

Standards and SMEs: The benefits to your business



Standards range from very precise, technical documents to much broader best practice guides. For example, they can provide a framework for testing or manufacturing a product or help you to reduce your energy consumption and environmental impact - such as [ISO 50001](#).

The scope and variety of standards means it can be challenging to envision exactly how a standard may benefit your business, or see how the changes the standard advises you to make will have a wider impact on the overall organization.

Here, we'll explore common benefits of standards and translate them into real-life situations, so you can see exactly how standards work and the positive impact they could have on your business.

Increased productivity

Boosting how productively and efficiently your business runs is at the heart of many standards. This can be a direct result of improving quality management or more indirect, a by-product of making changes elsewhere. For example, if you're manufacturing a product, you can use standards to assess how you operate, identify areas on your production line that need improving and make continuous improvements that can result in time and cost savings.

Some standards that target one area, such as information security standard [ISO/IEC 27001](#), may result in increased productivity as an added benefit. This standard not only boosts data security but by strengthening and improving

IT systems, it makes it easier to find and file documents with processes in place for everyone to follow. In turn, this encourages everyone to work more productively.

Greater growth and agility

Following the guidance set out by a standard gives suppliers the confidence that your product or service adheres to the standard and is therefore of a certain quality. Also regulatory agencies that approve products recognize standards, allowing you to get your products to market faster or expand into new markets overseas by providing quality assurance. In addition, buyers are familiar with the standard and so are comfortable purchasing from you.

Similarly, the knowledge that standards provide enables you to quickly identify flawed products – you can check for a business' certification or use a testing standard to separate out products that don't meet regulatory or industry requirements.



Win new business

Some projects, particularly government or public contracts, specify that companies wanting to bid for work with them are adopting a specific standard. Smaller businesses can gain a competitive edge and win bigger, more profitable contracts by having a few well-chosen standards in place.

Adhering to a standard or getting certified demonstrates your commitment to providing quality products and services. It also shows potential customers and clients that your business takes the concern of that particular standard - whether that's health and safety, sustainability or product durability - seriously.

Improve company culture

Standards can improve health and safety by empowering you to adhere to best practice. They also offer staff training opportunities around the standard (e.g. auditing or implementation) and provide staff with new and better ways to work.

Adopting a standard benefits every level of an organization, as it helps identify areas where effectiveness and greater job satisfaction can improve.

To find out more about standards and how they could benefit your business, or browse standards to buy, visit [BSI Knowledge](#) or contact us today.



Start your standards journey

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