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# Strengthening Processes and Capability to Boost Performance

With BSI ISO 9001 Quality Management and  
ISO/IEC 27001 Information Security  
Management Systems

A BSI case study

## The Client: IONIZE Cyber Security

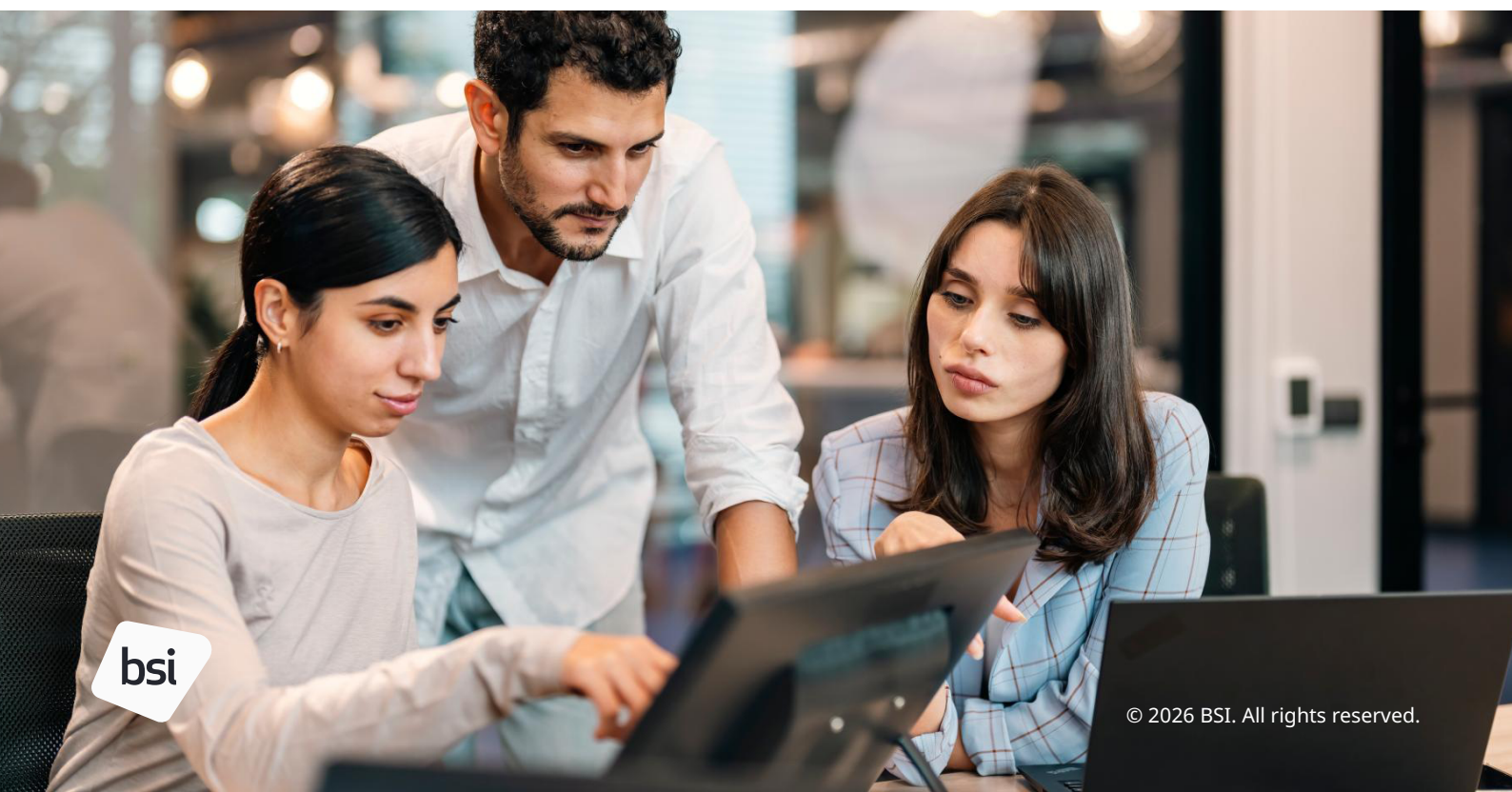
Ionize is one of Australia's longest established and continuously operating sovereign cyber security providers. Founded in 2008, by CEO Andrew Muller, Ionize supports organizations in the Australia and Pacific region to build cyber resilience. Its expertise spans governance, risk and compliance, penetration testing, and threat monitoring and response.

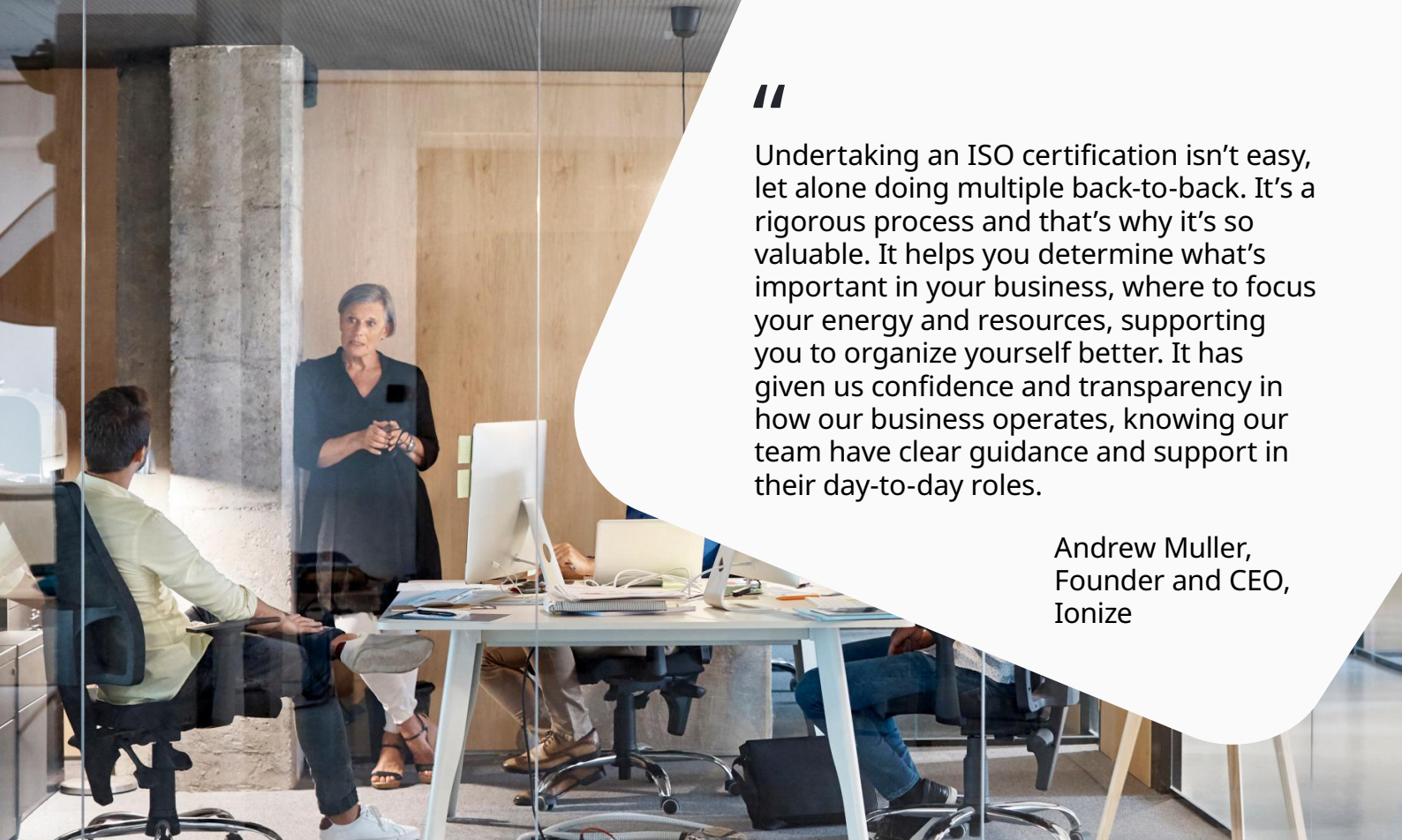
As AI transforms the cyber security landscape, Ionize is helping clients navigate new challenges head on.

## The Challenge:

After two decades' supporting clients, Ionize knew it could deliver higher quality outcomes. But, as the business continued to grow, there was an opportunity to strengthen consistency and efficiency. As Muller explains: "It's not enough for us to execute well once, we need to do it every time and across different teams."

To achieve this, Ionize needed a formalized, defined set of processes. It wanted tools to help maintain a high standard of client service, as well as more structured mechanisms for tracking, managing and resolving issues. The goal, Muller says, was to "establish good governance around the business, so we could deliver greater value to our customers."





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Undertaking an ISO certification isn't easy, let alone doing multiple back-to-back. It's a rigorous process and that's why it's so valuable. It helps you determine what's important in your business, where to focus your energy and resources, supporting you to organize yourself better. It has given us confidence and transparency in how our business operates, knowing our team have clear guidance and support in their day-to-day roles.

Andrew Muller,  
Founder and CEO,  
Ionize

## The Solution:

Vice President and Chief Information Officer, Anthony Polinelli, had been through multiple ISO 9001 certifications in a previous role. He knew that a formal management system would help Ionize define how its business operates. The globally recognized Quality Management System (QMS) standard helped to build transparency and accountability. It created efficiencies, while keeping customer expectations at the heart of Ionize's operations. Polinelli wanted to give the team "confidence in the work they do, by grounding it in a proven framework." One which promotes continuous improvement to ensure processes evolve, rather than remaining static.

"It was really important to do ISO 9001 first," says Polinelli. He describes it as "101 for running your business." But as a cyber security firm, ISO/IEC 27001 was the next logical step. The Information Security Management System standard focuses on reviewing and refining processes for protecting information. As Polinelli explains: "certification to ISO/IEC 27001 allowed us to show that what we consult on with clients, we have also implemented ourselves."

ISO/IEC 42001 for AI Management is next on Ionize's agenda. The management systems adopted through ISO 9001 and ISO/IEC 27001 have already supported AI's integration into the business. But ISO/IEC 42001 will offer another level of assurance that they are using AI responsibly and ethically.



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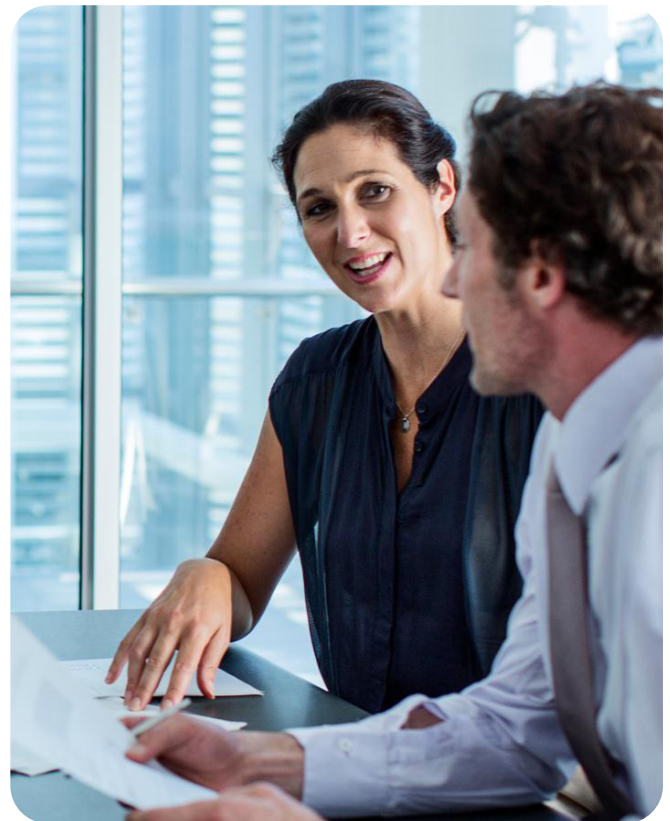
## The Benefit:

BSI certification to ISO 9001 and ISO/IEC 27001 enabled Ionize to refine its processes for key activities including recruitment, staff development and the delivery of advanced cyber security services to clients.

There has been a “material turnaround,” according to CEO Andrew Muller. “It’s very easy to see the time and money we’ve saved.” Clear roles and responsibilities have encouraged teams to collaborate more effectively, improving service delivery. Everyone has visibility into client engagements. When issues arise, there is a structured process to resolve them quickly.

Since implementing the two management systems, Ionize’s staff and customer retention have seen a significant boost. Its Customer Satisfaction and Net Promoter Scores now sit at 95 per cent respectively,

and better customer outcomes are supporting business growth. Revenue has increased and costs are more effectively managed. Certification is opening more doors in the Australian government and defence markets.



## Why BSI?

“The relationship with your certification partner shouldn’t be transactional. You need to build trust and confidence,” says Polinelli. “BSI doesn’t just run an audit; it has the depth of knowledge and experience to provide the support you need to make your business better.”

