



**An Outreach Campaign on the
Value of Strategic Standardization**

Our Challenge



What's the problem we're trying to solve?

Participation in standards development is down.

The U.S. standards and conformity assessment community needs to work together to increase understanding and engagement by C-suite leaders.

Overview of the Campaign



- ❑ Tool to foster understanding of the strategic value of standards and conformity assessment
- ❑ Education and outreach targeted at executive leaders (C-suite)
- ❑ Uses concrete, easy-to-understand terms and case studies
- ❑ Coordinated by ANSI, but this is your campaign
 - The more support you offer, the broader the campaign's reach

Campaign Programs and Deliverables



Developed & Funded by ANSI

- ☐ Campaign Plan / Strategy
- ☐ Campaign Logo
- ☐ Q&A Flyer
- ☐ SBB Website
- ☐ Identifying case studies
- ☐ Collecting testimonials
- ☐ Press releases
- ☐ Contributing articles
- ☐ Social Media

Support / Sponsorship Required

- ☐ Print brochures
- ☐ Advertising – print and web
- ☐ Advertorials in business and industry publications
- ☐ Roundtable events
- ☐ Conferences
- ☐ Promotional video
- ☐ Video interviews

Current Sponsors

- ❑ AAMI
- ❑ ASIS International
- ❑ ASME
- ❑ IAPMO
- ❑ NFPA
- ❑ NSF International
- ❑ SAE International
- ❑ Safety Equipment Institute
- ❑ Square D / Schneider Electric
- ❑ U.S. Pharmacopeia





STANDARDS BOOST BUSINESS

Strategic Standardization

Questions and Answers for Executives

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

That's why it's so important for you and your members to take an active role in the standards-setting process. 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 organization, my members, and my industry?

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 and your members can continue to build marketshare and boost your bottom line.

Why should my staff and my members spend company time on standards development?

When your stakeholders participate in standards-setting work, your organization 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 and your members be involved?

But isn't it expensive to participate?

In challenging economic times, some executives decide to downsize or even eliminate their organization's 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 and encourage your members to do the same. Visit the Standards Boost Business website to read case studies of how other companies and organizations are relying on strategic standardization, and demonstrate your support by signing the Standards Boost Business pledge.

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

Standards are a vehicle of communication for producers and users. They serve as a common language, defining quality and establishing safety criteria.

Costs are lower if procedures are standardized; training is also simplified.
– American Society of Mechanical Engineers

Sound technical standards benefit the user, as well as the manufacturer, by improving safety, bringing about economies in production, eliminating misunderstandings between manufacturer and purchaser, and assisting the purchaser in selecting and obtaining the proper product to meet his or her need. NEMA devotes much of its time, effort, and resources to voluntary standardization activities.
– National Electrical Manufacturers Association (NEMA)

visit www.standardsboostbusiness.org to learn more



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HOME

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CASE STUDIES

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FAQ

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

So you want to . . .



The answer is strategic standardization.

The U.S. Department of Commerce tells us that standards and conformity assessment impact more than 80% of global commodity trade. From design and manufacturing to distribution and marketing, all aspects of your industry's products and services are affected at some point by standardization.

But how much of an impact are we talking? Just ask the U.S. Department of Defense, which is projecting \$789 million in cost avoidance over just one of their programs. How did they do it? They focused on parts standardization and process standardization.

Or ask the electrical fire safety industry. By collaborating on a critical standard for Arc Fault Circuit Interrupters, the National Electrical Manufacturers Association, the National Fire Protection Association, and Underwriters Laboratories have helped to prevent more than 40,000 home fires, over 350 deaths, and more than 1,400 injuries each year.

Or ask Deere & Company, whose agriculture and construction equipment is exported and used around the world. By participating in standards development for component pieces like fittings and fasteners, Deere knows that these components will meet their needs "off the shelf." And the more standardized components they can use, the less they, and their customers, have to pay.

By participating in standards development activities – and by implementing standards and conformance tools – each of these organizations has been able to streamline processes, trim costs, earn and maintain market access, and boost their bottom line.

Want to learn more? The next tab tells you all about the **value of standards** to industry, government, and consumers. You can also read **case studies** that describe how companies, organizations, and government agencies are relying upon strategic standardization to meet their goals.

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

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.

Businesses not only reduce the economic risk of their research and development activities by participating in standardization, they can also lower their overall R&D costs by relying on previously standardized technologies and terminologies.



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[HOME](#)[VALUE OF
STANDARDS](#)[SHOW YOUR
SUPPORT](#)[TOOLKIT](#)[CASE STUDIES](#)[SPONSORS](#)[FAQ](#)[CONTACT US](#)

SHOW YOUR SUPPORT



Standards help companies across the United States to reduce costs, increase efficiencies, facilitate market access, and gain more competitive advantage.

By filling out the form on the right side of the page, you are

demonstrating your recognition that standards and conformity assessment are a vital component of the U.S. economy.

Showing your support by filling out the form is just the first step. Here are some more suggestions of ways you can support our nation's robust standardization system and the many entities that make our success possible:

■ Educate your colleagues and executive leadership

Without a proper understanding of the value of standards and conformance, some organizations have seen standards development as a logical place to start making cuts – both in terms of funding and manpower. Take a look at the toolkit for some valuable resources that will help you show your colleagues – in concrete, easy-to-understand terms – just how important standards and conformance are to their business

[>>> View the toolkit](#)

■ Submit a case study with results-oriented metrics

Do you have a great standards or conformance success story? Tell us about it and we will put it up on the case studies page for all to see. We need to show executives how standards and conformance are increasing efficiency, saving money, and earning and maintaining market access, and concise, results-focused case studies are a great way to do it.

[>>> View the case studies](#)

■ Become a sponsor

Your financial support of this effort will broaden the reach of the Standards Boost Business message. With your assistance, we can get advertorials and messaging in business publications, build a robust promotional campaign, and ensure that executives from all industries are exposed to the strategic importance of standardization. Becoming a sponsor also gives you an opportunity to get greater exposure for your organization and your own standardization success stories.

[>>> Learn more about sponsorship](#)

* First Name	<input type="text"/>
* Last Name	<input type="text"/>
* Title	<input type="text"/>
* Organization / Company	<input type="text"/>
* E-mail	<input type="text"/>
* ZIP code	<input type="text"/>
* Tell us More: How Do standards boost your bottom line?	<input type="text"/>
Yes, I would like receive periodic email updates	<input type="checkbox"/> Yes

[Submit](#)[Reset](#)



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HOME

VALUE OF
STANDARDS

SHOW YOUR
SUPPORT

TOOLKIT

CASE STUDIES

SPONSORS

FAQ

CONTACT US

CASE STUDIES

Companies across the nation rely on standards and conformance to increase efficiency, reduce cost, and boost market access for their products and services. Here are a few examples:

The Virginia class attack submarine is one of the most powerful and complex naval combatants ever created. But firepower and enhanced stealth were not the only considerations facing the U.S. Navy when it needed to update the fleet with the post-Cold War security environment in mind. The cost of building nuclear powered submarines is vast, each ship running into the billions of dollars. At the same time, budgetary pressures are significant. Obviously, developing new efficiencies in design, production, and ongoing maintenance offers the potential for tremendous cost savings on such large-scale projects.

Historically, nuclear submarine shipbuilding development and construction focused on custom designs because of the relatively limited number of ships being built in this category. Over time, this practice resulted in a proliferation of functionally similar or nearly identical parts and specifications. In a major cooperative initiative, the U.S. Department of Defense, the Navy, the industrial shipbuilding community, and academia identified two key areas to improve: parts standardization and process standardization.

The bottom line: over the life of the Virginia class program, an investment of \$27 million in parts standardization is projected to lead to \$789 million in cost avoidance. The number of procured parts was reduced by 60 percent. The USS Virginia lead ship was launched ahead of her threshold delivery requirement determined ten years earlier. Moreover, the USS Virginia is already showing a marked improvement in crew readiness and cost-effective onboard parts support.

– U.S. Department of Defense

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





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HOME

VALUE OF
STANDARDS

SHOW YOUR
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TOOLKIT

CASE STUDIES

SPONSORS

FAQ

CONTACT US

VALUE OF STANDARDS

What can standards do for my organization, my members, and my industry?

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 – your company can continue to build market share and boost your bottom line.

Why should my staff spend company time on standards development?

For more than a century, voluntary consensus standardization and conformity assessment activities have been coalescing markets and saving money for organizations in both the private and public sectors.

But if you're reading this website, chances are that you either don't know much about standards, or you need help educating your colleagues and executive leaders about the value of standards.

Let's begin at the beginning . . .

...FOR COMPANIES

...FOR ORGANIZATIONS

...FOR GOVERNMENT

...FOR CONSUMERS

What is a standard?

A standard is a document, established by consensus that provides rules, guidelines, or characteristics for activities or their results.

Why are standards important?

Standards play an important role in everyday life. They may establish size or shape or capacity of a product, process or system. They can specify performance of products or personnel. They also can define terms so that there is no misunderstanding among those using the standard. As examples, standards help ensure that film to fit our cameras can be purchased anywhere in the world, that a light bulb fits a socket, and plugs for electrical appliances fit outlets.

What is conformity assessment?

Conformity assessment is defined as any activity concerned with determining directly or indirectly that relevant requirements are fulfilled. Sometimes, conformity assessment is referred to as conformance or compliance.

While a standard is a technical expression of how to make a product safe, efficient, and compatible with others, a standard alone cannot guarantee performance. Conformity assessment, however, provides assurance to consumers by increasing consumer confidence when personnel, products, systems, processes or services are evaluated against the requirements of a voluntary standard.

Who creates standards?

In the United States, any entity or individual can participate in standards development activities. It's just a matter of figuring out what you're interested in working on, and then finding the standards development organizations that are currently working in that area. The U.S. market-driven, sector-based approach to standards development offers flexibility, efficiency, and a responsiveness that is unparalleled in most other nations.

Lots of companies, organizations, trade associations, consumer groups, and government agencies are already developing standards. And by being an active part of the process, these groups are gaining a tangible competitive advantage over their competitors. For example, they are:

- Gaining insider knowledge and early access to information



Key Messages

How Do Standards Boost Business?



- ❑ Companies that participate actively in standards development activities gain more competitive advantage than those who do not participate.
 - Gain insider knowledge and early access to information
 - Exert influence on technical content
 - Develop new markets for products, services, and technologies, as well as strategic positioning within those markets

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

Shouldn't you be involved?

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cost savings



- ❑ Standardization lowers costs by reducing redundancy, minimizing errors, and reducing time to market.
- ❑ In difficult economic times, many companies feel the need to downsize or even 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.
- ❑ **Beyond the bottom line:** standards impact quality, lead-time, factory flexibility, and supply chain management.

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market access



- ❑ Demonstrating compliance to standards helps your products, services, and personnel to cross borders.
- ❑ Standards make cross-border interoperability possible, ensuring that products manufactured in one country can be sold and used in another.
- ❑ Standards and conformity assessment activities are inextricably linked with your business' full supply chain throughout the multiple tiers of subcontractors and suppliers.

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innovation and R&D



- ❑ Relying on previously standardized technologies, systems, and terminologies lowers R&D costs.
- ❑ Research, prototyping, and standardization are overlapping process – reducing time to market for innovative products.
 - Standardization shortens the cycle between initial concept and global market access.

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the public-private partnership



- ❑ If the U.S. standardization community – which operates as a partnership between the public and private sectors – does not step forward to deliver a standards and/or conformance-based solution to a key national priority, then the U.S. government will meet the need with a regulation.
 - By participating in standards development activities, you have an opportunity to directly influence the requirements and guidelines for your product.

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a call to action



- ❑ As a business leader, your support is essential:
 - Put in place a corporate policy that supports standards development right alongside quality, safety, and environmental performance
 - Identify the business units and individuals who will participate in standards development work and ensure that they can be involved from the beginning of any new activity
 - Help educate younger employees on the importance of standardization and support University Outreach programs by providing subject matter experts to reach out to the emerging workforce

www.standardsboostbusiness.org



Next Steps

Call to Action. How You Can Help.



- ❑ Visit the Standards Boost Business website and show your support at www.standardsboostbusiness.org
- ❑ Provide testimonials, case studies and other success stories that quantify and demonstrate the value and benefits of standards and conformity assessment.
- ❑ Become a sponsor and help recruit additional sponsors to facilitate broader reach of the campaign. Sponsors gain greater visibility and exposure through the SBB campaign itself.

Sponsorship Benefits



\$25,000 Sponsorship

- ❑ Executive-level video overview featured on SBB website
- ❑ Company logo included in print advertising
- ❑ Company invited to speak at conference and roundtable events
- ❑ Company logo prominently displayed at conference and roundtable events
- ❑ Exhibit space at conference
- ❑ Ad space on SBB website
- ❑ Company logo included in print materials
- ❑ Company logo included in website in sponsors section
- ❑ Company name mentioned in press release

\$15,000 Sponsorship

- ❑ Company name included in print advertising
- ❑ Company logo displayed at roundtable events
- ❑ Ad space on SBB website
- ❑ Company logo included in print materials
- ❑ Company logo included in website in sponsors section
- ❑ Company name mentioned in press release

\$5,000 Sponsorship

- ❑ Ad space on SBB website
- ❑ Company logo included in website in sponsors section
- ❑ Company name mentioned in press release



To encourage participation from small- and medium-size enterprises, three reduced-cost levels of sponsorship are available to organizations with less than \$10 million in annual revenue. These opportunities come with a number of valuable incentives that broadly communicate your organization's involvement in activities that support a strong and effective standardization system. Sponsorships last through June 2011.

- Executive-level video overview featured on StandardsBoostBusiness.org website
- Company logo included in print advertising
- Company invited to speak at conference and roundtable events
- Company logo prominently displayed at conference and roundtable events
- Exhibit space at conference
- Ad space on website
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Name _____
 Title _____
 Bus/Org _____
 Address _____
 City _____ State _____ Zip _____
 E-mail _____
 Phone _____ Fax _____

For more information, visit
www.standardsboostbusiness.org

Sponsors can Maximize their own Marketing & Communications with SBB



- ❑ Sponsors can compliment, enhance and extend their own marketing, communications and education initiatives by leveraging SBB campaign programs and deliverables.
- ❑ Sponsors can increase engagement and recruitment of new participants to the standards development process by repurposing and integrating SBB programs and deliverables with their own outreach efforts.
- ❑ Case studies, testimonials and other collateral materials provided by sponsors can gain more visibility and awareness in the marketplace through the Standards Boost Business campaign.

Thank You



For more information, please contact:

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