



## How BS 10008 certification has helped CDS win new business and gain a competitive edge

“BS 10008 will become more of a requirement. With organizations moving away from paper and towards digitization, they need to know that what they are retrieving is an authentic copy. Security is the issue of the day, and the reassurance that BS 10008 provides is a powerful business enabler, helping us to successfully tender for contracts, especially in the public sector.”

**Diane Shillito**  
Quality Systems Manager,  
Corporate Document Services Ltd

### Customer objectives

- To win a key contract where BS 10008 was required
- Strengthen ability to tender for public sector contracts
- Create a business differentiator
- Enhance brand reputation

### Customer benefits

- Competitive advantage when tendering for business
- Guarantee authenticity of digitally stored information
- Complements and extends existing certifications
- Demonstrable industry best practice
- Strong platform for future growth

## Customer background

Corporate Document Services (CDS) helps organizations communicate with their audience by providing services that improve the way they manage, store, govern and publish content and data. These services include content creation, design and digital delivery; print services; document management and scanning; and technical authoring. With a turnover of £20m (up from £5m 15 years ago), CDS employs 200 staff across eight UK sites. Its clients include the Cabinet Office, National Rail Enquiries, Irish Ferries and LOCOG (for the 2012 Olympics).

## Why certification?

With 80% of its client base in the public sector, certification to management system standards has been instrumental in enabling CDS to tender for contracts. Quality Systems Manager, Diane Shillito, explains, "Our customers are household names, and they don't want a fly-by-night service provider. Standards add to our reputational value, demonstrating that we are a reliable and trustworthy business partner. With public sector clients, certification is a prerequisite. But even in the private sector, where certification isn't a requirement, it's a differentiator that gives us a real competitive edge."

The company has achieved six certifications, to: ISO 9001 (Quality), ISO 14001 (Environment), BS OHSAS 18001 (Occupational Health & Safety), ISO/IEC 27001 (Information Security), ISO/IEC 20000 (IT Services) and, most recently, BS 10008 (Electronic Information Management).

"It's rare to find a company of our size working with six standards," says Shillito, who has overseen each of the certifications, beginning with ISO 9001 in 1996. "We're definitely ahead of the curve in our sector in having all these certifications."

This is particularly the case with BS 10008, a relatively new standard (2008) that outlines best practice for the management and storage of electronic data. "We were one of the first UK companies to achieve certification, and are still one of only a handful to hold certification to the standard – though many more are by now working towards it," she says.

## Business driver

This early adoption of BS 10008 was driven by the needs of existing client, Middlesex University. "The University were looking to reduce its spend on post and related services, cut the physical space required to administer its postal service, and to change the culture of producing and sending hard copy documents externally. It was also keen to facilitate flexible working by reducing the reliance of staff at physical desks and dedicated mail access points," explains Shillito.

"At the time, our contract covered only printing and reprographics. The solution we proposed centred on a Digital Mail service, whereby all incoming and outgoing mail would be scanned and digitized. For us to provide this, BS 10008 certification was specified as a requirement by the University authorities."

Time was of the essence, with the University keen to get the project underway. Again, CDS was ahead of the game, having already purchased the standard and begun working towards compliance with it. "We knew how standards worked and what needed to be done," says Shillito. Just under a year after first discussing the Digital Mail service with Middlesex University, CDS achieved certification.

## Benefits

For Middlesex University, certification to BS 10008 was a requirement of its mailroom service provider, to give them confidence that it would be meeting (and often exceeding) the required level of compliance. The University's legal team was also satisfied that, through BS 10008, the mail service met data protection requirements. Without the standard, the Digital Mail service would not have been viable, and the University would never have benefited from the efficiencies it has brought – and from the reputational gain it has enjoyed as innovators in the higher education sector.

For CDS, BS 10008 has been an incredibly powerful business enabler, beyond helping it secure the University contract. says Shillito. "We have recently won contracts with major financial organizations that actively seek out service providers with full, auditable, secure methods of working," says Shillito.

Since breaking into the security market, CDS has already certified to ISO/IEC 27001, which concerns the confidentiality, integrity and availability of electronic information. "BS 10008 rounds that off by adding a fourth strand, authenticity," explains Shillito. The procedures that it requires ensure that documents can't be tampered with. "There will always be a record of any changes. Users can create Version 2 of a file, but Version 1 will still exist." This guarantee of authenticity means that a court can attach the same legal weight to an electronic version as it could to the original document.

"Organizations today want to reduce paperwork and work in a more environmentally friendly way. At the same time they need to provide greater accessibility of information to staff working flexibly, therefore the emphasis is naturally shifting to the digitization and electronic storage of information," she observes. "Home workers can't just walk to the office filing cabinet. And they need reassurance that whatever they are retrieving is an authentic copy."

## BSI's role

Shillito and CDS already enjoyed a good working relationship with BSI when it decided to seek BS 10008 certification. "We had been working with BSI since 1996, and we trusted them," she says.

Though Shillito had in-depth experience of the certification process, she still found BSI's expertise invaluable. "Our contact gave us the signposts to steer us in the right direction. I knew I could always call with queries or concerns, and he would suggest what we might want to focus on. That personal contact helped smooth our path to certification."

She concludes, "With social media, digital delivery and cyber-crime all big issues today, the spotlight is on security. BS 10008 will definitely become more of a requirement going forward. It's still not on the radar for many, but awareness will grow and we are in prime position to take advantage of that."