



Media Group International (MGI) attains competitive advantage through the implementation of a quality management system.

“This great achievement is a strong stepping stone for Media Group International towards excellence. The award of the ISO 9001:2008 certification is evidence of the company’s on-going commitment to quality management and continual improvement. It also demonstrates Media Group International’s promise to consistently provide quality products and services to its customers.”

Paul Hennessy,
CEO of Media Group International

Customer objectives

- To be recognised as delivering excellent services
- Guarantee service levels on par with international standards
- Demonstrate an ongoing commitment towards customers
- Increased market opportunities and stand out from the competition

Customer benefits

- The first Media Systems Integrator in the region to successfully achieve the ISO 9001 certification
- Assurance to customers of MGI’s commitment to ensuring quality of service and meeting expectations of stakeholders
- Enhanced brand reputation
- Differentiation of services and competitive advantage

Customer background

Media Group International (MGI) is a proven media broadcast and communications systems integrator, serving the media, telecommunications, security, education, hospitality and advertising industries in the Gulf region for more than 35 years. Formerly known as Salam Media Cast (SMC), the company joined GSSG Holdings in 2010, with offices in Qatar, UAE, Oman, Bahrain, Saudi Arabia and the UK.

Media Group International is diversifying its business into new technologies. As well as equipping professional television stations and studios, master control rooms, newsrooms, concert stages and theatres providing light and sound technology, the company also equips whole multivendor and multisensory environments. MGI provides solutions from safeguarding national security, such as in government operations, to creating the best educational venues in museums and classrooms, enhancing sports environments and revolutionising health facilities and satellite telecommunications.

Why certification?

To accommodate the immense breadth and complexity of its business, and to become recognized as more than just another media system integrator, MGI realized the need for certification and chose to implement ISO 9001 the world's most established quality framework. Customer trust is a strong value of the company.



"We are the first Media Systems Integrator in the Middle East to successfully achieve ISO900 certification with BSI – a fact which we are extremely proud of. The certification justifies our extremely high standards and differentiates us from our competition.", says Paul Hennessy, CEO

As the business was re-branding and re-launching, this seemed like an ideal time to formalise company's quality procedures and apply for certification. The main driver for implementing the ISO 9001 is MGI's desire to increase market opportunities and stand out from the competition. The company felt that an independent third-party certification to ISO 9001 would give clients compelling evidence that MGI takes quality of service delivery very seriously. By implementing ISO 9001, the organisation has since been able to operate within a structured framework to monitor and continually improve performance.



Implementation

Although MGI had all of the elements of the standard in place within the organization, we did not have the resources to pull it all together and prepare for certification- we brought in outside expertise to help and guide us through the journey.

Initially, ISO 9001 helped the company evaluate its performance management and management expertise. The Quality Management System also helped everyone in the organization understand their roles and responsibilities within the company.

BSI got involved at the end of the journey and on the recommendation of our external Consultant.

Within 6 months of implementing this standard, and with the involvement of all the staff helping to document and refine procedures, improve business processes or taking part in internal audits, MGI successfully achieved certification to ISO 9001.

"We are the best at what we do – and our ISO9001:2008 certification proves it" says Paul Hennessy, CEO MGI

Benefits

Implementing ISO 9001 helped MGI to assess all processes and to identify what needs to be the focus in the future.

Committed to continually improve the quality of its services and striving to exceed customer expectations, the implementation of ISO 9001 has enabled MGI to function in a more disciplined way.



"The organisation wants to be recognised as delivering a service that is considered as excellent – not just in the media sector, but when compared against any service provision in the locations in which we operate. We wanted to stand out from our competition, and achieving ISO9001:2008 certification will help us to do this." said Janez Zigon, Chief Technology Officer

BSI's Role

MGI selected to work with market leader BSI to ensure that its clients respected the quality management system that was implemented.

"We worked really well with BSI who made the certification process as seamless as possible"

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