



Issue 61 - Philippines Edition



# Equipped with the tools to connect with all areas of the business



Overgaard Subic Ltd., in the Philippines, are part of a larger organisation with offices in Hong Kong, mainland China, England and Germany specialising in the design, manufacturing and supply of high performance architectural facade systems.

Their mission is to instil an individual and exceptional level of confidence through extensive experience, careful planning, complete commitment and professional project management. In order to solidify this service level promise, they gained the externally assessed ISO 9001:2008 Quality Management stamp of approval in January 2010.

Today Overgaard face hard competition within this industry as the number of competitors has grown fiercely throughout the past 3 years. Mr. David Bradley QA/QC Manager at Overgaard explains, "in the past, you may have not taken a job because it is not specialised enough, too complicated or the profit margins aren't great, but now companies within this industry are taking any jobs just to 'fill the books'". Three years ago Overgaard were very specialist, but this is no longer the case - instead of going for tender with no outside competition, today they are up against 20 other competitors. So what stands them apart from the rest?

Since the ISO, business has increased and over the past 18 months Overgaard have become serious competition within their market. Feedback from one of their German clients noted their "good accreditations, they are all certified and are running a management team that has the capabilities to get the job done".

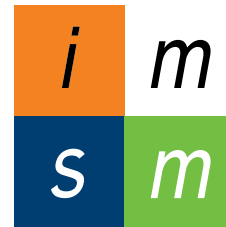
*"We are showing our clients that we are producing at top levels - this is a very important issue for us"*

The ISO stood out to Overgaard above all other industry standards due to the specialised nature of their product; the ISO covers all of Overgaard's requirements, while other certifications covered aspects that were not needed. The ISO covers everything they need in order to manage the business effectively. The ISO was taken on board largely with their customers in mind, and because they have sites in several countries they require a

certification that helps to manage and maintain quality and management systems across the board. Mr. Bradley explains "We are showing our clients that we are producing at top levels - this is a very important issue for us".

Mr. Bradley explained that the ISO experience has helped Overgaard to organise and maintain the company as a whole. He sees the ISO as a tool, it has given management the ability to observe and move in to a position where they are able to constantly improve their systems. Mr. Bradley believes that one of the best tools the ISO has supplied them with is the ability to connect with all parts of the business, in particular the accounts, by doing this they continuously work on the key points of their business.

Overgaard are a young company, they are constantly working on the business and learning, the ISO has given them the drive and direction needed for on-going improvement. Mr. Bradley comments on the overall ISO experience, "Our operations are being performed better than ever before. We are reaching our goals for bigger manufacturing jobs, meeting the requirements of our clients and we have increased the volume of our operating capabilities".



## A new confidence in securing multinational deals

Part of the international Omni Insurance Group, the Filipino Omni Insurance Brokers are a 'one stop' broker offering a comprehensive range of personal, commercial and industrial insurance products and services. Incorporated in 1979 (with ownership split 40/60 American and Filipino), Omni Insurance Brokers now offer over 3000 policies with over 30 major local and international insurance companies. It holds a good position in the market, although CEO Mr. John Young explains, it is always striving to become "bigger and better".

Omni Insurance Brokers obtained the ISO 9001 Quality Management Standard certification in early 2010. Mr. Young explains, "Within the company, different departments had different ways of doing things. We were in the process of implementing standard procedures internally when something else happened that made us think again about ISO certification: Omni Insurance Brokers missed out on a couple of major contracts with multinational companies. We were offering the best deal, but our bid failed because we weren't ISO certified and companies were hesitant to go with us."



Mr. Young believes that going through the process of becoming ISO 9001 certified was worth every bit of the time and effort, and was invaluable in helping Omni Insurance Broker employees take the time to consider what they were doing and why, "we dismantled everything and then put it back together again. It was a tough process, but the results have been incredible."

IMSM walked Omni Insurance Brokers through the entire procedure. Mr. Young was impressed with IMSM's openness about what the process would entail, honesty in relaying what was lacking and helpfulness in showing how things could improve. Today, the company enjoys a new level of standardisation and efficiency in its procedures and with certification. Omni Insurance Brokers are confident that they won't miss out on any more multinational deals.

## Establishing credentials with a mark of excellence



DataOne Asia is the Philippines' leading provider of Managed IT services. Set up in 2000 by the Keppel Corporation of Singapore, this expert company has grown fast. Today, it is trusted by many of the country's top corporations as the preferred provider of data infrastructure services.

The Philippines has become a major global centre for business process outsourcing. DataOne Asia is determined to stay ahead of the competition in meeting outsourcers' requirement for managed IT services. Because the IT sector has become so cutthroat, client expectation and demands are higher than ever. DataOne Asia President Mr. Cyril Rocke is convinced that improving quality is vital to the company moving up the value chain.

In order to retain a competitive advantage, DataOne Asia demonstrated its commitment to high quality standards by becoming both ISO 9001 and ISO 27001 certified. IMSM's services were invaluable in helping the company to attain certification. Mr. Rocke recalls, "We choose IMSM after meeting with their sales person, who was hard to resist! I found the company very professional and helpful; we were extremely happy with them."

Acquiring the international standards of excellence has helped DataOne Asia to establish its credentials. It has ensured that the company retains existing clients by proving to them its best practices and commitment to continuous improvement. It has also attracted new clients who, while they may not grasp the full scope of DataOne Asia's vast expertise and services, are immediately assured by its high quality standards.

### Adapting to changing market dynamics

Alcon Industries is a Filipino-based company that produces souvenirs, gifts and home decorations using a variety of locally-sourced natural materials such as seashells, coconut products and plant fibres. Preserving and showcasing traditional artisan skills of the Philippines, its range of beautiful, high quality products make it a leader in this niche market.

Established in 1969, Alcon Industries CEO Mr. David Tan understands that the company needs to adapt to changing market dynamics in order to enjoy continued success in the future. He decided that robust Quality Management Systems were a must and that becoming ISO 9001 certified was the way forward. The process of working towards this qualification helped company employees to analyse the business processes and

objectives clearly and systematically. It also forced them to address underlying problems and concerns, as Mr. Tan explains, "We dealt with issues head-on in order to improve things in the long run. This ISO certificate is an important investment for the future, and I believe that it will propel the company to greater heights."

Alcon Industries used IMSM's consultancy services to help guide them to certification in 2009. Mr. Tan came across IMSM by chance and was particularly impressed with IMSM's efforts to become acquainted with his company's particular needs and aspirations. Mr. Tan believes that the ISO 9001 certificate will make them more competitive and help to attract customers who are increasingly quality conscious. He says, "Quality standards here have certainly improved and we're very proud to be ISO certified."