



BSI Professional Services

BSI Professional Services helps businesses, governments and non-governmental organizations deploy standardization as a means to proactively engage with the strategic and operational challenges they face. With a portfolio of proven solutions and services, we assist clients to leverage standardization to engage, influence and deliver value.

raising standards worldwide™

BSI
British Standards



Welcome

Businesses, governments and non-governmental organizations face a common challenge. With finite resources, they must deliver more – and deliver it consistently, deliver it efficiently, and deliver it in a way that is socially and ethically responsible. Success is important: in an era of unprecedented transparency, stakeholders at all levels are better positioned than ever before to judge performance – and act accordingly.

Standardization is a vital part of the solution. It removes ambiguity, specifying in precise detail what must be done, by whom, when and how – codifying, at a corporate and organizational level, how management and organizational practices should operate, enshrining best practice, and building a basis for sustained performance.

BSI understands standardization. As an independent body operating under Royal Charter, it's the business we're in – and have been in, for over 100 years. Writing standards, publishing standards, updating standards – and ultimately replacing or consolidating standards, as technologies and management practices change and evolve.

At BSI Professional Services, we apply that experience to deliver services carefully designed to create value for our clients by leveraging the power of standardization to support policy objectives – in both the public and private sectors. With a deep bench of resources, a global network of relationships, and a ready familiarity with the workings of both government and business, we deliver a portfolio of standardization services to support and reinforce an organization's strategic objectives.

This brochure describes the services we offer to businesses, non-governmental bodies and the public sector – and showcases some of our many success stories. From standardization strategies to compliance services, and from policy support programmes through to 'fast track' standards development, we help our clients to proactively engage with the challenges they face, leveraging standardization to engage, influence and deliver value.

Paul McNeillis
Head of BSI Professional Services



In a complex world, BSI Professional Services can help businesses, governments and non-governmental organizations bring skilled and wide-ranging influence to the challenges they face – at both a strategic and operational level. With a portfolio of proven services and solutions, we help clients to powerfully leverage standardization to achieve results where other approaches fail.

Words and actions

More than ever, demands for accountability and transparency are placing organizations under unprecedented pressure to match words with actions: glossy corporate brochures or sweeping public policy statements are no longer enough. These days, proof – and credible, verifiable proof – is required. Yet even as they worry about the reputational risk of failure, managers are uncomfortably aware that the ambitions enshrined in the words they aspire to may not be the right ones.

Demands for accountability and transparency are placing organizations under unprecedented pressure to match words with actions. And credible, verifiable proof is required.

At an operational level, for example, are the objectives in line with strategic goals? Do they meet the requirements of the entire stakeholder community? Are they consistent with other sets of goals? Do they optimize efficiency? And mitigate risk? Very often, the answers are either 'No' – or 'Don't know'. And neither response, for organizations operating in today's world, can be regarded as satisfactory in a regulatory environment where organizations must demonstrate compliance at the highest level.

Nor is mere compliance enough. Organizations at the forefront of business excellence understand that now they must go beyond compliance, using standardization to build – and sustain – truly exceptional levels of business performance. By codifying best practice within a pragmatic, deliverable and repeatable framework, standardization ensures a consistently high level of performance.

Creating the standard

At BSI, standardization is our business. Independent, established and governed by Royal Charter, BSI-published standards have undoubted impact, providing assurances of objectivity and veracity sufficient to satisfy the most demanding stakeholder. At BSI Professional Services, our mission is to provide services around this core standardization capability, designed to allow clients to better unlock the benefits of standardization for their own organization.



- For the private sector, standardization services to help businesses improve their competitive stance.
- For the public sector, standardization services to underpin policy objectives, providing a framework to turn aspirations into actions.
- Between and within sectors, collaboration services to help turn policy into practice, and objectives into outcomes.

The result? A genuine alternative to traditional failure-prone processes – delivering clarity, conviction and credibility.

Facilitating dialogue with a broad base of stakeholders helps to build consensus around a way forward that is pragmatic, achievable and underpinned by best practice.

Of course, our specialists are skilled in standards-drafting and editing. But more importantly, they are skilled in pinning down precisely what standardization is supposed to achieve. Facilitating dialogue with a broad base of stakeholders, they build consensus around a way forward that is pragmatic and achievable, yet underpinned by genuine best practice. Backed by highly capable

researchers, and drawing as necessary on BSI's global network of relationships, the result is a proven formula for effectively engaging with the imperatives of strategic challenge and change.

Most surprising of all, perhaps, is the timescale – a fact which helps make standardization even more compelling as a business solution. BSI Professional Services' 'fast track' standardization services provide outcomes that are demonstrably superior to 'de facto' industry standards – but which can be researched, written, published and launched in a matter of months.

What's more, our expertise and experience straddles both the private and public sectors. We're comfortable in both environments – and equally comfortable bridging them, bringing public and private sector stakeholders together to collaborate on building a better future.

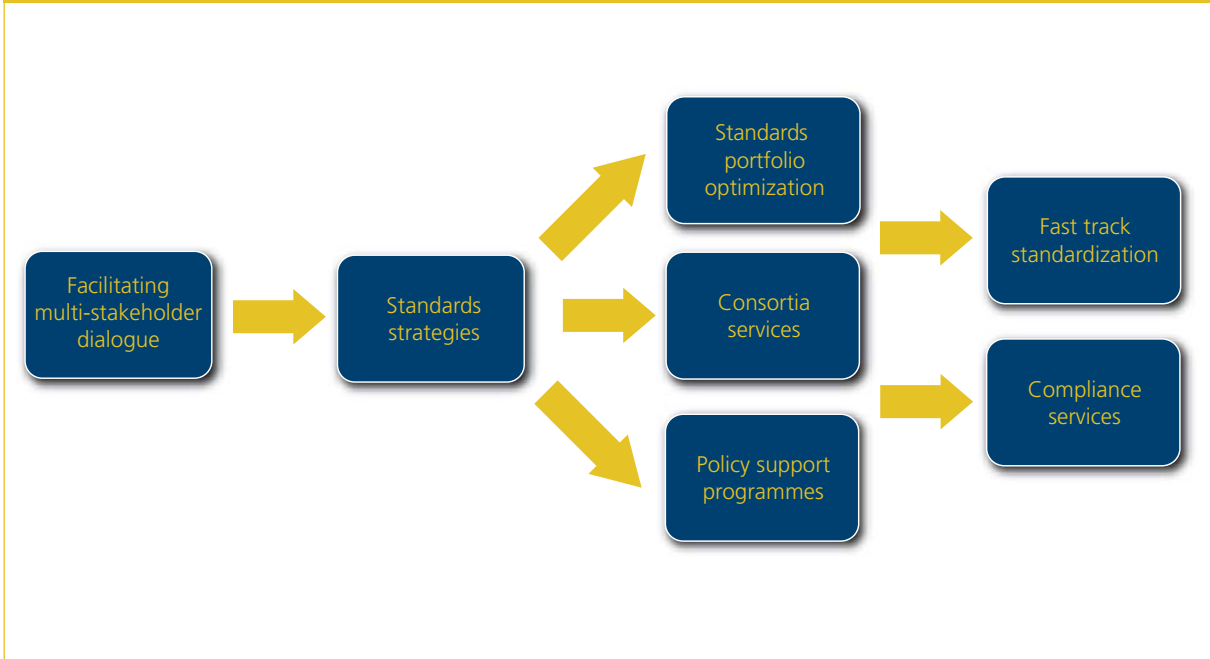
How we help

Facilitating multi-stakeholder dialogue

In an increasingly polarized world, stakeholders can lack a forum in which they can collectively debate contentious issues and seek consensus. Widely regarded as impartial, objective and independent, BSI can bring people together under professionally facilitated conditions, engendering constructive dialogue. The result: consensus and agreement, in place of discord and dissent.



Proactive engagement with strategic and operational challenges

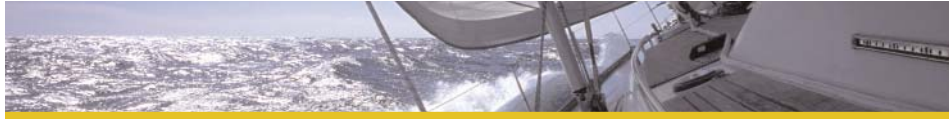


Standards strategy

Many organizations have a huge collection of standards – yet lack a single coherent view of them that is shared by functions as diverse as operations, quality assurance, risk management and corporate responsibility. Through innovative modelling techniques and dialogue with stakeholders, BSI brings clarity. The result: the elimination of cost, confusion, complexity and risk.

Standards portfolio optimization

In any period of rapid change, there's a risk of standards failure. With BSI, you have a partner uniquely positioned to understand not only standards, but the operational risk represented by inappropriate or out-of-date standards. The result: standards newly fit for purpose – and for the future.



Consortia services

Industry-wide collaboration is often necessary – but always difficult, calling for close cooperation with businesses that are often competitors. BSI understands the resulting risk to intellectual property and competitive positions, and is skilled at facilitating the cooperation of groups whose natural response is conflict, not conversation. The result: a coherent industry-wide response, meaningful change, safely and cost-effectively delivered.

Policy support programmes

Regulation isn't always the best way for the public sector to achieve its objectives – but alternatives, such as codes of practice, often lack specificity. BSI is skilled at framing policy requirements in a way that encourages compliance, and is grounded in pragmatism and ease-of-adoption. The result: policy goals turned into industry-wide common practice – quickly, and with minimal dissent.

Fast track standardization

Standards have a 'first-mover' advantage: it's better to influence and shape an emerging standard yourself, rather than see a competitor do it. BSI is skilled at engaging with stakeholders – on an individual or consortium basis – to collaboratively produce BSI-endorsed Publicly Available Specifications in an unprecedented timescale. The result: agenda-setting clarity – achieved cost-effectively and quickly.

Compliance services

The costs of non-compliance can be high: reputational risk, legal burdens – even organizational survival. BSI's researchers pinpoint precisely the compliance regimes to which the organization is exposed, producing and updating a compliance database. The outcome: a greater assurance of compliance – and the removal of the risk of inadvertent non-compliance.



Case studies

The following section highlights BSI Professional Services in action. These case studies explain how we have helped public and private sector clients in each of our key service lines, from facilitating multi-stakeholder dialogue and developing standards strategy, through to fast track standardization and compliance services.

If you would like to read the full case study about any of these projects, please contact us on **020 8996 7173** or email value@bsi-global.com

Ethical fashion

A lack of universally accepted labelling and certification schemes creates difficulty for consumers wanting to buy ethically produced fashion wear. Glossy brochures or gimmicks won't suffice: the need is for meaningful and transparent standards to which organizations can be held accountable.

With **years of experience in facilitating dialogue** between stakeholders to produce **actionable deliverables**, BSI Professional Services provided a **unique forum** in which stakeholders could meet to **share best practice** and expertise. "The last thing people wanted was another 'talking shop'," says Cyndi Rhoades, creative director of Anti-Apathy, a campaigning organization focusing on social and environmental issues. "BSI understood that, and kept everybody focused on what a solution might look like."





Case studies



National Grid

When National Grid sold four of its eight regional gas distribution networks, regulators feared that a multiplicity of standards would lead to cost, complexity and inefficiency.

With a tight timescale, BSI Professional Services worked with the industry to develop an **integrated standards portfolio** embracing contemporary **best practice** while **removing ambiguity** and creating a **framework** that could be used for **certification purposes**. “Good project management and communication skills were vital, with BSI needing to work with the industry’s technical experts to resolve problems and obtain clarification,” says Gaynor Jones, GDN implementation manager at National Grid.



IT service continuity

In the absence of a formal standard, firms in the IT service continuity industry have had to make their own judgements as to how organizations should protect their IT networks from disruption.

Bringing together a **consortium of firms** from across the industry to **collaborate on defining best practice**, BSI Professional Services was able to **fast-track the development of a specification**. “We could have drawn up a specification ourselves – but it would have been just another opinion to add to the body of literature on the subject: it was important to have BSI’s imprimatur, and be able to draw on best practice from a wide variety of organizations,” says Oscar O’Connor, an adviser with Adam Continuity.



Case studies

Waste and Resources Action Programme

The government-funded Waste and Resources Action Programme needed to sharply increase the recycling of waste materials that would otherwise be landfill. But an absence of standards defining the specification of recovered waste hampered progress.

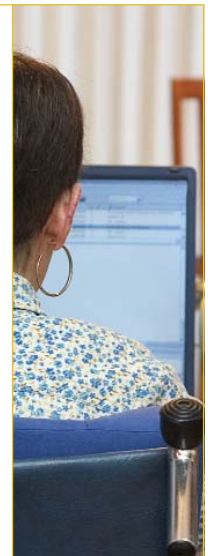
Working to a tight timescale with a steering group of technical experts, compost producers and compost purchasers, BSI Professional Services **leveraged existing know-how** to deliver **fast-track Publicly Available Specifications** that quickly gained **industry-wide acceptance**. "Publicly Available Specifications met our needs, could be delivered in a viable timescale, and provided an assurance of independence and credibility," says Dr Liz Goodwin, director of materials programmes at the Waste and Resources Action Programme.

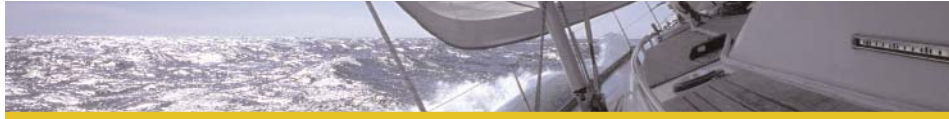


Website accessibility

When research showed that huge numbers of websites were inaccessible to disabled people, the Disability Rights Commission knew it had to act. With a lack of clarity as to what precisely constituted an appropriate level of access, an opportunity existed for it to set the agenda.

With help from BSI Professional Services, it **developed and launched a standard** that has received plaudits from around the world – underlining a **leadership position** in an area where definitions of **best practice** have been lacking. "Website owners have a legal duty to ensure their sites are accessible to disabled people: thanks to PAS 78, there's now no ambiguity about what that duty involves," says Stephen Beesley, software development manager at the Commission.





Case studies



Seafish

Proliferating standards lead to consumer confusion and additional cost – and when Britain's Sea Fish Industry Authority (Seafish) heard a growing number of calls for a socially responsible sea-fishing standard, it came to BSI Professional Services.

Skilled and experienced in **researching, drafting and gaining agreement** for such a standard among a **diverse group of stakeholders**, BSI leveraged and modelled **existing proven best practice** from around the world to deliver a Publicly Available Specification in a matter of months. "Although the BSI people we worked with lacked prior fishing experience, they quickly identified the key issues, coming up with practical proposals that gained industry-wide acceptance," says Dr Jon Harman, development director at the authority.



Brewing Research International

The growing difficulty of complying with the diverse labelling and packaging requirements required by beer export markets prompted Brewing Research International, the technical service provider for the worldwide brewing industry, to call in BSI Professional Services.

With a long track record of researching and analyzing compliance requirements, BSI leveraged its **international network** to open doors across the globe, delivering at **optimal cost a compliance database** that complemented existing systems. "Locating the original source documentation in its original language was vitally important – and BSI displayed a proven competence at identifying the correct legislation, and determining what it said," sums up Dr Denise Baxter, regulatory affairs director at Brewing Research International.



BSI British Standards

As the world's first national standards body, founded in 1901, BSI British Standards has a globally recognized reputation for independence, integrity and innovation in the production of standards that promote best practice.

As part of the BSI Group, which has over 2,100 employees worldwide and operates in over 100 countries, BSI British Standards is a leading provider of standardization and consortia services to the public and private sectors, serving the interests of a wide range of industry sectors as well as government, consumers, employees and society overall, to make sure that British, European and international standards are useful, relevant and authoritative.

Standards contribute £2.5bn each year to the UK economy and play a key role in enabling innovation, improving competitiveness, increasing reliability, ensuring safety, improving accessibility, controlling quality, managing risk and improving business performance. There are over 27,000 current British standards and over 2,000 new or revised British, European or international standards produced by BSI each year.

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How to find out more about BSI Professional Services

For more information on BSI Professional Services, please contact us on **020 8996 7173**, email value@bsi-global.com.

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