



# AT&T Supplier Diversity Wisconsin Symposium

*Benefits of ISO 9001 and TL 9000  
Certification for Minority/Women/Disabled  
Veteran Businesses*

**Sue Clancy**  
President, BIZPHYX, Inc.  
October 8, 2010



# BIZPHYX, INC.



- Established in 2001
- BIZPHYX offers end to end solutions for companies implementing and certifying to ISO 9001, ISO 14001, TL 9000, AS 9100, Lean Six Sigma, CMMI, and more.
- BIZPHYX is a WBENC certified woman-owned business
- BIZPHYX has a 100% success rate with clients that applied for quality certifications
- BIZPHYX is a QuEST Forum Selected Training Provider
- BIZPHYX is ISO 9001/TL 9000 registered in 2 categories



# Your Business

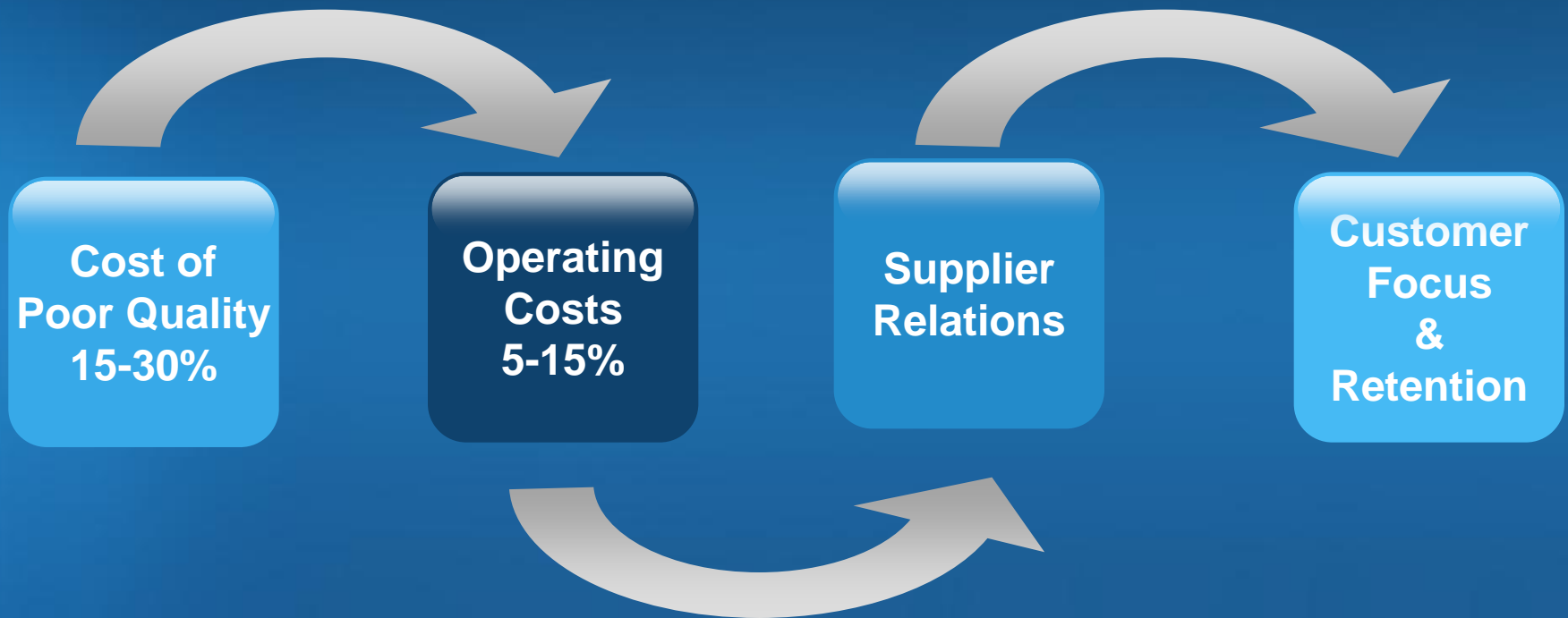
## Competitive Edge

**Know your market**  
**Know your competitors**  
**Know your capabilities**





# LOW PRICING





# FLEXIBILITY & SPEED

- Know Customer's Needs
- Know Your Processes
- Respond to Customer Requests

**Working with your customers to provide solutions when they need them and how they need them.**



# EXCEPTIONAL SERVICE

**Responsive to  
Customer Complaints**

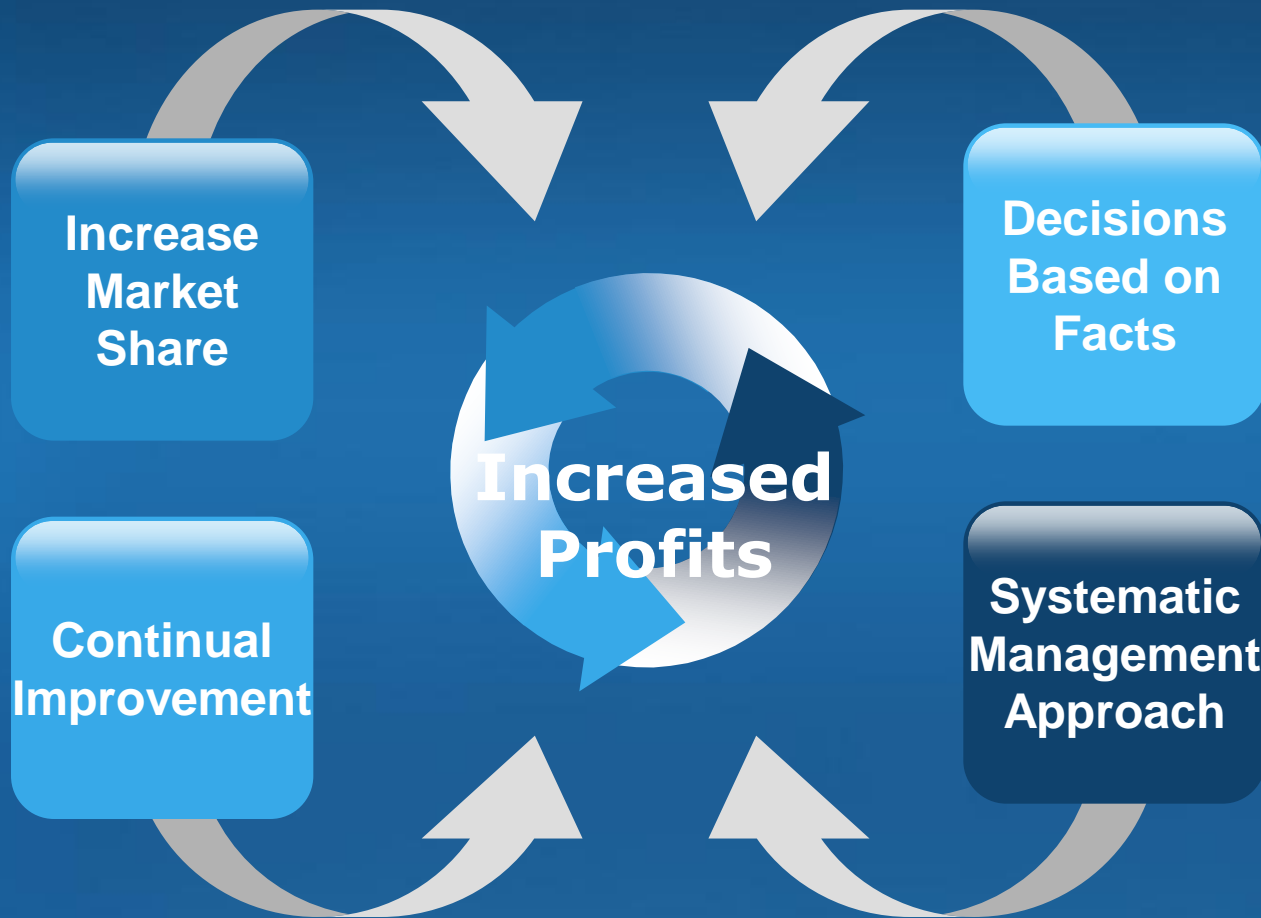
**Best Customer Service**

**Preventive Measures**

**Higher  
Customer  
Satisfaction  
Ratings**



# FINANCIAL STABILITY



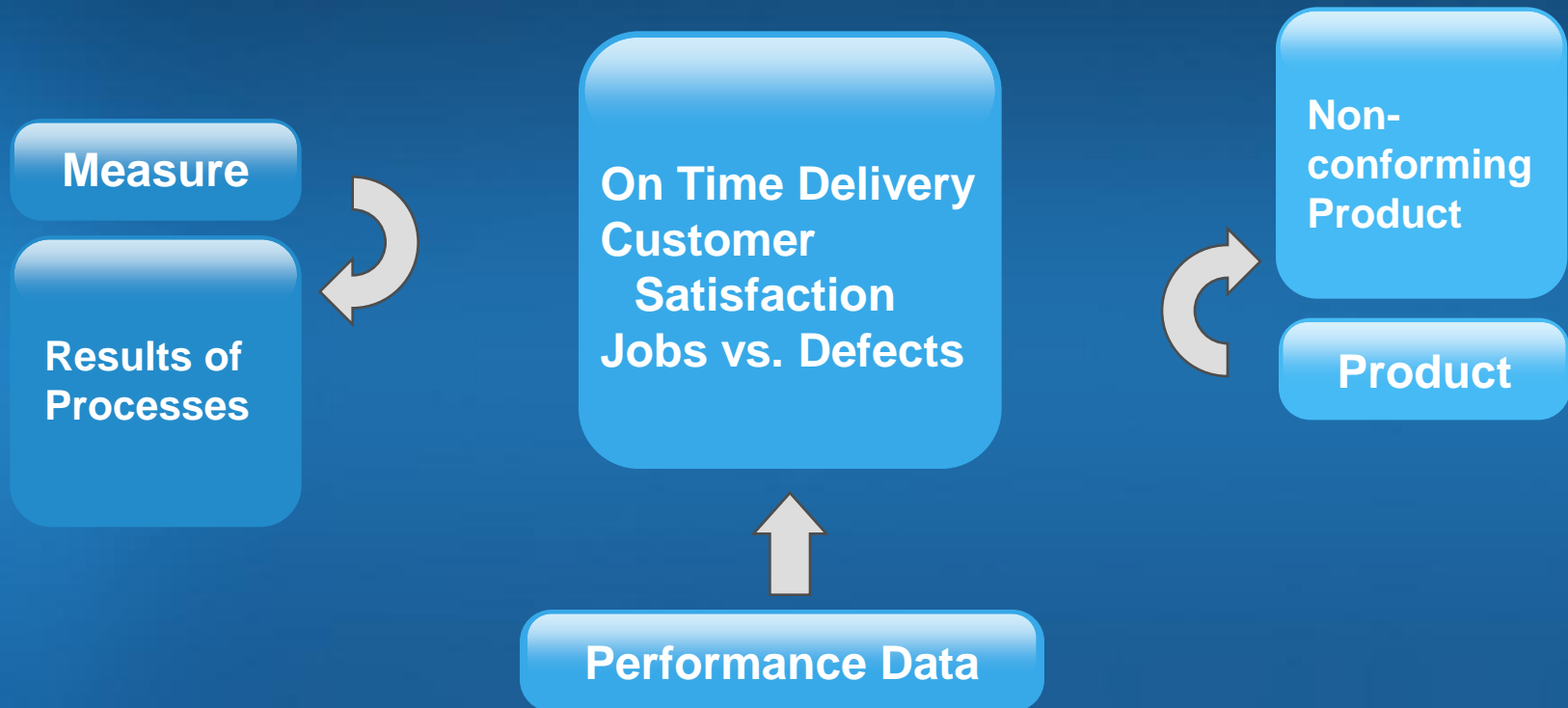


# RISK MANAGEMENT





# CONSISTENCY





# INNOVATION

**Customer Needs**

**Planned Creativity**

**Funding for R&D**

**Innovation  
Provides  
Solutions**





# ISO 9001 PRINCIPLES OF QUALITY



Customer Focus  
Leadership  
Involvement of People  
Process Approach  
System Approach to Management  
Continual Improvement  
Factual Approach to Decision Making  
Mutually Beneficial Supplier Relations



# ISO AND INDUSTRY STANDARDS

**ISO 9001 is the foundation used by industries to build standards specific to their sector**

- AS 9100 – Aerospace Industry
- TL 9000 – Telecommunications Industry
- TS 16949 – Automotive Industry





# ISO AND INDUSTRY STANDARDS



## Apply to:

- **Manufacturer**
- **Hardware or Software**
- **Services**
- **Governments**

**Global  
Any Size Company**



# The TL 9000 Model

<b>Common TL 9000 Requirements</b>		
<b>Hardware Specific Requirements</b>	<b>Software Specific Requirements</b>	<b>Services Specific Requirements</b>
<b>Common TL 9000 Measurements</b>		
<b>Hardware Specific Measurements</b>	<b>Software Specific Measurements</b>	<b>Services Specific Measurements</b>
<b>International Standard ISO 9001</b>		
<b>www.tl9000.org</b> <b>Alerts, Rules, Guidance, Examples, References</b>		



**92 Adders to ISO 9001**



# KNOW YOUR BUSINESS

## Orders vs. Defective Orders





# Why Corporations Want Quality Certifications

**RISK**

**Minimizes Risk in  
the Supply Chain**

**COSTS**

**Reduction in Audit  
Costs**

**METRICS**

**Performance Data &  
Common Language**

**HEALTHIER  
SUPPLIER**

**COMPETITIVE  
ADVANTAGE**

**HEALTHIER  
CUSTOMER**



# SUCCESS STORIES!

## DVBE & WBE Companies

Revenues of \$3mm in 2007.  
Certified in January 2008 and  
revenues jumped to \$50mm.  
Experiencing continued growth.



WBE certified in September  
2004, in 2009 more than doubled  
the size of their company with the  
purchase of a larger competitor.



# SUCCESS STORIES!



**Kathy Betz,**  
President & CEO  
GAW Associates, Inc.

“TL 9000 helped us document our customer and vendor reports. As a whole, being certified to TL 9000 has made GAW a more organized & **better company.**”

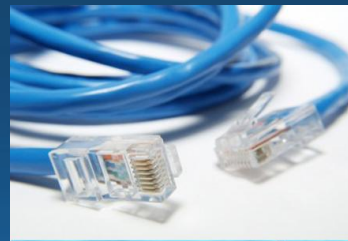
Certified 9/10/2009



**Eileen Healy,**  
President & CEO  
Healy & Company

“We received an **unexpected RFP** from a company that found us on the QuEST Forum website. They wanted to work with a quality certified company.”

Certified 1/12/2009



**Jeff McKnight,**  
President  
3 Phase Technologies

“As we progressed through the implementation we could already see the difference in our overall quality. Our company has grown during our implementation”

Certified 2/26/2010



**Karin Williams,**  
President & CEO  
Rio-Tel Solutions, Inc.

“The TL 9000 project has added extremely high value to our overall business.”

Certified 7/8/2009



**BIZ PHYX<sup>®</sup>**

TL 9000 EXPERTS



# Thank You!

Sue Clancy

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## Discussion & Questions

