



## **Quality Management's Impact on Corporate Performance is often Misunderstood and Underestimated by Manufacturing Organizations**

*New Aberdeen report benchmarks how Best-in-Class manufacturers are effectively ensuring quality throughout the design-make-deliver processes*

**CLEVELAND, OH - August 11, 2009** – IQS Inc., the market leader for Enterprise Quality Management, Compliance and Risk solutions, announced today the availability of a new benchmark report “Closed Loop Enterprise Quality Management”, from the Aberdeen Group, a Harte-Hanks Company (NYSE:HHS). The study outlines top pressures driving manufacturers to focus on enterprise quality management initiatives, such as the need to ensure customer satisfaction and to reduce the cost of quality. The study provides actionable steps for manufacturers to transform their business, and begin to create a closed-loop enterprise system that aligns the entire value chain with a single view of quality execution.

The report substantiates the need for quality management to be pervasive across the organization through standardized and optimized processes, actionable knowledge management, and the use of interoperable technology enablers. Combined, this effort creates a Best-in-Class environment where performance measurements can be standardized and where quality metrics can be logically linked to operational metrics.

“Manufacturing executives face many pressures today and often these pressures are competing when we talk about quality,” said Matthew Littlefield, a Senior Research Analyst with the Aberdeen Group. “This new Aberdeen research will provide a roadmap for intelligently managing quality across the design-to-delivery business process; highlighting which business capabilities and technology enablers truly enable Best-in-Class performance.”

“IQS delivers a quality and compliance management platform that enables companies to deploy a closed-loop, enterprise-wide solution as outlined in the Aberdeen study,” said Michael Rapaport, President and CEO of IQS. “There’s tremendous synergy with the reports focus on technology interoperability, process optimization and metrics that matter. IQS’ proven model has guided many customers in realizing the value of a Closed Loop Enterprise Quality Management System.”

The Aberdeen Group report was underwritten in part by IQS. A complimentary copy can be downloaded at: [www.aberdeen.com/link/sponsor.asp?cid=5978](http://www.aberdeen.com/link/sponsor.asp?cid=5978).

### **About IQS**

IQS is in the business of helping our customers reduce risk and improve visibility into key aspects of business processes and performance. The IQS model provides an enterprise-wide framework to manage compliance with multiple regulations, quality standards and mandates. IQS’ integrated data hub allows increased visibility into business processes within organizations while providing actionable insight into performance and risk related metrics. Leading companies across multiple industries are using IQS today to manage and improve business performance, assuring higher levels of quality, compliance and risk management, please visit [www.iqs.com](http://www.iqs.com).

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### **About Aberdeen Group, a Harte-Hanks Company**

Aberdeen provides fact-based research and market intelligence that delivers demonstrable results. Having queried more than 30,000 companies in the past two years, Aberdeen is positioned to educate users to action: driving market awareness, creating demand, enabling sales, and delivering meaningful return-on-investment analysis. As the trusted advisor to the global technology markets, corporations turn to Aberdeen Group for insights that drive decisions.

As a Harte-Hanks Company, Aberdeen plays a key role of putting content in context for the global direct and targeted marketing company. Aberdeen's analytical and independent view of the “customer optimization” process of Harte-Hanks (Information – Opportunity – Insight – Engagement – Interaction) extends the client value and accentuates the strategic role Harte-Hanks brings to the market. For additional information, visit Aberdeen or call (617) 723-7890, or to learn more about Harte-Hanks, call (800) 456-9748 or go to [www.harte-hanks.com](http://www.harte-hanks.com).