

reduced cost

more efficiency

market access

interoperability

**standards**

competitiveness

innovation


In today's complex global marketplace, your company needs **every advantage** it can get.

**Strategic standardization** can help you build market share and boost your bottom line.

93%

Standards and technical regulations affect 93% of global exports.

– International Trade Administration, U.S. Department of Commerce

A black and white photograph of a person in a suit standing in a field, looking out at a dramatic, cloudy sky. The person is seen from behind, standing in the middle ground. The field is filled with tall grass, and the horizon is flat. The sky is dark with large, bright, wispy clouds. The overall mood is contemplative and expansive.

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 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

## First things first . . .

### What are standards?

Behind the scenes, standards make everyday life work. They can establish size, shape, or capacity of a product, process, or system. They can define terms. And they can specify performance of products or personnel.

For example, standards help ensure that a light bulb fits a socket, that you can take money out of any ATM in the world, and that products on store shelves are safe.

### What is conformity assessment?

Conformity assessment is a vital link between standards that define product characteristics and the products themselves. For example, it can verify whether a particular product meets a given level of quality or safety. And it can provide information about characteristics, the consistency of those characteristics, and overall performance.

*Testing, inspection, auditing, certification, accreditation*  
– these measures of conformance are as important as standards in ensuring that products, personnel, services, and systems are safe and perform as expected.

## Ask yourself:

### 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?*

For over 100 years, voluntary consensus standards and conformance have coalesced markets and saved time and money for industry and government.

## 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 most successful companies recognize that standards and conformance are strategic business tools that should be managed right alongside their quality, safety, and environmental policies.

## What's the worst that could happen?

If the 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.



Before you put standards on the back burner, consider this:

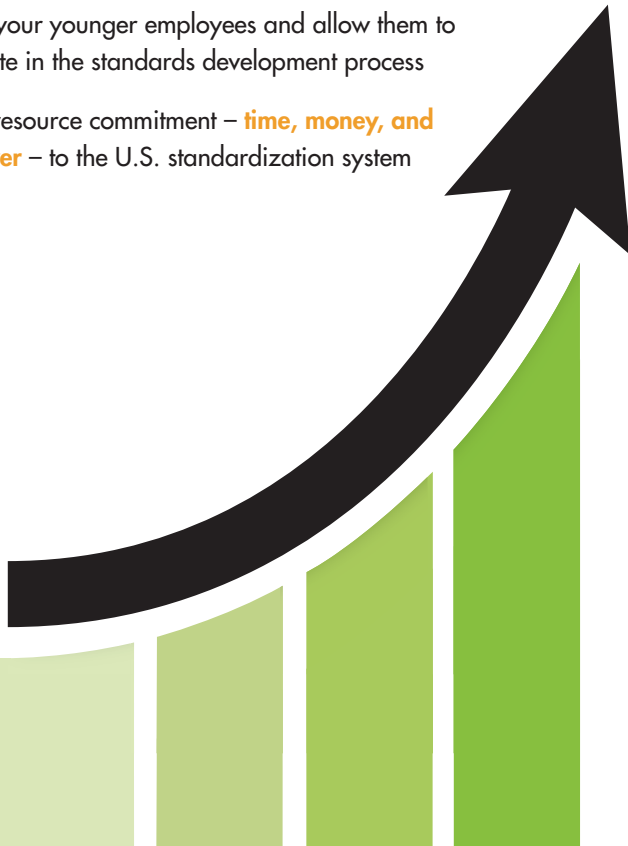
Managing the business of standards helps avoid the heavy start up and recovery costs to repair or replace an [internal] standards system, helps prevent costs incurred through incorrect or outdated standards, and allows standards to more readily function as enablers for other major business processes.

– The Boeing Company

Beyond the bottom line: standards impact quality, lead-time, factory flexibility, and effective and secure supply chain management.

## What should I do?

- Understand that standards and conformance play a strategic role in your company
- Ensure that your company policy supports standards development alongside quality, safety, and environmental performance
- Identify and support employees who participate in standardization
- Educate your 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



**STANDARDS  
BOOST  
BUSINESS**

**Standardization and conformity assessment activities lead to lower costs by reducing redundancy, minimizing errors, and reducing time to market.**

**Demonstrating compliance to standards helps your products, services, and personnel to cross borders.**

**Standards also make cross-border interoperability possible, ensuring that products manufactured in one country can be sold and used in another.**

**Your business can reduce the economic risk of research and development activities by participating in standardization. You can also lower overall R&D costs by relying on previously standardized technologies and terminologies.**

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

– Motorola





**STANDARDS  
BOOST  
BUSINESS**

Standards Boost Business is made possible by the contributions, support, and active participation of its partnership organizations.\*

