

# A New Quality



3A3TEC





# Rethinking Quality

Our understanding of quality is changing – and it's happening profoundly. Gone are the days when we reduced quality to product quality and product manufacturing processes. Today, the concept of quality in our target markets no longer covers only the end product, but also its entire genesis – the quality biography. In this context, the focus is shifting to the credibility of companies. What does a company contribute to a society that is worth living for everyone? The new quality requires responsible corporate action – and is the task of the top management.

# ” The new quality requires us to act credibly and responsibly as a company.

## Quality Criteria: Good, Eco & Fair

The assessment of a company's credibility is made by the countless people who constitute our target markets. What a large proportion of these people have in common is that they have established additional quality criteria: alongside high product quality, they now demand environmental protection and fair cooperation. This results in a comprehensive awareness of quality for the benefit of people.

## Focus on Collaboration

A comprehensive quality awareness not only focuses on the individual company, but also includes the entire supply network involved in the quality biography of a company's product or service. As a result, collaboration in partnership across company boundaries takes on extraordinary significance. The new quality is not created in silos, but through teamwork.





“ Teamwork in a digital ecosystem – that's modern quality work.

# WHY DO WE NEED QUALITY?

## A World Full of Challenges

We become aware of the vulnerability of our social and economic structures when we are challenged by our environment. And we have no shortage of challenges. We are confronted with climate change, economic crises – and not least the increasing unpredictability of our world. Permanent changes in the markets, new technologies, new competition, digitalization pressure – a world that no longer functions according to familiar rules. But this world also offers many approaches to solutions to develop ourselves and our companies in a targeted, effective and strategic way. This is how change becomes an opportunity.





### Thinking Quality Ahead

It is crucial that we position ourselves successfully in changing or even completely new markets. As a company, we must convince the market with outstanding product quality, but also with comprehensive process quality. And progressive digitalization in particular offers ever new potential for optimization; it often even creates entirely new products and processes. We do not want to be a follower here, but a benchmark and a driving force on the markets of this world. This strategic goal cannot be achieved through short-term decisions. But with a sustainable strategy, the company can be aligned for long-term success. The careful use of resources, climate protection and fair cooperation throughout the supply network are important factors in the development of a successful corporate and product strategy. This brings us closer to the goal of quality that goes beyond the normative level, where all lines of action converge and for which all companies work together as partners in an ecosystem.

### Achieving Quality Excellence with a Practiced Quality Strategy

We have to face the growing pressure on the market – in terms of our products, but also in terms of our team members. Sustainable business success requires outstanding products, as well as the best processes, superior competence, honest collaboration and an enthusiastic team. To achieve such comprehensive quality, we must consistently live our quality strategy – within our own company and throughout the entire quality ecosystem. Then we will inspire our customers, partners and our team with the best quality, environmental compatibility and fair working conditions – or in short: with Quality Excellence.

**Our Vision for a World  
Full of Quality:**

**EVERY COMPANY HAS  
A QUALITY CONSCIOUS-  
NESS FOR THE BENEFIT  
OF PEOPLE.**







We support all companies that focus their corporate strategy on quality and customer satisfaction. Because we are certain that this is the only way companies will be able to secure competitive advantages in the future – through cooperation in the supply network based on partnership. In this way, every company becomes part of the network for quality and sharpens its quality awareness for the benefit of people.

# WHAT DO COMPANIES HAVE TO DO NOW?

To produce excellent quality, we need to understand its dimensions. Quality is first and foremost the measurable goodness of a product or a process. But quality does not end there. It is also the subjectively gratifying feeling that accompanies a good product. It includes all stages of the development process and the entire quality biography of a product. And it finds its confirmation in experienceable quality of action and relationships. We want to achieve such comprehensive Quality Excellence together with you. In order to do so, we need two main companions: a practiced quality management system and a strong corporate culture will help us to reach our major goal. The following four steps will put you on the right track:





Positive Failure Culture



Using the Potential in the Supply Network



Working Together in Partnership



Optimized, Digital Processes

### Have the Courage to Make Mistakes!

In companies, we need an atmosphere of appreciation and safety in order to be able to deal constructively with mistakes. This creates a corporate culture that encourages – but also requires a fair amount of courage at the beginning. We have to question ourselves critically and strive for change. But it is worth it. Because the result of a transparent, open approach to mistakes in a positive failure culture is a genuine gain in knowledge and competence as well as trusting cooperation.

### Connect for Excellent Quality!

Linear supply chains have long become widely distributed supply networks in which many business partners work together. Quality results from the networking of all these people involved in the production process. To achieve this, we need to promote strong collaboration between the companies in our supply network. Technical achievements of the digital age provide us with the ideal infrastructure for this. Intelligent solutions enable us to establish the digital framework for open, equal collaboration between all players in our supply network. However, networking alone is not yet enough for collaboration that is profitable for all parties.

### Create Spaces for Quality Honesty!

Cooperation in a spirit of partnership is based on honest, open and transparent communication. We must sincerely ask ourselves how we can live up to this claim even better in our relationship with our business partners and create a culture of trust for such communication. Just as we need an appreciative and safe atmosphere within the company, we must also create an exchange at eye level with our partners in the supply network. Through this, we achieve quality honesty and the goal of optimizing all quality processes together – as a team.

### Think Quality (also) Digitally!

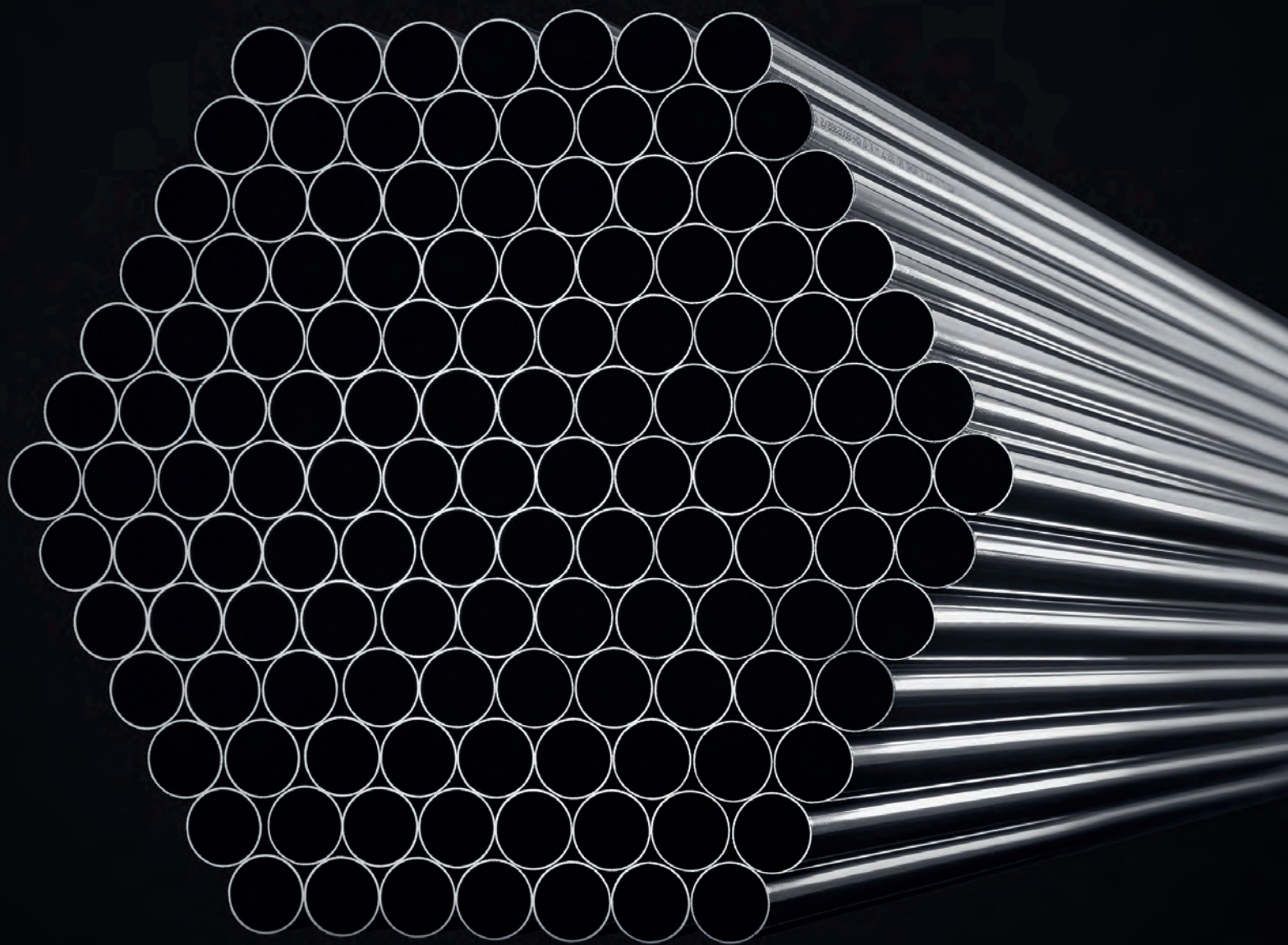
Digitalization plays a crucial role in helping us to optimize quality processes. It is the call to reflect on existing processes, to review them in terms of requirements and goals, and to redesign them as best as possible and if necessary using today's digital possibilities. Because true digitalization is not just the transfer of analog data into digital data, but it means an effective digital transformation of processes for the benefit of all involved. However, it is not only our processes that are changing – the job description of quality representatives is also undergoing an impressive evolution as a result of digitalization. If we understand effective work towards excellent quality as a systemic task that goes far beyond compliance with standards, if we think ahead in terms of quality, then the arenas of quality management are automatically expanded as well. Quality managers become co-designers of a digital, networked quality world.



**» The extraordinarily high level of quality thinking has been a tradition for decades in all areas of our company. In our 50 years of existence, it has always paid off in the long term to focus on the highest quality standards.«**

Hans-Peter Fischer, Managing Director of fischer Edelstahlrohre GmbH





**Longitudinally Welded Stainless Steel Tube Collar**  
fischer Edelstahlrohre GmbH  
Babtec customer since 2015

# HOW CAN OUR SOFTWARE CONTRIBUTE TO YOUR QUALITY SUCCESS?

“ We work with our  
users as partners  
and as equals.

Good software supports good quality management – because that's how intelligent digitalization and effective management of quality processes succeed. And this is where we come in. Because that is our core competence. We make the software for quality.

### Our Promise

As an experienced and reliable quality partner, we have stood for a quality concept that goes beyond normative requirements since 1994. Our standard software, which has been market-tested by over 1,200 customers, and our cloud services meet all the requirements of modern, digital and collaborative quality management. This is because we take into account all QM arenas in our product strategy and offer corresponding content for the successful digitalization of quality management.

### The Software for Quality: BabtecQ

With our fully integrated, modular quality management software BabtecQ, companies from all over the world and from all industries ensure their sustainable business success. Fully integrated – this means that once quality data has been recorded, it is available automatically and also across modules. In this way, quality processes are continuously optimized and knowledge is made available throughout the entire company. All modules are also continuously further developed, taking into account changes in standards and customer requirements.

### The Network for Quality: BabtecQube

We are setting new standards in networking and collaboration with our cloud-based platform BabtecQube. Because quality results from successful cooperation between different knowledge carriers and does not stop at company boundaries. The BabtecQube enables all people involved – even from different companies – to work together on quality for an optimal result. Innovative technology creates a digital ecosystem with simplified, agile collaboration and lived, cross-company quality honesty.



### Our Service in Your Region

Since we also attach great importance to communication and teamwork in our QM projects, we are there for our customers with our local offices. This enables us to offer competent advice and cooperation in a spirit of partnership at regional level as well. High customer orientation and joint project success are our top priorities. From seven offices in Germany, Austria and Switzerland, our QM experts are at your service every day in terms of quality.

### Your QM Project

We listen before we talk. Because every company is different, has unique needs for its quality management solutions and perhaps exciting new ideas. Together, we consult on the ideal solution for the individual company based on all software modules and explore the implementation options for configuration requests. A personal contact person is available to each company throughout the entire process. In this way, we develop the optimal strategy for the introduction of your quality solution. Initial and advanced training of all team members involved in the quality process is also part of our service.

### Joint Quality Work

Once the software is in operation, a trained support team is available to our users for all questions and concerns. Immediate help on questions of operation is just as much the focus as user feedback on requirements for current or future software versions. After all, the requirements of the market and our customers lead the way for our development – and for the development of our software. In this way, we jointly create real market advantages through innovative solutions and design effective, digital quality management.

**Our Mission:**

**WE SUPPORT COMPANIES IN PERMANENTLY STRENGTHENING THEIR QUALITY.**







With our help, companies strengthen their quality, generate competitive advantages and improve their market position. In this way, we promote increased quality awareness and a quality mindset that goes beyond standard requirements.

# FOCUS ON QUALITY

“ Software solutions for quality that make your quality work easier and more effective are our focus.

## Quality Optimization in all Sectors

Our QM software was born out of the needs of the manufacturing industry. Our first software solution from 1994 digitalized production process control in industrial manufacturing (SPC) – by the way, this is still one of the most requested software modules today.

We are proud of our roots in industrial production and are consistently expanding this portfolio in the sense of quality lived company-wide on the customer side. This has resulted in a unique integration of relevant quality methods and quality tools in our software that is also successfully used in other industries for product and process optimization. By not looking separately at the various economic sectors and industries, developments with regard to quality can inspire each other across all sectors. Thus, with our software solutions, we support users from all sectors in the best possible way in quality assurance and quality management in the sense of a quality policy successfully lived in the company.

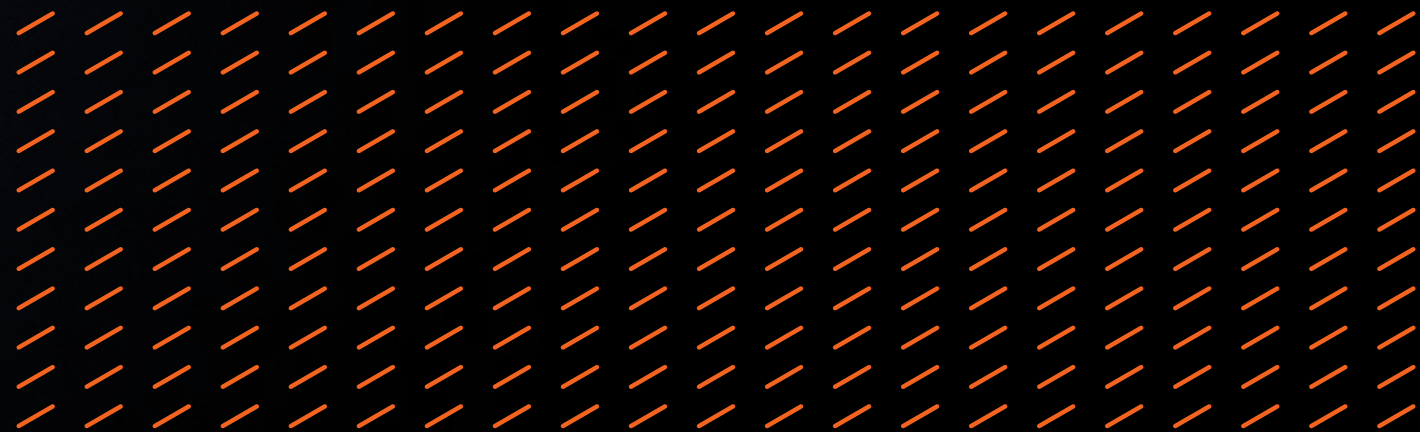


**WMF 1500 S+**  
**WMF Center Cooler**  
WMF GmbH  
Babtec customer since 2008



**» For me, quality consists of the permanent pursuit of improvement. In doing so, my motivation is to learn from everything and to continuously incorporate these insights into processes and products and make them visible to our customers.«**

Wolfgang Putz, VP Quality Management Coffee Machines / Hotel  
of WMF GmbH



We believe that a good corporate culture is the basis for effective collaboration. Such a corporate culture is created above all through values that are lived together – both internally and externally. We have therefore defined guiding principles that place people at the center of our actions. They guide us on our way to our great vision of all companies developing a quality consciousness for the benefit of people.

# Our Guiding Principles

” We maintain our **independence** and **sovereignty** and act in a self-determined manner in the implementation of our vision.

” We think and act **holistically** and achieve good results for all in the interests of the stakeholders.



“ We give people **freedom** and **responsibility** so that competent decisions are made where they are needed.


“ We give **trust** and create commitment through perceptible **appreciation** and cooperation at eye level.

“ We continuously improve and win through a **positive failure culture**.

**» For us, quality means meeting our customers' requirements in full. In doing so, we stand for fair, partnership-based dealings with our customers, suppliers and employees – and see errors as an opportunity to improve our processes, products and services.«**

Thomas Stöber, Vice President Management Systems of WKW.group





**Decorative and Functional Component**  
made of anodized aluminum in the area  
of the front window frame

WKW.group

Babtec customer since 2011

# And so We Continue ...

**... if you want to receive more information:**

On our website [www.babtec.de/en](http://www.babtec.de/en) you will find information on many exciting topics related to quality and our product portfolio. Get started right here:

## **BloQ – The Quality Blog**

You will find articles on a wide range of relevant topics from the world of quality – for example, on the QM arenas of digitalization, on special methods such as the 8D Report, and on the relevance of quality management with regard to environmental sustainability.

## **Q.Magazine**

Our annual magazine provides exciting insights into current Q topics with interesting articles. Whether as a PDF or in high-quality print – here you will receive valuable impulses on all aspects of quality and organizational development.

## **The Software for Quality**

You would like to go into detail? For information on our BabtecQ and BabtecQube solutions and our services for your QM project, please refer to our service overview.

**... if you want to talk with us about your project:**

Just give us a call and talk to us about your quality plans without any obligation!

## **Contact**

Tel.: +49 202 4960-0  
E-Mail: [info@babtec.de](mailto:info@babtec.de)

You already have a contact person at our company? Perfect, then feel free to contact your consultant directly and take the next step on your way to quality for the benefit of people.



[www.babtec.de/en/contact](http://www.babtec.de/en/contact)

# Quality in the Digital Ecosystem

Cross-company, digital, partnership-based – this is how we jointly take on the challenge of a new quality awareness! With a focus on all quality criteria and with the entire supply network in view, we support companies in sustainably strengthening their quality.

**Michael Flunkert**  
Managing Director /  
Strategy



**Peter Hönle**  
Member of the Management  
Customer & Solutions Division



**Thomas Kogelberg**  
Member of the Management  
Finance & Services Division



**Waios Kastanis**  
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**Lutz Krämer**  
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