



## Case study: Practical examples & Roles and responsibilities

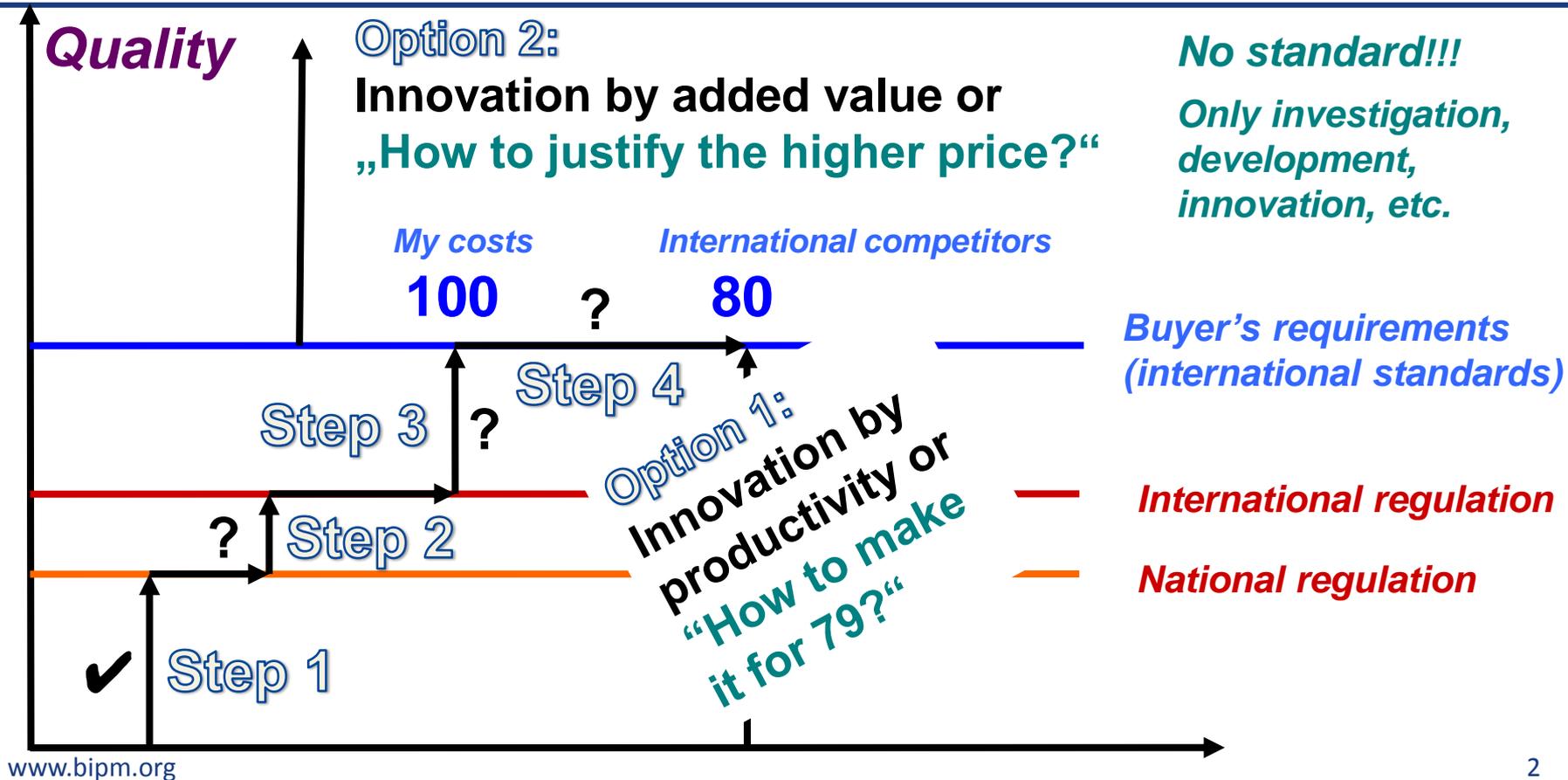
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# Entrepreneurs challenge:



# QI applications:

<i>Field</i>	<i>Criteria</i>	<i>Implementation</i>	<i>Evidence</i>	<i>Result</i>
<b>Protection driven state regulated</b>	<p>Legislation plus <b>regulators criteria</b> = technical regulation with reference to</p> <ul style="list-style-type: none"> <li>- nat/intl. standards</li> <li>- intl. recommendations</li> <li>- national needs, etc.</li> </ul>	<p><b>conformity assessment against technical regulation</b>  <b>or</b>  <b>own regulators procedures</b></p>	<ul style="list-style-type: none"> <li>- border Inspection</li> <li>- market surveillance</li> <li>- pre-packaged goods inspection</li> <li>- etc.</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Compliance</b></li> <li>or</li> <li>- <b>Sanctions</b></li> </ul>
<b>Market driven buyer's definition</b>	<p><b>Buyer's criteria</b></p> <ul style="list-style-type: none"> <li>- nat/intl. standards</li> <li>- company standards</li> <li>- own criteria</li> <li>- tender documents</li> <li>- etc.</li> </ul>	<p><b>conformity assessment against buyer's criteria</b>  <b>or</b>  <b>own buyer's procedures</b></p>	<ul style="list-style-type: none"> <li>- trust</li> <li>- acceptance test</li> <li>- supplier audits</li> <li>- etc.</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Acceptance</b></li> <li>or</li> <li>- <b>Rejection</b></li> </ul>
<b>Innovation driven entrepreneur's creativity</b>	<p><b>Entrepreneur's criteria</b></p> <ul style="list-style-type: none"> <li>- idea</li> <li>- R &amp; D initiative</li> <li>- etc.</li> </ul>	<ul style="list-style-type: none"> <li>- measurement &amp; testing</li> <li>- investigation</li> <li>- method development</li> <li>- benchmark analysis</li> </ul>	<ul style="list-style-type: none"> <li>- prototype assessment</li> <li>- etc.</li> </ul>	<ul style="list-style-type: none"> <li>- <b>New product</b></li> <li>or</li> <li>- <b>Market loss</b></li> </ul>

# QI applications:

Field	Criteria	Implementation	Evidence	Results
Protection driven state regulated	Legislation plus <b>regulators criteria</b> = technical regulation with reference to - nat/intl. standards - intl. recommendations - national needs, etc.	<b>conformity assessment                      against                      technical regulation                      or                      own regulators</b>	- border Inspection - market - supplier	- Sanctions
Market driven buyer's definition	<b>Buyer's criteria</b> - nat/intl. standards - company standards - own	- buyer's procedures	- trust - acceptance test - supplier audits - etc.	- Acceptance or - Rejection
- New product - Market loss	<b>Buyer's criteria</b> - R & D initiative - etc.	- measurement & testing - investigation - method development - benchmark analysis	- prototype assessment - etc.	- New product or - Market loss

**What does it mean for Metrology???**

# ***Questions to discuss:***

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**QI concepts focus on formal structures, international recognition, conformity assessment and mostly on “end of the pipe” routine services or control tasks.**

**Who helps our SME on the long way from an idea to a competitive product with QI tailor made services to achieve better productivity (same quality product for lower costs) or added value (better performance/quality for same costs)?**

- 1. Which QI services do the users need before final product control or assessment?**
- 2. Which strategic partners do we (QI) need for services provided to:**
  - State-regulated areas**
  - Market-driven challenges**
  - Innovation-driven developments**
- 3. Which potential for improvement do entrepreneurs have where QI can help?**
- 4. How do I “sell” my NMI or AB or NSB?**
- 5. QI - user relations?**



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