

## Gain a deeper knowledge of your customers' needs with standards

### Overview

Risk Evolves is a leading UK-based consultancy that helps clients evaluate and manage risk, providing guidance and expertise on adopting standards in areas such as health and safety, cybersecurity and General Data Protection Regulation (GDPR).

#### Risk Evolves used standards to:



Demonstrate the company's knowledge, experience and expertise to customers



Keep client data secure, applying both environmental and social governance standards



Gain a deeper understanding of the risk management and standards adoption journey

### The challenge

Risk Evolves uses its own strong information security governance and first-hand experience in standards implementation to help its clients. Founder and MD Helen Barge is able to take businesses on the standards journey with compassion and understanding, as Risk Evolves lives and breathes those solutions every day. For Risk Evolves, using standards offers an effective way to connect with customers and source new business.

### Solved with standards

Just one of the many standards Risk Evolves has implemented - and helps other firms to implement - is ISO/IEC 27001, which helps Risk Evolves demonstrate compliance with GDPR and data protection principles as well as improving governance and wider business processes.

For Risk Evolves, becoming ISO/IEC 27001 certified demonstrated the company's commitment to efficient and accurate implementation of standards, giving the gold star of external validation to principles that Risk Evolves were already operating. Adding that certification to marketing collateral helped boost Risk Evolves' reputation which resulted in customers coming to the business for support when implementing ISO/IEC 27001.



## Standards implemented by Risk Evolves

**ISO 9001:** The internationally recognized Quality Management System (QMS) standard helps Risk Evolves' clients to make continuous improvements to business processes, from increasing resilience to improving sustainability.

**ISO/IEC 27001:** This framework helps Risk Evolves and its clients to manage and keep information security assets safe and secure. It also allows them to continually improve and refine the way they do this, protecting their business and growing its reputation.

**ISO 27701:** This standard is a privacy extension to ISO/IEC 27001 Information Security Management and ISO/IEC 27002 Security Controls. It provides guidance on privacy protection, including how to manage personal information and demonstrate compliance with privacy regulations around the world.



## Setting the standard for success

### Standards enable you to:



Access quality information in any particular area or on a specific subject – especially valuable for SMEs which don't always have the resources of larger organizations.



Ensure you're following the best practice for your industry. It's faster and more cost-effective to demonstrate compliance with recognized standards.



Give consumers and other stakeholders confidence in your products and services by setting the benchmark for quality, safety and many other areas.

### Helen Barge

Managing Director and Founder, Risk Evolves



Standards have provided significant growth for us. Clients have specifically told us that they've chosen Risk Evolves because of our own experience with standards, and the fact that we have been on that journey. In other words, we practice what we preach."



See what BSI standards can do for your business

For more information on how standards can help your business, [contact us](#).  
Find out how we've helped other organizations with their business challenges [here](#).