



Issue 62 - Texas Edition



# Add value and gain control through improved processes



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Custom Computer Cables of America (CCCoA), headquartered in Garland, is a leading manufacturer of custom fiber optic and copper cable wire harnesses. CCCoA develops, manufactures, markets, and services wire and cable products for OEM, distribution, telecommunication, defense, and commercial customers across the world.

Since becoming ISO 9001 Quality Management certified, they have fine tuned their processes to be much more efficient than before. Mr. Maulesh Shah, Quality Assurance Manager, comments, "Internally it is great because we have changed a lot of the processes, it is very different to what we used to do, but it is a lot better and documentation-wise it is a vast improvement."

Mr. Jay Chenault, President & CEO, explains CCCoA's motives behind gaining ISO certification, "We were looking to improve processes and gain control from a statistical standpoint over what we are doing and make sure that we are doing things correctly. We produce a lot of OEM equivalent parts for the military or telecom industry and some of their requirements are that their supplier's needs to be ISO certified; this was another driving factor."

For CCCoA, the establishment of ISO 9001:2008 into the fabric of their business was the culmination of multiple actions to certify many processes that

have been in place for many years. Mr. Chenault explains, "Processes that we had always believed were in compliance with ISO standards are now certified to be just that. Continual use of these certified processes should continue our ability to increase customer satisfaction and company profitability."

**"This achievement insures that process adherence adds value in time savings and quality improvement through specific actions."**

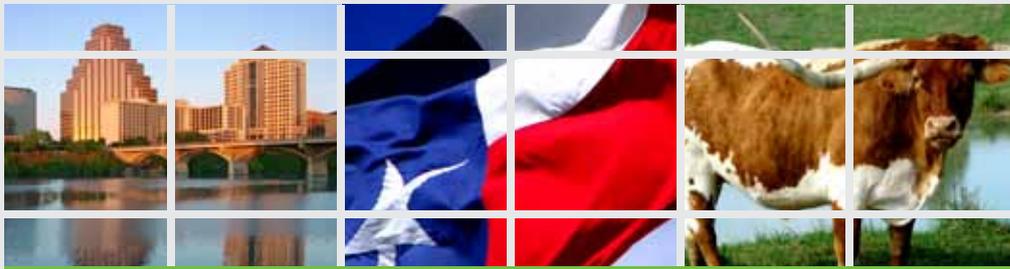
Formal certification demonstrates CCCoA's commitment to continuous improvement, in both process and products. This adds value, both internally and externally to their customers by supplying the right products, at the right time, for the right cost.

Mr. Shah drove the certification process and knows the added value that is achieved by completing the formal process, "this achievement insures that process adherence adds value in time savings and quality improvement through specific actions."

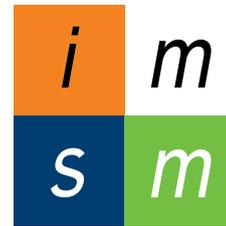
IMSM became a tactical team member in the planning and execution of becoming certified. Mr. Chenault explains, "Upon meeting with IMSM, ISO certification went very well and we hit our due date of when we wanted to be certified. IMSM helped us to realize exactly what needed to be done, it only took 6 weeks."

Although CCCoA had carefully planned the ISO certification process, many unforeseen items were reviewed and discussed with the IMSM team. These discussions and planning sessions made the actual certification process much easier and less time consuming. Mr. Brian Parker, Operations Manager, explains why they chose IMSM to help guide them to ISO certification, "IMSM stood out to us because of the value of what they had to offer and I had used their services whilst at another company in Texas, who were re-certified last year. I liked what they had to offer – the marketing, the training – as opposed to what other companies offered."

CCCoA became certified recently and believe the ISO will act as a prominent vehicle to drive their business forwards in 2011.



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iso specialists



## Guaranteeing quality every time

Bronco Manufacturing, based in Tulsa, OK, purchased a second manufacturing facility in Houston 2 years ago; they manufacturer spare OEM parts for Oil Drilling Rigs. In June 2010 Bronco Manufacturing became ISO 9001 certified to fall in line with the already certified Houston branch.

Mr. Max Mantooth, CEO, describes the company's need for ISO, "As the company grew and additional personnel were added, the ability to manage quality without a system or written procedure was challenged. Everyone at Bronco understood that quality was the single most important characteristic to enable the continuation and growth of the company."

Originally Bronco considered the benefits of ISO primarily as a marketing tool as much of their customer base requires them to be ISO certified, but soon realized it was much more, Mr. Darran Harger, Quality Manager, comments, "Since the initial stages we have seen how the ISO has tremendously helped us, more than ever we thought it would."

Quality at Bronco means the assurance that they have done everything possible to insure that their product reaches the customer exactly as ordered and to their expectation, the ISO has helped them to guarantee this.

The Houston based facility that Bronco purchased was certified to ISO 9001 in 2005 with IMSM. The Tulsa branch adapted and implemented the ISO manuals used in Houston before they became certified themselves. Mr. Harger recalls, "IMSM were very helpful throughout the process".

Mr. Harger continues, "I can see benefits in the manufacturing, but also in sales, shipping and receiving. Before ISO we had no system of tracking anything. This is the biggest benefit - to ensure better quality in our company all the way through, not just with the product, but the whole process."

Mr. Mantooth concludes, "ISO certification has allowed Bronco to continue its growth without the burden of inferior products or processes."



## Achieving objectives while preserving company culture



Quickfilter Technologies, located in Allen, are a fabless semiconductor company. Quickfilter provides cost effective digital filtering solutions for the industrial, medical, automotive, defence, and consumer markets.

Mr. Tony Valentino, COO at Quickfilter, explains the reasons for becoming ISO certified, "Our own internal quality system was disjointed and inadequate. Our customers were looking for a system that was more coordinated and certified. We would do things one way for one customer and another way for another, with no rhyme or reason. It was a very reactive approach."

On the improvements to processes ISO has brought, Mr. Valentino explains, "We now have processes that are defined, communicated, and measured with consistent results. We are more proactive while still preserving our small company culture."

Mr. Valentino explains the impact ISO certification has had, "It has allowed us to conduct our business better. We are more in control and better able to anticipate and respond to our customers' demands. We are more focused on our product development and our overall level of service has improved."

Quickfilter were approached by IMSM, Mr. Valentino continues, "We weren't quite sure we could handle the overall cost. IMSM detailed a program that enabled us to achieve our objective at a very reasonable cost."

Mr. Valentino concludes their ISO experience, "The process took 6 months. At first, we were rather intimidated by the whole process. The IMSM team was very good about explaining the process, what was expected and how it would fit in with our normal business tasks. The process was smooth and very professional."

### Equipped with the tools to document, formalize and reinforce quality

Great Western Valve, Inc. (GWV), located in Houston, is an industrial valve repair and re-manufacturing company providing services predominantly to the petrochemical, refining and pipeline industries.

GWV reached ISO 9001: 2008 Quality Management certification in April 2009. ISO gave GWV a vehicle to formalize the quality workmanship, standards and consistencies already in practice. ISO also provided a means to reinforce day to day quality standards, as well as processes and procedures used for new employee training.

On the reasons behind becoming ISO certified, Mr. Reilly, comments, "ISO's requirements and compliance gave us the tools to document

our work processes and procedures used both internally and externally with our customers."

It took GWV 3 months to reach ISO 9001 certification, "internally we document our standard repair and operating procedures and hold all of our technicians and craftsmen accountable to best-in-class workmanship." Mr. Reilly continues, "externally it demonstrates to our customers we emphasize quality in everything we do and do not just give it lip service."

"IMSM provided excellent support, which helped us and reconfirmed our decision to work with them".

GWV is due their next annual audit in April 2011 and is currently in the process of preparing and ensuring they are compliant and up to date with their manuals and requirements.

Email: [enquiries@imsm.com](mailto:enquiries@imsm.com) Web: [www.imsm.com](http://www.imsm.com)

