

**the sign of ICT  
quality in the  
west midlands**



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The West Midlands IT Association (WMita) has been established as the private sector organisation responsible for the development of a credible and thriving IT industry within the West Midlands.

## the sign of ICT quality in the west midlands

Organisations seeking Information and Communication Technology (ICT) solutions need to work with reputable suppliers. The WMita Quality Mark pushes forward the boundaries of excellence to give customers and partners a higher level of reassurance than anything that has been available up until now.

The West Midlands regional economy will benefit from sustainable growth, by enabling purchasers of ICT products to readily identify numbers of high quality suppliers who can work together to offer a range of integrated solutions.

### **Why the WMita Quality Mark?**

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The WMita Quality Mark provides a service to organisations, large and small, who are seeking a reputable ICT supplier. The WMita Quality Mark is designed to provide the assurance that an ICT Supplier has demonstrated a commitment to customer satisfaction and is a professionally run organisation.



The WMita Quality Mark also:

- Instills trust and confidence in the supply of solutions
- Increases the attractiveness of suppliers to their customers, leading to more business
- Ensures that ICT supply organisations continue to deliver high quality solutions
- Assists organisations in efficiently selecting quality suppliers
- Improves the quality of ICT solutions in the region
- Gives a competitive advantage to WMita member organisations that hold the WMita Quality Mark.

## Why apply for the Quality Mark?

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There are a number of obvious benefits from achieving the WMita Quality Mark:

- It will influence the decision-making process of organisations when selecting suppliers for their ICT requirements: it is a positive indication that the member has achieved a recognised standard of professional competency
- It is a positive indication of competence to other WMita members who are seeking complementary partners for larger collaborative ventures
- The member may use the WMita approved logo (subject to conditions) on all correspondence and publicity materials.

## How is the Quality Mark obtained?

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To achieve WMita Approved ICT Supplier Status and be able to use the WMita Quality Mark it is necessary to provide the following:

- A completed application form
- Three separate customer references. These provide details of three client projects completed in the last eighteen months.
- Details of the Professional Indemnity Insurance (PII) held by your company.
- Member's websites will also be reviewed.



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The WMita Membership Committee reviews all applications and informs members accordingly.

A full appeals process has been established.

Further details can be found at [www.wmita.co.uk](http://www.wmita.co.uk) (member's area).

## **How can the Quality Mark be renewed?**

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Each year WMita will send out notifications for renewals, this includes a request for one further reference and continued PII cover.

## **Further information**

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To find out how the West Midlands IT Association can benefit your business, please contact head office by telephone on **0121 506 9320**, via email to **info@wmita.co.uk**, or visit the web site **www.wmita.co.uk**.



## **The West Midlands IT Association**

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