



BSI Group is a global independent business services organisation delivering standards-based solutions to help organisations improve quality, save money, reduce risk and be more sustainable. BSI does this through the development of standards; the assessment and certification of management systems and medical devices; testing and certification of products and services; software solutions; and training services.

Market

BSI works with clients operating in a myriad of sectors including communications, construction, energy, engineering, electronics, retail, food and drink, healthcare, agriculture, consumer goods, banking and the public sector. BSI's clients – which include 75 per cent of FTSE 100 companies, 42 per cent of Fortune 500 companies and 42 per cent of companies listed on the Hang Seng – rely on its expertise in delivering standards-based solutions. BSI's Registered Firm and Kitemark® certification are respectively seen as one of the best quality assurance marks and safety marks to be gained.

BSI employs more than 2,500 staff and in 2009 generated a turnover of £222.8 million. It services clients in 147 countries and assists nations such as Albania, Serbia and Sierra Leone in developing their emerging standardisation infrastructures.

Product

BSI is the UK's National Standards Body and at the heart of its work is the development of standards that help make life more efficient, easier, fairer and safer. BSI works with businesses, consumers and the Government to represent a spectrum of interests and to make sure that British, European and international standards are useful, relevant and authoritative. Standards are regularly updated by external experts through a process of consensus, with the goal of establishing blueprints for excellence.



BSI is also one of the world's largest certification bodies for assessing and certifying management systems. It has certified 69,536 locations in 147 countries and is market leader in the UK and North America. BSI's testing and certification services ensure that products and services meet safety and performance requirements – from vehicle bodywork repairs to fire extinguishers and renewable energy products. This work is exemplified by BSI's Kitemark®, one of the UK's most trusted quality marks. BSI also provides CE marking for products that need to comply with European Directives in order for them to be sold in the European Union.



BSI's software solutions help organisations manage their governance, risk and compliance. Entropy® Software provides auditable solutions to improve environmental, social and economic performance.

The healthcare and medical devices sector is an important part of BSI's business. As a highly respected, world-class Notified Body, BSI is dedicated to providing stringent regulatory and quality management reviews as well as product certification for medical device manufacturers around the world.

Achievements

BSI produces an average of 2,000 standards annually and recently published the world's first standards for risk management (BS 31100) and business continuity management (BS 25999). Of its long-established standards, the quality management systems standard, ISO 9001 – which started life at BSI in 1979 as BS 5750 – is now recognised as the world's most successful standard having been adopted by more than one million organisations in 178 countries.

In 2010 BSI became a Notified Body for the In-Vitro Diagnostic (IVD) European Directive 98/79/EC, establishing BSI as a full-service Notified Body supporting all types of



devices encompassing medical, active implantable and IVDs.

BSI receives recognition from both industry and consumers. Indeed, in April 2010 Kitemark.com was voted website of the month by readers of BBC Good Homes magazine, while in the same year the Kitemark® itself was recognised as a Business Superbrand in its own right, for the fourth consecutive year.

Recent Developments

In 2009 BSI published a new standard designed to enable a consistent and comparable approach to carbon neutrality claims. Developed in partnership with The Department of Energy and Climate Change, Marks & Spencer, Eurostar and The Co-operative, PAS 2060 is helping to restore consumers' confidence in organisations' carbon neutrality claims.

BS 8901, published in 2007, is the first standard developed specifically to help the events industry to operate in a more sustainable manner. Revised in 2009, BSI has recently certified the Weymouth and Portland National Sailing Academy – the location for the London 2012 Olympic sailing events and the first UK sailing venue to gain the standard.



2007

BSI publishes BS 25999-2, for business continuity management; BS 8901, for sustainable event management; PAS 125, a crash repair standard; and Kitemark® certification for vehicle body repair.

2009

BSI acquires the Supply Chain Security Division of First Advantage Corp in the US, Certification International S.r.l., an Italian Certification company, and the



In 2010 BSI launched the Kitemark® Energy Reduction Verification (ERV) scheme. Based on the European standard for energy management, BS EN 16001, it helps organisations meet their obligations under the Government's Carbon Reduction Commitment scheme. The Kitemark® ERV scheme is one of only five approved by the Environment Agency.

In the US, the Department of Homeland Security adopted BSI's business continuity standard, BS 25999, as one of only three approved for its Voluntary Private Sector Preparedness Accreditation and Certification Program.

BSI contributed to the development of the world's first brand valuation standard, ISO 10668, which was published in September 2010. It specifies the requirements for procedures and methods of monetary brand value measurement and is aimed at both brand consultants, and finance and marketing professionals.

Finishing a productive year, in December 2010 BSI published the first-ever standard on collaborative business relationships: BS 11000. The standard was created to help businesses and organisations establish solid and profitable partnerships.

Promotion

In May 2009, BSI created the 'one BSI' vision to replace its three-divisional structure and associated sub-branding. BSI's activities are now sold and branded under the master brand identity.

In the same year, BSI overhauled its global recruitment communications. The new 'employer' brand identity, BSI Careers, has been implemented globally with a unified



logo, graphical language, tone of voice and strapline.

The majority of BSI's marketing activities are now delivered electronically, through its presence on YouTube and social networking sites such as Twitter, via the Kitemark® blog, and through its online business magazine, Business Standards. Public relations also play a key role in promoting BSI activities with regular coverage for BSI and its certification brands across national and international television and radio.

2010 saw the launch of the Kitemark® Supporters Network. An invitation-only programme that seeks to establish an association between organisations whose ethics, brand and values are shared with those of the Kitemark®.

Brand Values

Integrity, innovation and independence are the values at the core of the BSI brand, supporting the organisation as it strives towards its vision of inspiring confidence and delivering assurance to all customers. BSI continually endeavours to deliver its brand values, with the aim of building a powerful, globally recognised brand, satisfying the needs of all stakeholders.

Things you didn't know about BSI

The original BSI committee met for the first time on the day Queen Victoria died – 22nd January 1901. One of the first standards it went on to publish was designed to reduce the number of sizes of tramway rails.

Eighty-eight per cent of UK adults believe the Kitemark® shows that a product comes from a reputable company (Source: GfK NOP).

Of the world's top 25 global medical device manufacturers, 23 choose BSI as their Notified Body for CE marking certification.

1901	1929	1953	1979	1992	2006
BSI Group is founded as the Engineering Standards Committee (ESC). Two years later, the Kitemark® is first registered as a trademark.	The ESC is awarded a Royal Charter and in 1931, the name British Standards Institution (BSI) is adopted.	In the post-war era, more demand for consumer standardisation work leads to the introduction of the Kitemark® for domestic products.	BS 5750 (later known as ISO 9001) is introduced to help companies build quality and safety into the way they work. The Registered Firm mark is also introduced.	BSI publishes the world's first environmental management systems standard, BS 7750 (later renamed as ISO 14001).	BSI acquires German certification company NIS ZERT, UK and Canadian-based Entropy International Ltd, and Australia's Benchmark Certification Pty Ltd.

2007	2009	2010
BSI publishes BS 25999-2, for business continuity management; BS 8901, for sustainable event management; PAS 125, a crash repair standard; and Kitemark® certification for vehicle body repair.	BSI acquires the Supply Chain Security Division of First Advantage Corp in the US, Certification International S.r.l., an Italian Certification company, and the	BSI acquires the gas testing and certification body, GLCS.