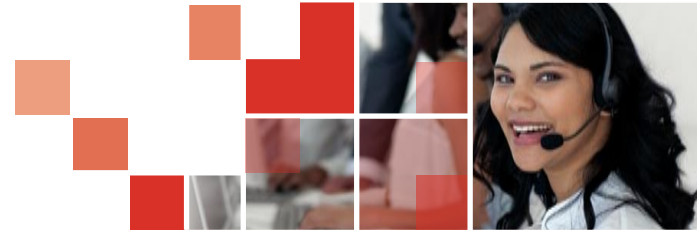


ISO 9000: an overview



ASSESSING PERFORMANCE // IMPROVING QUALITY // CREATING CONFIDENCE

ISO 9000 Standard

ISO 9000 is the name given to a 'family' of standards that are internationally accepted to form the basis of a sound quality management system. The standard provides a framework for organisations to coordinate and manage their quality activities and to gain independent recognition for their achievements through an international certification scheme.

Over one million organisations of all types, in more than 160 countries have implemented ISO 9001 quality systems. All countries operate to the same strict guidelines in the assessment and certification of organisations.

Why organisations implement ISO 9000

- To meet customer and market requirements
- To gain a competitive advantage
- To improve their operational efficiency.

The benefits of ISO 9000

An organisation operating a management system conforming to the ISO 9000 standard will gain the benefits that come from:

- Knowing what customers expect and exceeding those expectations
- Operating effective business processes and management practices
- Continually improving efficiencies and cost savings in all parts of the organisation
- Focusing the whole organisation on the corporate goals
- Having informed and motivated staff.

History

The standards were first published in 1987. They were revised in 1994 and 2000, each revision aligning the standards more closely to contemporary management practices and business activities.

The latest revision - ISO 9001:2008 - places a greater emphasis on customer satisfaction monitoring and promotion of continuous improvement, as well as being more user-friendly.

Assessment and certification

Bodies accredited by a national authority undertake assessment and certification to ISO 9001:2008. The national management systems accreditation authority for New Zealand is JAS-ANZ (Joint Accreditation System of Australia and New Zealand). JAS-ANZ accredits third party certification bodies such as Telarc to carry out independent assessments of management systems and to issue certificates of compliance.

Telarc: assessor of choice

Telarc is New Zealand's leading management systems assessment and certification company. Established by government legislation, it was the first organisation in New Zealand to certify compliance to ISO 9001 quality management systems and ISO 14001 environmental management systems.

The company provides assessment and certification services to over 1500 businesses of all types and sizes. These range from service providers, manufacturers, distributors, professional services firms, trades people, government bodies, local authorities, health and education providers.

ISO 9001:2008 the Details

In 2008, the ISO 9000 standards were revised. There is a new emphasis on monitoring customer satisfaction, user-friendly documentation, consistency between quality management systems requirements and guidelines, and promoting continual improvement.

Primary standards

The ISO 9000 series of management standards now consists of three primary standards:

- ISO 9000 – Quality Management Systems – Fundamentals and Vocabulary
- ISO 9001 – Quality Management Systems – Requirements
- ISO 9004 – Quality Management Systems – Guidance for Performance Improvement.

The three previous standards, ISO 9001, ISO 9002 and ISO 9003 are now incorporated into the one standard, ISO 9001:2008.

Major advantages

The major advantages of ISO 9001:2008 are:

- Easy to use, simple language and readily translatable
- Significant reduction in required documentation
- Directly linked to organisational processes and goals
- A focus on improved organisational performance
- Emphasis on customer satisfaction
- Compatibility with other management systems, including ISO 14001 environmental management systems.

ISO 9000 an overview (*continued*)

Quality management principles

Quality management principles are the basis for ISO 9001:2008. The standard has been restructured on a business process model corresponding with the way organisations actually operate. And it is more closely aligned with the philosophy and objectives of most business excellence programmes, including the Baldrige Award Criteria.

The principles are:

Customer focus

Understanding existing and potential customer needs, meeting their requirements and striving to exceed their expectations

Leadership

Establishing unity of purpose and direction of the organisation. Creating and maintaining the working environment in which people are fully involved in achieving the organisation's objectives.

Involvement of people

Involving people fully at all levels of the organisation and using their abilities for the benefit of the organisation.

Process approach

Managing related resources and activities as a process. Involves the systematic identification and management of the various internal processes to achieve objectives.

System approach to management

Identifying, understanding and managing a system of interrelated processes for given objectives.

Continual improvement

Continually increasing the effectiveness and/or efficiency of the organisation; responding to customers' growing needs and expectations; ensuring a dynamic evolution of the quality management system.

Factual approach to decision making

Basing decisions on the analysis of data and information balanced with experience and intuition.

Mutually beneficial supplier relationships

Establishing suppliers as an integral part of the organisation to create value through flexibility, speed and optimising costs and resources.

Structure

The standard is structured into four main chapters. These four chapters and the elements of each are:

Management responsibility

Establish leadership, commitment and the active involvement of the top management. These are essential for developing and maintaining an effective quality management system.

Management responsibilities defining the commitment, quality policy development, planning, allocation of responsibilities and authorities, communication and management review requirements for the organisation will be required.

Resource management

Identify resources essential to implement strategy and achieve objectives. Included will be resources for operations and improvements and satisfying customers and other interested parties.

Resources are people, infrastructure, work environment, information, suppliers and partners, natural and financial.

Product and/or service realisation

Plan and develop processes needed for product realisation and support. These need to be consistent with the requirements of the other management system processes.

Determine customer requirements related to the product and/or service and the design, development, production and service provisions. These should be defined, implemented and maintained.

Purchases should conform to specified requirements. Suppliers are evaluated and selected based on their ability to supply within the specifications.

Establish monitoring and measurement processes to provide evidence of product conformity.

Measurement, analysis and improvement

Ensure effective and efficient data measurement, collection and validation.

Plan and implement monitoring, measuring, analysing and improvement processes. Include information relating to customer perceptions of the organisation's performance in fulfilling customer requirements.

Conduct internal audits.

Identify and control product nonconformance.

Continually improve the effectiveness of the management system through policy, objectives, audit results, analysis of data, corrective and preventive actions and management review.



*For more information about ISO 9001: 2008,
please contact the Telarc Customer Service Centre
0800 004 004. or visit www.telarc.co.nz.*