

Vision 2000

A strategy for international standards' implementation in the quality arena during the 1990s

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Contents

	Page
Committees responsible	Inside front cover
National foreword	ii
Introduction	1
The ISO 9000 series of standards	2
Global trends	2
Global competition	2
The European Community	2
Quality as a competitive weapon	3
The critical issues	3
Proliferation of standards	3
Inadequacies of existing ISO 9000 series standards	4
A terminology distinction	4
Generic product categories	4
Industry/economic sectors	5
Required combinations of generic product categories	5
Confusions due to intermixing terms	5
Analysis of the market-place for the ISO 9000 series standards	6
Preventing proliferation	6
Market segmenting criterion 1: generic product categories	6
Market segmenting criterion 2: complexity of purchaser need, product and process characteristics	7
Market segmenting criterion 3: contractual vs. noncontractual	7
Combined use of the three market segmenting criteria	7
Vision 2000	8
Migration to product offerings involving several generic product categories	8
Goals for the ISO 9000 series and related standards	8
Strategic goals and illustrative tests for ISO/TC 176 standards	9
Implications for standards development	10
A visual portrayal of international quality standardization in the 1990s	11
Recommendations on implementation	11
Acknowledgements	12
Table	
1 Generic product categories	13
Figure	
International quality standardization in the 1990s	14

National foreword

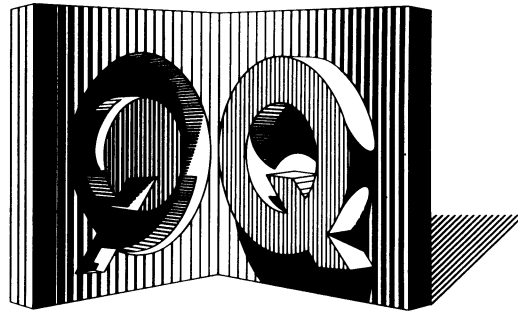
This Published Document is published under the authority of the Quality, Management and Statistics Standards Policy Committee, by Technical Committee QMS/22, Quality management and quality assurance procedures.

This Published Document is identical with the ISO publication *Vision 2000. A strategy for international standards' implementation in the quality arena during the 1990s*.

This Published Document is published in order to draw attention to the proposals for the future progress of the work of the International Organization for Standardization Technical Committee ISO/TC 176, Quality management and quality assurance, on the ISO 9000 series of quality assurance standards. Although the Published Document is not an official statement of ISO policy, the authority of the experts who prepared it, and the fact that it is based on a statement of strategy endorsed by ISO/TC 176, make it a valid indicator of the future trends of international standardization in the quality arena.

Any comments on this Published Document will be taken into account by the BSI Committee when formulating UK contributions to the international debates on the future of the ISO 9000 series.

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VISION 2000

A STRATEGY FOR INTERNATIONAL STANDARDS' IMPLEMENTATION IN THE QUALITY ARENA DURING THE 1990s

This article is adapted from the report of the Ad Hoc Task Force of the International Organization for Standardization Technical Committee ISO/TC 176. The task force was commissioned to prepare a strategic plan for ISO 9000 series architecture, numbering, and implementation. The task force report, which has become known as "Vision 2000" was prepared by the authors of the article: D. Marquardt – Du Pont – USA (Chairman), J. Chové – Conseil – France, K. Jensen – Alkatel Kirk A/S – Denmark; K. Petrick – DIN – Germany, J. Pyle – British Telecom – United Kingdom, and D. Strahle – Ontario Hydro – Canada. ISO/TC 176 adopted unanimously the strategic principles of the report at its meeting in Interlaken, Switzerland, October 1, 1990. This article is part of a worldwide communications effort to gain broad acceptance of these principles, and to influence standardization activities globally in the quality arena.

The organization of this article can be outlined in four major sections with groupings of key topics.

The Stake

- The ISO 9000 Series Standards
- Global Trends
- The Critical Issues

Basic Concepts

- Generic Product Categories
- Industry/Economic Sectors

Analysis of the Market-place

- Preventing Proliferation
- Segmenting the Markets

Vision 2000

- Migration to Product Offerings Involving Several Generic Product Categories
- Implications for Standards Development
- Recommendations on Implementation

The ISO 9000 Series of Standards

In the years just prior to 1979 when the Technical Committee ISO/TC 176 was formed, "quality" was rapidly emerging as a new emphasis in commerce and industry. Various national and multinational standards had been developed in the quality systems arena for commercial and industrial use, or for military or nuclear power industry needs. Some standards were guidance documents. Other standards were for contractual use between purchaser and supplier organizations.

Despite some historical commonality in their heritage, these various standards were not sufficiently consistent for widespread use in international trade. Terminology in these several standards and in commercial and industrial practice also was inconsistent and confusing.

The publication of the ISO 9000 series in 1987, together with the accompanying terminology standard (ISO 8402) has brought harmonization on an international scale, and has supported the growing impact of quality as a factor in international trade. The ISO 9000 series has quickly been adopted by many nations and regional bodies, and is rapidly supplanting prior national and industry-based standards. This initial market-place success of the ISO 9000 series is testimony to two important achievements of the ISO/TC 176 committee.

- The ISO 9000 series embodies comprehensive quality management concepts and guidance, together with several models for external quality assurance requirements. Using an integrated systems architecture, the standards are packaged under a harmonized, easily memorized, numbering system. These features have high value for the commercial and industrial needs of current international trade.

- The ISO 9000 series was published in time to meet the growing needs for international standardization in the quality arena, and the wide adoption of third-party quality systems certification schemes.

More recently, ISO/TC 176 has been preparing additional international standards in quality management, quality assurance, and quality technology. Some of these will become "Part Numbers" to the 9000 series, while others will be in a 10 000 series which has also been reserved by ISO for use by ISO/TC 176.

Global Trends

Global Competition

Globalization has become a present reality in the few years since the ISO 9000 series was published. Today, all but the smallest or most local commercial and industrial enterprises are finding that their principal market-place competitors include companies headquartered in other countries. Consequently, product development and marketing strategy must be done globally, to reckon with global competition. Quality continues to grow in importance as a factor in market-place success.

The European Community

The rapid implementation of the European Community single market arrangement, targeted for full operation in 1992, has become a major driving force. EC 1992 has global significance in quality because it places new market-place pressures on all producers worldwide who wish to trade with European companies, or even to compete with European companies in other markets.