



STANDARDS BOOST BUSINESS

Strategic Standardization Questions and Answers for Executives

In today's complex global marketplace, your company needs **every advantage** it can get. That's why your participation in the standards-setting process is so important. Take a look at the questions and answers below to learn more.

So you want to . . .

access new markets ■ reduce costs ■ increase productivity and efficiency ■ hone your competitive edge

The answer is strategic standardization.

What can standards do for my business?

By participating in standards development activities that affect your products and services – and by implementing standards and conformance tools that can help you streamline your processes and trim costs – you can continue to build your company's marketshare and boost your bottom line.

Why should my staff spend company time on standards development?

When your employees participate in standards-setting work, your company automatically gets a leg up on emerging issues and obstacles that affect your industry or product line. You'll gain insider knowledge and early access to information that will help you shape your agenda, develop networks, and act on priority areas. On almost any given day, a standards group or technical committee is meeting and making decisions that could affect your business. Shouldn't you be involved?

But isn't it expensive to participate?

In challenging economic times, some companies decide to downsize or even eliminate their standards development efforts. What they don't realize is that re-starting their internal processes later can be much more expensive and time consuming than maintaining a well-functioning system. The companies who are most successful in their sectors recognize that standards and conformance are business tools that should be managed right alongside their quality, safety, and environmental policies.

What's the worst that could happen?

If the U.S. private sector does not step forward to develop a standards and conformance solution to a key national priority, then the U.S. government will meet that need with a regulation. And from a market share point of view, it's likely that your competitors are actively engaged in standardization. Without your influence and input, your competitors can dictate the way you will be doing business through the content of a standard. Worse yet, they can even include language that effectively standardizes your product off the market.

What should I do?

Make a resource commitment – **time, money, and manpower** – to the U.S. standardization system. Visit the Standards Boost Business website to show your support and read case studies about how other companies are relying on strategic standardization to get ahead in the global marketplace.

Standards impact more than 80% of global commodity trade.
– U.S. Department of Commerce

Standards are important for every company because they influence the design, development, manufacturing, and marketing of many products worldwide.
– Motorola

Managing the business of standards helps avoid the heavy start up and recovery costs to repair or replace an [internal] standards system, helps prevent costs incurred through incorrect or non-current standards, and allows standards to more readily function as enablers for other major business processes.
– The Boeing Company

While our products feature unique components that differentiate us from our competitors, we also rely on enabling components like fittings and fasteners that can be produced to standards and be available "off the shelf." Contributing our knowledge to develop these standards made good sense. The more standardized components we can use to deliver reliable functionality, the less we, and our customers, have to pay.
– Deere & Company

visit www.standardsboostbusiness.org to learn more