



Why We All Need to be Involved in the Standards Development and Conformity Assessment Process

Fact: Standards Mean Business

To our company and our bottom line

The U.S Department of Commerce estimates that standards and conformity assessment impact 80% of global commodity trade.

All aspects of our products and services are affected at some point by standards.

They cannot be ignored or put aside.



How Do Standards Boost Business?

- **Competitive Advantage**
- **Customer Confidence/Loyalty**
- **Efficiency/Cost Savings**
- **Market Access/Trade**
- **Innovation/R&D**
- **Alternative to Regulation**



Competitive Advantage

- ❑ Companies participating in standards development gain competitive advantage over those who do not
 - Gain insider knowledge and early access to information
 - Exert influence on technical content
 - Develop new markets for products, services, and technologies; strategic positioning within those markets

- ❑ On almost any given day, a standards group or technical committee is meeting and making decisions that could affect our bottom line

Shouldn't we be involved?



Efficiency and Cost Savings

- ❑ Standardization lowers costs by eliminating redundancy, minimizing errors, and reducing time to market
- ❑ **Beyond the bottom line:** standards improve quality, lead-time, factory flexibility, and supply chain management
- ❑ Reliance on standards and conformance ensures quality, safety, and reliability, all of which provides cost savings and a better return on investment
- ❑ In difficult economic times, many companies downsize or eliminate their participation in standards development, but the resources needed to re-start the process later on can be much more expensive than maintaining a well-functioning system in the first place



Innovation and R&D

- ❑ Building on previously standardized technologies, systems, and terminologies lowers R&D costs
- ❑ **Shorten the cycle:** research, prototyping, and standardization are symbiotic overlapping processes
- ❑ Gain insider knowledge and early access to key process and application information for developing new products, services, and technologies
- ❑ By participating in standards development activities we have an opportunity to directly influence the requirements and guidelines for our products



Customer Confidence/Loyalty

- ❑ Consumers want products that are high quality, reliable, consistent, and safe. They also want a greater selection of goods and services at continuously lower costs. Standards and conformance help make this possible.
- ❑ Standards and conformance efforts benefit public health, safety, and the environment. Consumers benefit from the development and design of new and improved requirements for the safety and quality of products and services we rely on every day.
- ❑ Products that take consumer needs into account are more likely to be accepted into the marketplace and adopted into regulation.



Market Access and Trade

- ❑ **Build it here, sell it there:** demonstrating compliance to standards helps our products, services, and personnel to cross borders and trade barriers
- ❑ Standards/conformity assessment are inextricably linked with the supply chain throughout multiple tiers of contractors and suppliers
- ❑ **Market access:** Standards and conformance make cross-border interoperability possible, ensuring that products manufactured in one country can be sold and used in another
- ❑ Standards and conformance foster innovation in the marketplace, shortening the cycle between initial concept and global market access



Voluntary Standards or Regulation?

If the U.S. standardization community – which operates as a partnership between the public and private sectors – does not deliver standards and conformance-based solutions for key national priorities or needs, then the U.S. government may satisfy those priorities or needs through regulation.



We Need to...

- ❑ Understand that standardization and conformity assessment play a strategic role in our company
- ❑ Ensure that our company policy supports standards development alongside quality, safety, and environmental performance
- ❑ Identify and support employees participation in standardization efforts
- ❑ Educate our younger employees and allow them to participate in the standards development process
- ❑ Make a resource commitment – time, money, and manpower – to the U.S. standardization system



For More Information

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