

Benefits of Standardization

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The main criteria for international standardization are:

- Improvement in universal technical communication and mutual understanding;
- Facilitation of international exchange of goods and services;
- Removal of technical barriers to trade;
- Transfer of technology.

Benefits of Standardization

- Uniform terminology is created
- Sizes and dimensions are co-ordinated and adapted
- Variety is reduced
- Function requirements and characteristics are specified
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- Unambiguous testing methods are established
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For *product standards* the benefits may be broadly summarized under the headings variety reduction, interchangeability, and availability:

the effects of *variety reduction* are well known and can mostly be assessed in terms of hard cash, taking due account of the additional cost reduction effects on associated parts and operations;

interchangeability as a result of standardization leads to higher productivity and lower manufacturing costs. These benefits are relayed to the users as a result of increased competition. Interchangeability is also very important to erection, installation, maintenance, and repairs;

easy *availability* implies that an adequate number of varieties are always in stock. This means shorter lead times and less capital tied up on the user side.

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So, you have changed of neighbourhood!

Congratulations!

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You pay a first visit to the local supermarket with your shopping list.

What happens?

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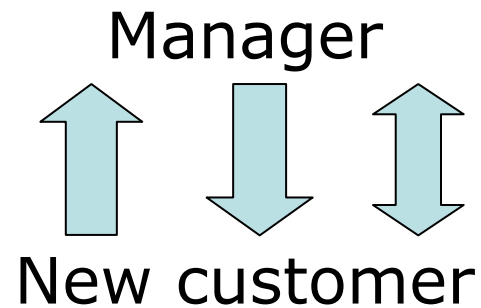
- Products are in different places
- Brands are different
- New products unknown to you

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You are obliged to search and compare!

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Relationship between the supermarket's manager and the new customer:



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Customers have different tastes,
different pockets, and buy every time for
different reasons.

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Users and Consumers

- USERS:** Buy to add value to the product and make profit
- CONSUMERS:** Buy to consume the product and get satisfaction at a reasonable price.

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Is there enough offer of standards?

Is there enough demand of standards?

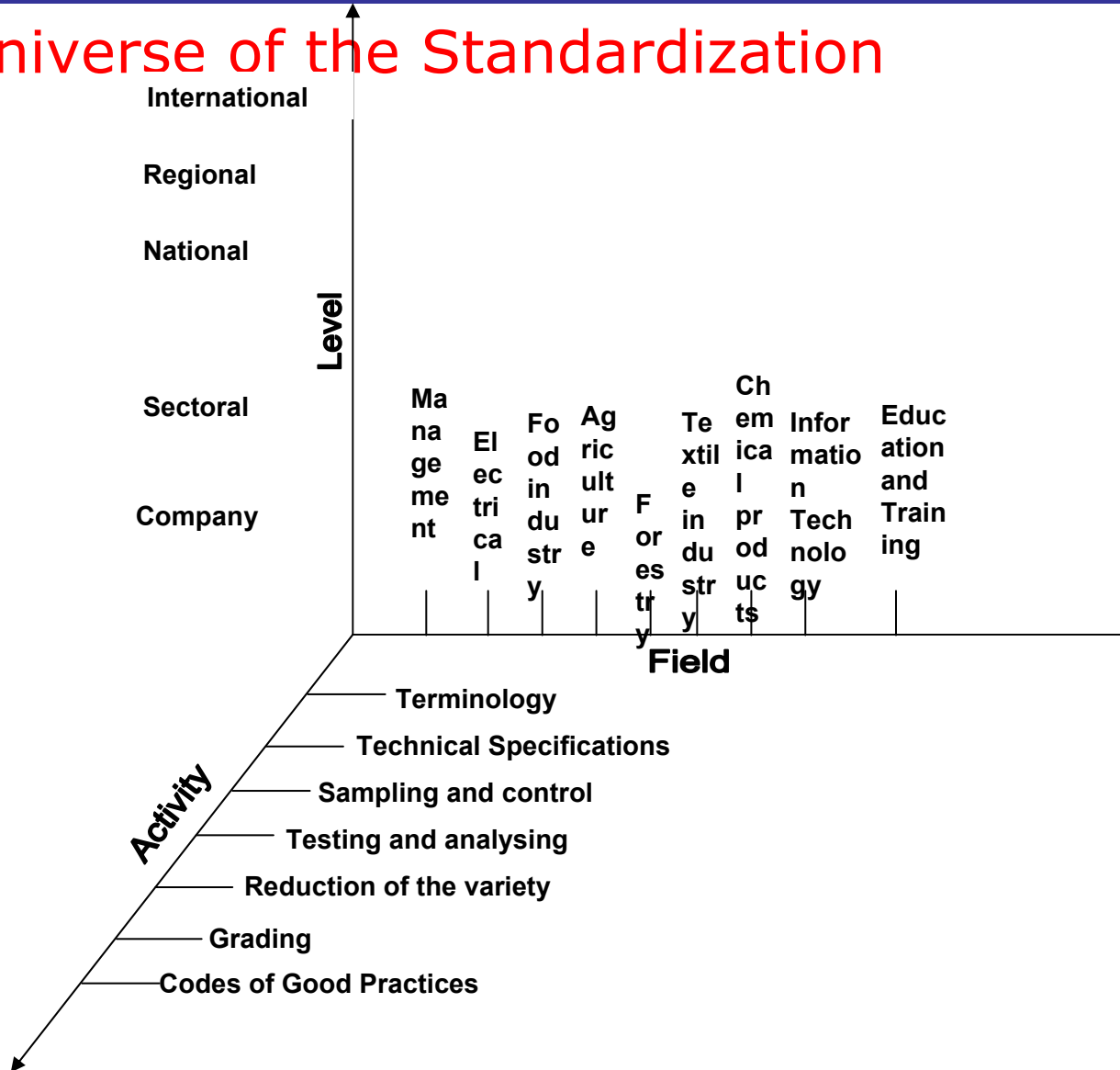
Are there too many standards?

Are they sufficiently employed?

Gentlemen: Your comments, please!

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The Universe of the Standardization



**Relationship between
standardization
at
company, national, and international
levels**

***It should always be remembered
that it is on the company level
that the actual implementation of***

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Where is it my galaxy?

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Users, consumers, and producers of standards,
are looking in the same direction?

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The offer:

- Are NSBs offering all available standards?
- Do they know in detail the Universe of Standardization?
- Do they try to adjust their offer to the real needs of the specific user and consumer?
- Do they know the universe of available standards for each sector of the economy?

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Levels of potential demand

- Government
- Entrepreneurial community
- Exporters and importers

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For Governments:

- Regulatory activities
- Public procurement
- Public works projects
- Communications
- Technical support to social projects

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To industries:

- market research
 - development;
 - engineering;
 - production engineering;
 - tooling;
 - estimating;
 - ordering;
 - works order planning;
 - purchasing;
 - component production;
 - assembly;
 - inspection;
 - storing, warehousing;
 - marketing;
 - distribution;
 - transport;
 - installation;
 - final inspection;
 - operation and use;
 - maintenance;
 - repairs;
 - extensions;
 - effects from environment;
 - effects on environment;
 - dismantling, recycling;
 - destruction.
- Support to management systems

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To consumers:

- A source of information
- The application of the performance approach
- Comparative analysis
- Source for complaints
- More balanced technical regulations

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According to the environment, emphasize:

- Economic benefits
- Technical Benefits
- Social benefits
- Political benefits
- Management benefits