Criticall

QUALITY POLICY

Criticall is committed to maintaining, developing and applying an integrated, holistic management system, which incorporates quality management policies, alongside the company's prevailing, concurrent health, safety and environmental policies. The members of the managerial staff assume special responsibility and will lead by example, contributing to the translation of the company's declared policies into an evolving corporate culture. The company's prevailing quality policy shall be made known to all employees and key subcontractors and be available to the public via the company's web site.

Scope

The provision of Global Enterprise Messaging Services by Criticall Limited

Quality Management Ethos

Criticall's Total Quality management ethos sees 'quality' understood in terms of meeting and exceeding stakeholder expectations, both explicit and implicit. Each stakeholder is seen as a 'customer' with expectations and the objective is to provide services to meet and exceed those expectations. Hence, one Criticall department/function can be the customer of another, and vice versa. 'Customers' can therefore be internal, or external, with the ultimate focus being an external one. Criticall will establish and work to processes which ensure that we understand our various customers' needs effectively and that we design, build and deliver ongoing services to satisfy those needs better than our best competitor. Measured levels of customer satisfaction will demonstrate our progress towards this goal.

Criticall's operational processes are defined in the prevailing Process Overview, which is designed to satisfy all relevant customer, regulatory and legal requirements and expectations. Continuous improvement is essential to establishing and maintaining Criticall's market-leading performance on quality, delivery and cost. Everyone included within the scope of the system is responsible for improving their work and for sharing those improvements with others whose work can benefit from them.

Criticall is committed to implementing a "best-fit" management system, appropriate to its evolution as an Enterprise, to enable the delivery of market-leading, secure, quality services globally. Criticall's management system provides an enabling framework for continual improvement and increases the probability of enhancing 'customer' satisfaction. It underpins the commitment to ensure that the provision of services will be delivered consistently, to predetermined high standards.

The Enterprise is itself a transient integration of People, Processes & Technology, around corporate Assets, operating within the constraints of such changing factors as Law, Time, Space, Risk, Convenience, etc. The Enterprise can thus be seen as a "stakeholder-satisfaction-machine" and the purpose of the Business Management System is to seek to optimise the 'performance' of that machine and hence maximise stakeholder satisfaction. Criticall's Business Management System (BMS) is a 3-tiered cascade system, of i) Policies; ii) Processes and iii) Projects, with multi-way knowledge flow and influence between all levels. Criticall's present size and nature as an Enterprise particularly lend themselves to the BMS chosen. However, the concepts and application are very much scaleable, permitting a degree of continuity and consistency as the company grows.

Principles

As a company, we pride ourselves on the delivery to our customers of products and services that are of a high quality. Adoption of, and adherence to the business management system (BMS) enables the company to analyse customer requirements, define processes that will contribute to the achievement of a service that is acceptable to the customer and it will keep those processes under control, allowing for learning. This BMS provides the framework for continual improvement and thus increases the probability of enhancing customer satisfaction.

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Objective, Commitment and Strategy

The overall quality objective is to ensure that Criticall delivers a consistently high level of service to its customers through its operations worldwide. Criticall is committed to implementing appropriate business management systems and processes to enable the delivery of market-leading quality products and services.

Key components of our strategy to achieve this objective are therefore to:

- clearly understand the current and potential future requirements and expectations of our customers

- work closely with our customers, suppliers and partners to achieve quality objectives

- deliver services of market-leading quality, reliability and consistency that meet our customers' requirements

- implement quality management in a systematic and planned way through the application of management systems that support the delivery of the business plan

- educate and train our people and partners, to support the delivery of high quality work

- establish and measure performance and customer satisfaction against appropriate quality objectives and/or targets

- measure service performance and customer satisfaction at an appropriate level

- continually review and improve our processes and levels of service

Business Management System

The Business Management System (BMS) defines the **framework** for the development and application of Criticall's activities undertaken to meet the evolving requirements of the Company's overall Management System and Quality Management Ethos, described above. This Policy applies to all activities undertaken by Criticall, whether using its own, or third party/subcontracted resources. The Policy is issued under the authority of the CEO of Criticall.

BMS Requirements

The company will maintain and develop an appropriate BMS to ensure the following:

- Quality Management - a formalised, explicit and pro-active approach to systematic business management, in meeting Criticall's manifold responsibilities to its stakeholders, within the parameters set by the prevailing Process Overview and OPM.

- Quality Responsibility - that everyone involved in the quality aspects of the business has clearly defined responsibilities and that managers are responsible for the quality performance of their own organisations

- Quality Priority - recognition that quality issues do not take precedence over health, safety or environmental issues, but rather that the BMS actively supports these other integral business management elements impacting other stakeholders

- Quality Objective - the principal quality objective is to set the standards that will deliver a consistently high quality of work across all business activities, thus ensuring customer satisfaction and continual improvement in the level of service provision

- Quality Promotion:

  o *Training* - Appropriate training is provided to all those involved in the operation in support of the BMS.

  o *Lesson Dissemination* - Lessons arising from quality audits/assessments are disseminated throughout the organisation at the relevant management and operational levels (typically by personal briefings, or by email)

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- o *Quality Improvement -* All staff and delivery partners are actively encouraged to propose solutions to improve both the BMS and the quality of service delivery within the business.

Quality Achievement

The BMS will ensure:

- *Competency* - Staff are adequately trained, motivated and competent for the job they are required to do

- Quality Management Responsibility – Each functional head has organisational responsibility for the development and maintenance of the BMS within their function and is responsible for reporting on all quality matters to the CEO

- Management Systems – The BMS will provide a framework of methods and processes aligned with International or British Standards and Codes of Good Practice.

- External Services - The selection and approval of externally provided services will be also controlled by the BMS procedures, thus ensuring that the company's quality, health, safety and environmental culture is not compromised and staff, customers and third parties are not put at risk. Provision of these external services will be subject to regular and formal review.

- Legal, Regulatory and Contractual Compliance – All activities and services provided by Criticall will meet Legal, Regulatory and Contractual requirements. These requirements will be documented and the corporate level of compliance assessed. With the support of subject matter experts any new or changes in requirements are identified, monitored and actions taken as necessary to ensure ongoing compliance.

- Quality Failings - all failings of the product or service which have, or could have resulted in non-compliance with the BMS or expected standard will be investigated and corrected at the earliest opportunity.

Quality Assurance

The BMS will ensure the following:

- Quality Audits – These will be carried out by both internal and external auditors, relevant to the business operations concerned. These audits will be subject to a planned schedule that will audit all the management systems against the requirements of the relevant Criticall BMS and/or external standards. All audits will produce a suitably detailed report, identifying areas of non-compliance and opportunities for improvement. In response to each audit the root cause of any non conformance is identified and any corrective, preventive or improvement actions are agreed with the relevant functional area. These actions must be the subject of formal 'close-off' and where considered appropriate their implementation verified with a follow up audit.

- Quality Performance – The performance on the management system to ensure it is fit for purpose, effective and efficient. Business, quality information security and business continuity objectives for each functional area are formally set and reviewed as part of the Annual Business Review. KPIs are identified, measured, reported and formally reviewed as part of the six monthly Company Reviews. KPIs are also monitored and reported during the monthly Operations Meetings.

- Quality Records - are to be maintained throughout the BMS operation as a basis for providing quality assurance to all associated with, responsible for/or dependent upon the service provided, and/or any external accreditation body.

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Definitions

Standard definitions used for terms used in this document are as set out in ISO 9000 "Quality Management Systems – Fundamentals and Vocabulary".

Responsibility and Authority

This policy standard for the BMS is issued under the authority of the Chief Executive of Criticall. Responsibility for implementation of this policy standard throughout the business is set out below.

- Responsibility for the achievement of this policy standard rests with the Executive Team, consisting of the following functional heads: CEO (Infrastructure), VP Business Development (Sales and Marketing) and the Vice President of Operations (Product/Technical Operations).

- Functional heads are responsible for implementing the policy, monitoring its implementation in the everyday activities of their elements of business operations and reporting on these matters to the CEO.

- Staff are individually and collectively responsible for the ownership and undertaking of their quality management functions in accordance with the BMS and for its implementation within the framework of Criticall's Process Overview and Operational Procedures Manual (OPM).

Evidence of Compliance

To demonstrate ongoing compliance with the Business Management System, the following documentation will be available for audit:

> o This Quality Policy
>
> o Related policy statements and procedures
>
> o Business Management System Framework
>
> o Process Overview
>
> o Procedures/Work Instructions/User Requirement Documents
>
> o Business and Quality Records

Guidance and Standards

The following international standards provide useful guidance on the implementation of the quality, information security and business continuity management:

- ISO 9000 Quality Management Systems – Fundamentals and Vocabulary

- ISO 9001:Quality Management Systems – Requirements

- ISO 9004:Quality Management Systems – Guidelines for Performance Improvements

Document Control & Change Log

Version1   18 June 2010   Initial draft

Version 1.1   07 July 2010   Public Domain version following internal quality audit

Version 1.2   01 October 2010Minor wording changes

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