

*ISO certification yields more than just a certificate hanging on your wall. It has real-world benefits. When it comes to the bottom line and business credibility, attaining ISO certification is the best step a company can take.*

## ISO Benefits

- ✓ **Efficient work processes reduce costs and enhance profits**
- ✓ **You can only improve processes once they are defined**
- ✓ **You become more attractive as a supplier for other companies**
- ✓ **Makes it easier to do business internationally**
- ✓ **Reduces the number of incidents**
- ✓ **Easier to resolve problems when they occur**
- ✓ **Assures customers of consistent quality**
- ✓ **Enhances your company image and credibility**
- ✓ **Improves personnel development and cooperation within your company**

### ISO – The Business Community's "Good Housekeeping Seal"

ISO certification provides a consistent approach to managing business processes that produce a product or service, ensuring that results satisfies customer expectations.

Companies that have achieved ISO certification run better and have more business credibility.

### Improves the Bottom Line

Companies implementing ISO standards typically report increases in business process efficiencies, improved productivity, reductions in waste, and improved product quality. Better quality management leads to less scrap and rework. Improved processes also make you more resilient to change. All this reduces costs and directly contributes to a healthier bottom line.

### International Requirement

ISO certification is globally accepted. 153 countries have adopted it as the international standard for quality. Being ISO certified is almost a necessity to do business internationally these days.

### Customer Satisfaction

Customer satisfaction increases as their needs are factored into documentation and work processes. Having reliable quality helps to retain customers, reduces returns and generates referral business.

### Supplier Qualification

Many corporations and many federal agencies now require ISO certification as a prerequisite for doing business with suppliers or service providers. To them, this means you have achieved a standard of quality that provides confidence in your ability to perform consistently. It also denotes a level of management professionalism.

Even if ISO certification is a not a requirement, being certified gives you a significant advantage over competitors.

### Improved Operations

Obviously, standard documented processes improve efficiencies and ensure consistency. They also eradicate confusion and tension among departments, leading to greater cooperation. Personnel growth is enhanced too, now that their job requirements and procedures are crystal clear.

Once processes are documented, fewer problems occur. And when they do, problems are easier to isolate and fix. Thus, their impact is minimized.

### A Small Investment with Huge Dividends

It takes time, resources and money to become ISO certified. Thousands of North American companies have achieved this goal and hundreds more are added everyday. Why? Because the potential payoff in cost reductions and increased business is immense!

# ISO Benefits

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## How Widespread is ISO Certification?

- ✓ At the end of 2002, the global population of ISO 9000 certificates totaled approximately 562,000, with 50,000 certified companies in the United States [ISO Certification: Standing Out by Outsourcing; Darryl Duayne Baird; March 2004].
- ✓ Over 88,000 companies worldwide were ISO 14001 certified as of April 2005, with 4,671 of those in the United States. [ISO14001/EMAS statistical data collected by Reinhard Peglau, c/o Federal Environmental Agency, Germany].
- ✓ Nearly 85 percent of companies are at least "encouraging" their subcontractors to become registered [McGraw-Hill/Dun & Bradstreet study].

## Achieving ISO Certification has a Real Payoff!

- ✓ The benefits of certification are well documented. Companies that achieve timely certification can look forward to cost savings equivalent to 6% of sales in the first year. Sixty-two percent of ISO-certified companies have increased sales, 54% have increased market share, 57% have decreased the cost of quality, 37% have increased export growth and 20% have increased employee retention. [Quality Magazine; May 2005]
- ✓ "Certification allowed us to gain entrance to large customers that would not have given us the time of day before we became ISO 9002-registered. Also, our employees are more content with their jobs due to better training, which resulted in greater pride in their work. We have also begun to shift from corrective actions to a process improvement model that allows us to solve problems before they arise, thus eliminating the frequency of corrective actions." [Quote in "ISO 9000 for Small Companies;" Quality Digest Online Magazine August 1997]
- ✓ Regarding an ISO 14000 implementation, a case study found "The company spent approximately \$60,000 in direct costs implementing the program to date. However, annual savings of more than \$250,000 from this program more than justified its scope and effort." [Case Study: ISO 14000 – Benefits to the Bottom Line; EnSafe, Inc.]
- ✓ Getting ISO registered can pay big dividends, according to a recent survey published by the American Society of Quality and the Automotive Industry Action Group. Manufacturers reported benefits of \$300,000 to \$10 million as a result of certification, in the form of sales increases, improved on-time delivery, reduced defects and fewer product returns. [BusinessKnowledgeSource.com]
- ✓ Under an Internal Revenue Service ruling, ISO 9000 certification/registration costs are deductible under certain circumstances. Check with your Financial Officer or CPA for details.



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Rev 022106