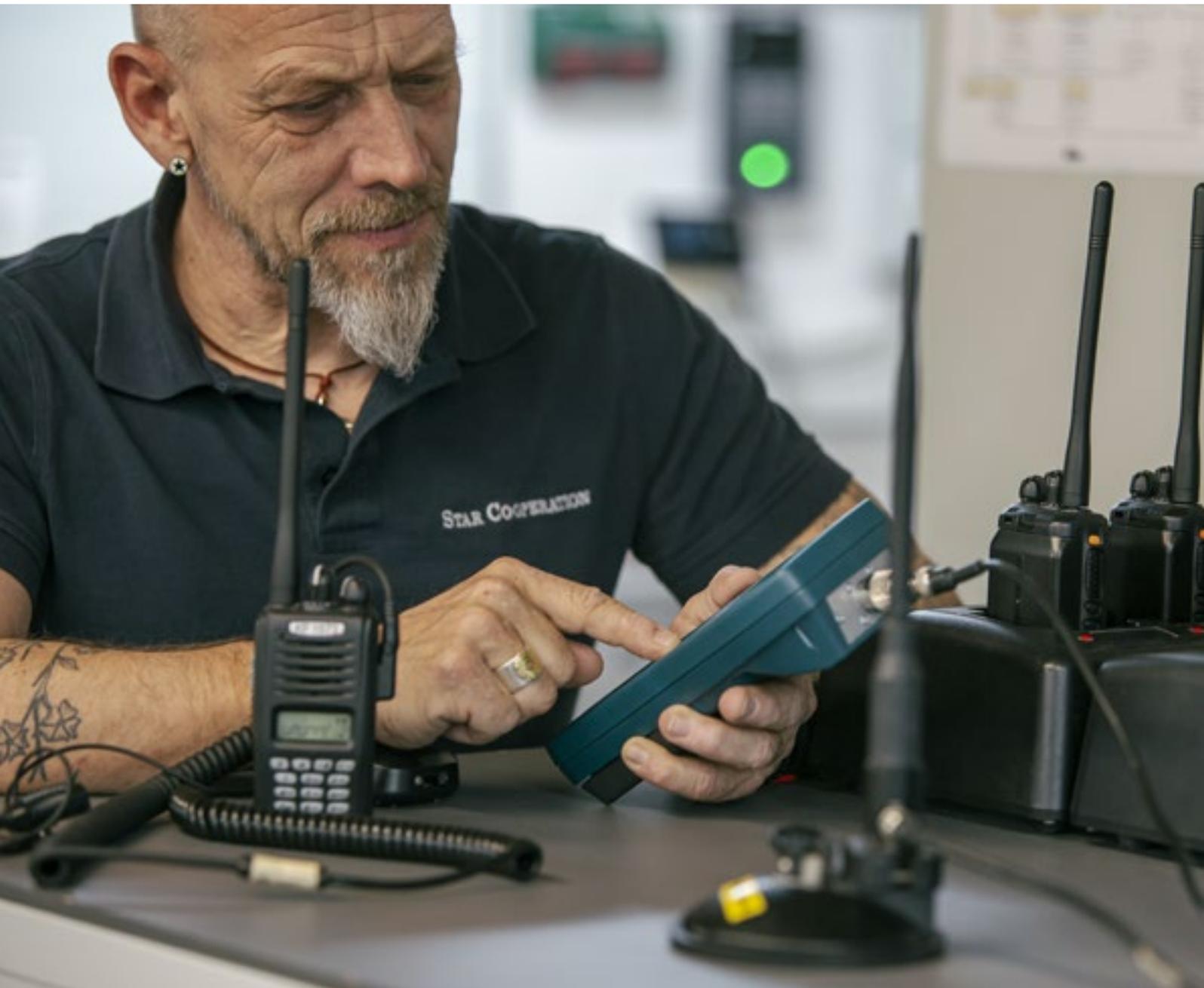
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### April 2023: STAR® connects! Radio device management for test drives

Our RDMS (Radio Device Management STAR) saves our customers a huge amount of work. With test vehicles and test drivers using around 1,000 handheld radio devices, complete with antennas, microphones and cables for communication, it's easy to lose track.

We **manage and test the devices** and repair them as needed. And our customer benefits from the STAR® all-in-one package, which also includes **ongoing development of the devices**. For instance, we developed a charging tray with USB-C interface for use in new vehicle models. To digitalize the request process, we developed a device management web tool. This means that, in the future, teams will enjoy the convenience of requesting radio devices from a phone or tablet.



“What’s special about our tool is that it can also be used across projects to manage measurement technology equipment.”

**Steffen Heiny**  
Manager EE Systems Engineering

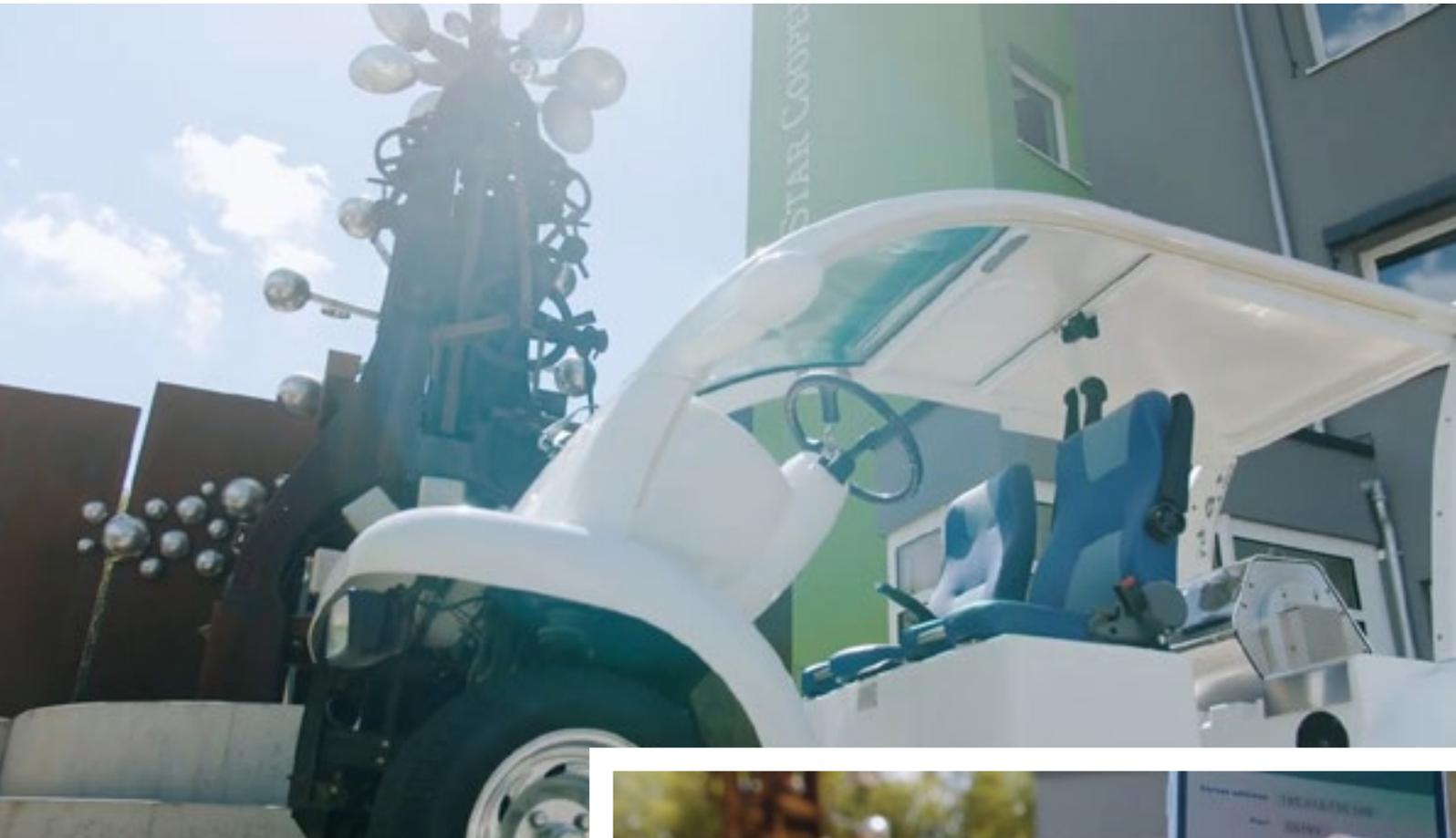
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OCT '22  
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DEC '22  
JAN '23  
FEB '23  
MAR '23  
APR '23

### April 2023: Vehicle control by smartphone

Our automated prototype vehicle can be controlled over the 5G network with a smartphone – bringing the future one step closer. The automation system includes a FlexDevice and was developed by STAR®.

STAR® also supports the Reutlingen University with its Human-centered Interactive Artificial Intelligence Data-Incubation Center (AIDA) research project by providing our prototype vehicle. The goal of the **research project** is to **advance development of autonomous driving** in pedestrian settings using real conditions on the ground. Technical infrastructure measurement data is collected using motion capture to make it possible for the interaction between people and autonomous vehicles to be studied. The aim is to use big data and AI to “teach” the vehicle how people act in road traffic. The university’s long-term goal is for OEMs to eventually be able to calibrate their own algorithms for their test vehicles in this laboratory environment using real-life measurement data.

Our vehicle will serve as a sensor platform so the research project can be flexibly equipped with measurement technology. Once again, STAR® has shown that with innovation and synergy, we can do it all ourselves – from the idea to the prototype.

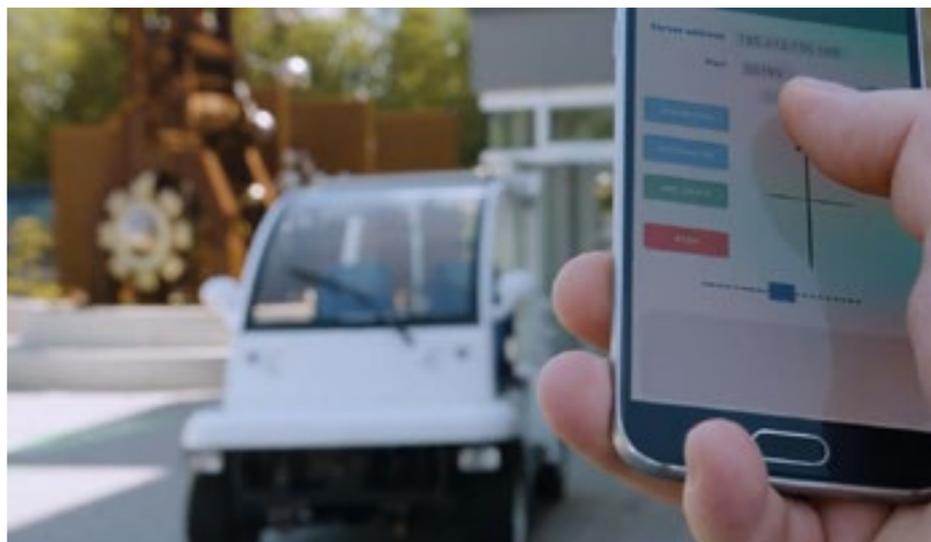


“The vehicle that STAR® developed, which is controlled via the internet, will be made available to Reutlingen University from April 2023. Our prototype shows that the future of mobility is autonomous and networked. STAR® has come up with a simple technological solution for a complex challenge.”

**Paulos Chatzis**

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# WE WANT TO SAY **THANK YOU!**

As this Annual Report draws to a close, we would like to thank all of our colleagues and our partners. Without your proactive support and collaboration, we would never have overcome all these challenges and achieved so much success.

# ANNUAL REPORT 2022

A YEAR OF MOVEMENT AT STAR® – TRANSITION IN MOTION

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