



# IMPACT

**NEW YORK ISSUE 1**

## The proven benefits of ISO certification

ISO certification does have a positive impact on businesses of all sizes and in all industry sectors.

Far from being a cosmetic marketing tool, the real and proven benefits of certification are plain to see.

The fundamentals of ISO certification will make your company more efficient and increase your competitive edge.

In many industries it has already become a basic requirement for doing business.

Increased efficiency, a real strengthening of your position in the marketplace and increased revenue are direct results of achieving ISO certification. Don't just take our word for it – the following clients from New York are proof of ISO's benefits.

### SUCCESS SECRETS FROM DISCREET!

Discreet Industries is a New York engineering company that specializes in engineering solutions for problems found in semi-conductor industry chip manufacturing process equipment. Based in Mineola, they have been trading now for eleven years and employ 25 full time and 10 engineering contractors. Their customers come from a world wide compass and include some well known names such as Intel, Motorola, Sony, Philips, National Semiconductor, STMicroelectronics to name but a few!



develop new customers being so much easier. David Israel, Vice President of Operations confirmed, "The QA process has helped create a more efficient system to the business in helping prevent many problems from occurring at customer sites, therefore enabling propagation throughout. By following the processes, the problem source can be traced and preventative measures taken immediately, making us more efficient and therefore cost effective in all we do". He added, "In today's tough economy there is always the threat of losing business if you cannot offer the benefits to your customers. As a result of ISO we now feel confident in retaining current business and also gaining new!"

Discreet Solutions feared that ISO would be costly in both implementation and maintenance, but these fears were soon allayed. Along with their experience and expertise, IMSM were able to package a tailored solution and offer support and contact throughout the program to ensure a smooth and hassle-free delivery!

"We would, and have, recommended IMSM to other companies looking to obtain ISO – they were excellent!" said David.

[www.discreetindustries.com](http://www.discreetindustries.com)

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### METALS COMPANY FORGES AHEAD!

"IMSM helped to introduce systems and procedures that were tailored to fit our existing business."

Busby Metals is a world-wide leader in the metal industry. As a stocking distributor of specialty copper alloys products, their inventory includes brass, bronze, copper, and beryllium copper in rod, bar, sheet, strip, plate, tube, pipe, wire, castings and forgings. Busby's customers include manufacturers and distributors from North America, Europe, Asia and South America. They pride themselves on a customer service that is second to none, delivering on time – to the correct spec and within budget.



Based in Hauppauge, New York and trading since the late 1940s, quality assurance and quality control is high on their list for a successfully run business and is taken very seriously. While ISO is at the top of the accreditation list, they also have AS9100 and MIL-1-45208A qualification. John Harkin, Vice President of Busby metals, suggested

that their original concerns regarding ISO was that it may interrupt their ability to be flexible and fast by changing the procedures that they already had in place, but John confirmed: "This fear quickly went away, as IMSM helped to introduce systems and procedures that were tailored to fit our existing business. It has allowed us to work more effectively and function more easily, and at the same time has opened up other market opportunities by making us more competitive within our industry." John added, "IMSM 'sold themselves' to Busby Metals. They were competitive in price, but at the same time approachable and flexible in helping us achieve ISO. We would certainly recommend them to other companies for these reasons."

[www.busbymetals.com](http://www.busbymetals.com)



International Management Systems Marketing Inc (IMSM Inc) was founded in 1994 to provide businesses with the practical expertise to add value through quality systems and efficiency. From its base in the UK, IMSM Ltd has developed a strong network in Europe, USA, Canada, South Africa and Australia.

IMSM's fully trained team of auditors hold recognized IRCA (International Register of Certified Auditors) qualifications.

As an active member of the British Quality Foundation the organization is itself continually assessed to ensure it delivers its promises.

To date, IMSM has helped more than 5,000 organizations around the world to achieve ISO 9000 certification.

## QUANTUM LEAP FOR HIGH TECH ELECTRONICS COMPANY!



Based in Brooklyn, New York, Altronix specializes in high tech electronics, employs around 100 people and is expanding. Established in 1982, Altronix design, develop, manufacture and market products for fire, security, CCTV, access control and industrial applications.

Their customer base is mainly made up of Distributors and OEM Corporate Accounts.

High tech industry demands quality permeated throughout all aspects of a company, and due to their nature and business philosophy, Altronix has always pursued excellence. It was felt that ISO9000 would become a valuable asset to their company, both in its preparation process and final accreditation, which would serve as a vehicle toward achieving their corporate goals. ISO was also considered a necessary step in developing a more efficient and accurate infrastructure that is essential to the company's future growth. The other benefits of ISO are that of a marketing tool, which adds value to the company in gaining new business

with old and new customers alike!

Whilst Altronix had been solicited by other companies to help achieve the QA, they were never presented with a good enough argument that addressed their relevant issues until they were approached by IMSM! "IMSM's presentation was so convincing and relevant that Altronix decided to 'go for it' within days of the meeting!" said Jonathan Sohnis of Altronix.

He further commented that "IMSM were keen in teasing out information and encouraging self-examination, which made the whole process productive and enjoyable. The certificate achievement has prompted a quantum leap in what was already considered to be an efficient and productive customer service oriented

company, taking us from very good to excellent as is recognized by the industry. The benefits are measurable and the impact is felt daily by virtue of the improved procedures that has helped streamline Altronix into an even more efficient and profitable company."

Jonathan added "IMSM delivered way beyond our expectation – if the cost had been ten fold it still would have been worth it! We would highly recommend them to any other company considering ISO9000."

[www.altronix.com](http://www.altronix.com)

"...if the cost had been ten fold it still would have been worth it"

## SMALL IS BEAUTIFUL FOR TEAM OF FIVE!

Established in 1978, C & R Machine Products is a small family owned company that comes with 60 years of trade experience between their team of five people! Based in Bohemia, New York, they specialize as manufacturers of Swiss CNC Screw Machine Products.

Their customers, mainly in the U.S., cover a wide market including aerospace, medical, dental, telecommunication, computer and military. With their expert engineering and using state-of-the-art Swiss CNC turning machines, they focus on giving quality and reliability to their customer base.

As a small company they had no reservations about becoming ISO certified.

The benefits were obvious in that it could only help broaden their customer base, and continue to do so for the future.

Robert Latwaitis, President of C & R Machine Products told us, "ISO has encouraged us to be better organized in our day to day work, enabling a more efficient way of tracking customer order requirements and progress, material tracing and other logistical processes

"Their attitude has always been very straightforward and ongoing support is always available should it be needed."

within the company". He added, "At a time when we were considering ISO we were approached by IMSM. Their portfolio showed how they had helped other small companies, which convinced us to let them help us in the same way. We would definitely recommend IMSM to others considering QA. Their attitude has always been very straight forward and ongoing support is always available should it be needed".

[www.cr-machine.com](http://www.cr-machine.com)



## LONG TERM SOLUTIONS FOR ENGINEERING SUPPORT BUSINESS

Datalis Solutions Corporation operates as a full Engineering Services Company which is based in Northern New Jersey. Its management and employees all come from the large U.S. Defense Company sector and bring a total understanding of Engineering Services to their customers.

Offering engineering consultancy services to Major Defense OEM's and overseas Governments, Datalis Solutions specializes in International Consulting, Customized Training, Technical Manuals, Engineering Drawings and Technical Specifications. They pride themselves on providing the best possible skills at affordable prices and also developing long lasting relationships with their clients.

Their work demands the strictest attention to detailed procedures and processes which is vital to their business success. ISO9000 has been a necessary step to ensuring this and at the same time providing the best possible products and services that are demanded within their industry.

Datalis Solutions major suppliers, customers and the DoD industry were also heading in the direction of QA, so a commonality with other ISO companies was necessary for their own continued growth and success. With the ISO process in place it makes working together so much more structured and consistent. "By adhering to a process our business can ensure that costs and schedules are met, along with continuous opportunities to improve our own methodologies and our customers' business" commented Scott Peters, President and CEO of Datalis Solutions.

Mr. Peters also confirmed that IMSM offered his company the best value for ISO Qualification and Certification. He has stated that he would recommend IMSM to other companies because of the value they bring to your company!

[www.datalissol.com](http://www.datalissol.com)

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