



Raising Standards. Bridging Technologies. Building Value.

## QuEST Forum Newsletter - May 2011

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**2011 EMEA Best Practices Conference, 6 - 8 June 2011 in Rome, Italy**

### **Featured Keynote Speaker**

[Tim Harden](#), President - Supply Chain and Fleet Operations, AT&T, will be the featured speaker to open the 2011 EMEA Best Practices Conference. Tim's topic, Network Evolution & The Mandate for Quality, addresses the trends and tectonic shift in the Enterprise as the IP traffic increases impact the network, and the challenges for the supply chain to improve quality and performance to meet customer requirements. Tim's insight about the future of the network and the steps being taken by AT&T to meet the quality challenge is invaluable to both service providers and suppliers.

### **[2011 EMEA Best Practices Conference](#)**

"Innovation and Convergence in Global Communications"  
7-8 June 2011, Rome, Italy

**KPI Work Group Meeting**  
6 June 2011, Rome, Italy

**[Register Now](#)     [View the Agenda](#)  
[Hotel Reservations](#)**

QuEST Forum's EMEA Conference is targeted to communications technologies professionals who are dedicated to continual quality and performance improvement and are looking for a forum where companies come together to share success stories and lessons learned in a multiple of disciplines. Here are some of the activities and events that are of interest to both service providers and suppliers:

### **Executive Presentations**

#### ***Shaping the Networked Society***

[Petter Järtby](#), Vice President and Head of Group Common Functions, Ericsson and QuEST Forum Executive Board Member

New TL 9000  
Registrations

QuEST Forum's Vijay  
Srikanth

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EMEA Best Practices  
Conference

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Wireless Return Rates  
Industry Report



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### ***Managing the Customer Experience***

[Ray Hardy](#), Programme Director, BT and QuEST Forum Executive Board Member

### ***Broadband Service Quality Breakthroughs***

[Steve Welch](#), Senior Vice President Business Development, ASSIA-INC and QuEST Forum Executive Contributor

### ***Transformation in Managed Services***

[Stef van Aarle](#), Senior Vice President EMEA, Alcatel-Lucent

### ***Trends for Telecom and Consequences for Operators***

[Andreas Halvarsson](#), Executive Director IT Risk & Assurance, Ernst & Young

### **Workshops**

***Network and Service Reliability Benchmarking Study*** – Learn more about the ongoing benchmarking study for Service Providers. The study is a practical approach for service providers to track, compare, correct, and transform internal functions and processes. The study provides the participants an open, trusted, and committed environment to help meet and exceed industry performance standards through a collaborative process

[Joan Lynn](#), Executive Director PMO & Project Delivery, Axis Teknologies

***Measurements for Next Generation Networks*** – Over the next 5 years, existing Communication Networks will be evolving into an IP-based architecture, which encompasses a high degree of software in network elements. The current methods used to measure the efficiency and performance of the networks do not apply to the new technologies. How do we as an industry measure these new networks? This challenge is being addressed by a special Executive Initiative within QuEST Forum and you can learn about the initiative and how to participate

[Beth Ford](#), Lead Quality Manager, AT&T Services, Inc.

***“Jump Start” into TL 9000*** – The TL 9000 “Jump Start” program is targeted to those interested in learning more about TL 9000 and how to expedite the certification process. It is described and explained so that everyone from the top down knows what drives continual improvement and business excellence.

[Alan Rutterford](#), Senior Consultant, Excel Partnership and QuEST Forum EMEA Secretary

### **Networking**

Meet and do business with the right people that have impact on your

business. Take advantage of the countless networking and business opportunities among the speakers and attendees in a relaxed and social atmosphere. With Rome as the conference location we have been able to obtain a local villa for the [evening networking event](#) that will allow interaction with speakers and peers in a relaxed social environment.

### Best Practices

Engage and interact with the presenters as they share success stories and lessons learned in areas such as business excellence in the convergence era, challenges of global environmental compliance, customer-focused business improvement, software development process improvement, the cost of poor quality, and benefits of TL 9000 implementation.

### **Cost of Poor Quality**

[Luca Scorrano](#), Chairman of Vendor Performance Group, WIND Telecomunicazioni, s.p.a.

### **Managing Reliability Benchmarking Relationships - Work Group Experience**

[Mike Gaines](#), Director Advanced Technical Support, AT&T Services, Inc

### **Sharing Knowledge is our Strength - Introduction to ETIS**

[Frederic Werner](#), Business Development Manager, ETIS

### **TM Forum Framework - Facilitating Service Provider Procurement Activities**

[John Sheehy](#), Program Manager Product and Portfolio Department, TMF

### **Measuring Training Quality for Training that Delivers Performance**

[Dr. Graham Boyd](#), Director, tetraLD

### **Integrating Quantitative Project & Process Efficiencies with Team Metrics**

[Eric Shamash](#), Business Unit CDMA R&D Process & Quality Manager, Ericsson Canada Inc

### **TL 9000's Role in Whole Life Cycle Managed Services**

[Ruben Peijnenborgh](#), Managing Director, Shields Environmental Group plc

### **Strategic Supplier Management: Taking it to the Next Level**

[Rachel Buckley](#), Director Quality Programs, AT&T Services, Inc

### **Wireless Networks of the Future**

[Eric Moore](#), Chief Operations and Technical Officer, Axis Teknologies

### **Continual Improvement Through Global Distributor Audit &**

**Scorecard Program**

Helena O'Malley, Quality Systems Manager EMEA, Xilinx

**Better On-time New Product Delivery through Improved Release Planning**

Ed Bryan, Software Quality Engineer, ADTRAN, Inc.

**Network KPI and Customer Satisfaction Improvement**

Lu Jian, Chief Quality Officer (Europe & North America), ZTE

QuEST Forum would like to thank the current sponsors of the 2011 EMEA Best Practices Conference.

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**KGP Telecommunications, Inc.**

Item Sponsors

Tuesday AM Break: Corning Cable Systems  
Executive Roundtable and Networking Event: CyberSecurity and  
Emergency Preparedness Institute The University of Texas at Dallas,

KARLEE

Executive Board Dinner: Sector Supply, ADTRAN, Inc.  
Tuesday Lunch: Corning Cable Systems  
Wednesday Lunch: CyberSecurity and Emergency Preparedness  
Institute The University of Texas at Dallas

For information on sponsorship opportunities, please contact Rebecca McVeigh at [rmcveigh@questforum.org](mailto:rmcveigh@questforum.org) or +1 972-423-0268.

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### **2011 APAC Best Practices Conference Call for Papers**

The [2011 APAC Best Practices Conference](#) will be held 8 – 10 November 2011 in Beijing, China and will center around the theme “Integrated Communications: The Next Quality Paradigm.” You are invited to submit an abstract for presentation at this informative event and are also encouraged to invite colleagues and other industry professionals to submit an abstract.

[Click here](#) to download a list of suggested abstract themes for the 2011 APAC Best Practices Conference, abstract submission guidelines, a detailed listing of the information required in the abstract submission form and a sample abstract submission. The information provided will help you as a potential presenter prepare your abstract for submission.

Follow the link below to submit an abstract for the 2011 APAC Best Practices Conference. Please note that abstract submissions will only be accepted through the online submission tool.

#### [Online Abstract Submission Tool](#)

*The deadline for submitting an abstract for the 2011 APAC Best Practices Conference is 30 June 2011.*

If you have any questions or need assistance, please contact QuEST Forum at +1-972-423-7360 or [bpc@questforum.org](mailto:bpc@questforum.org).

QuEST Forum would like to thank the current sponsors of the 2011 APAC Best Practices Conference.

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For information on sponsorship opportunities, please contact Rebecca McVeigh at [rmcveigh@questforum.org](mailto:rmcveigh@questforum.org) or +1 972-423-0268.

### **QuEST Forum Presents at TIA 2011**

TIA 2011 was held the week of 16 May at the Gaylord Texan in Grapevine, Texas. This event is the Telecommunications Industry Association's (TIA) annual meeting for telecoms suppliers and service providers to learn, conduct business and understand trends relating to Network security, reliability and sustainability in the coming years. QuEST Forum has a Strategic Relationship with TIA and TIA graciously offered all QuEST Forum Members complimentary passes to the Exhibit Floor and educational sessions.

During the week, Don Pickens, QuEST Forum's COO, and Ken Koffman, Global Corporate Quality Officer, BigBand Networks, jointly gave a presentation titled "Improving Quality and Performance with TL 9000 Data". The presentation introduced QuEST Forum and outlined the purpose of TL 9000. The presentation also detailed the results of the three industry reports compiled using the TL 9000 third-party audited data as well as providing results from the Global Network Reliability Center benchmarking study.

TIA allowed QuEST Forum to distribute QuEST Forum Member and TL 9000 Certified placards to the exhibitors. As a result, when the TIA 2011 exhibit hall opened, many exhibitors were proudly displaying their affiliation with QuEST Forum and declaring their dedication to quality.

QuEST Forum also had the opportunity to use the TIA Now mobile television studio. Don Pickens, QuEST Forum's COO, was interviewed about QuEST Forum and how it is impacting the industry's growth and performance. This interview was broadcast live throughout the conference space and will also be provided to QuEST Forum to use for promotional purposes.

Tim Harden, President - Supply Chain and Fleet Operations, AT&T and Chair, QuEST Forum Executive Board, was the closing Keynote for TIA 2011. Tim's presentation emphasized the importance of TL 9000 and demonstrated the value it provided AT&T

QuEST Forum would like to thank TIA for allowing the QuEST Forum members to attend free of charge as well as the many marketing opportunities they provided for QuEST Forum throughout the week. We look forward to working with TIA in the future.

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#### **Don Pickens, COO of QuEST Forum Presents at KGP Telecommunications' 2011 Pinnacle Event**

Don Pickens, COO, QuEST Forum spoke to over 60 attendees from 40 companies at the 2011 Pinnacle event hosted by KGP Telecommunications. Don's presentation explained the purpose and goals of QuEST Forum as well as outlining the benefits of QuEST Forum membership and TL 9000 certification. The presentation was well received and several companies in attendance expressed interest in joining QuEST Forum.

QuEST Forum would like to thank Trevor Putrah with KGP Telecommunications for the opportunity to present. Speaking opportunities such as this allow QuEST Forum to reach market segments that historically have not participated in the Forum's activities. If you know of an opportunity to present QuEST Forum's message, please contact Don Irvine at [dirvine@questforum.org](mailto:dirvine@questforum.org).

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#### **QuEST Forum May 2011 Meetings**

During the week of 16 May, over 85 volunteers participated in the QuEST Forum meetings in Richardson, Texas. The Leadership Council met Monday afternoon, 16 May and received updates from the Work Groups, Regions and Executive Board Strategic Initiatives. The GBE and Oversight Work Groups met on Tuesday, 17 May and the IGQ Work Group met on Wednesday, 18 May. The Measurements for Next

Generation Networks Strategic Initiative team and the Network and Service Benchmarking Strategic Initiative team also met during the week.

QuEST Forum thanks the many dedicated volunteers who donated their time and expertise. The next face-to- Work Group meetings are scheduled for 16 – 16 September in conjunction with the [Americas Best Practices Conference](#) in Seattle, Washington. We look forward to seeing you there.

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### **2011 Annual Member Value Survey – Thank You for Your Feedback!**

Earlier this month, we launched our annual Member Value Survey, thanks to everyone who responded.

The Member Value Survey is a key component of QuEST Forum's strategic plans. A strong team has been assembled, and is currently reviewing your input and putting together action plans. Your feedback will be put to good use!

Once again, thanks to all our members who took the time to share their input so that we can continually increase the value of QuEST Forum membership.

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### **Small Business Subgroup News**

The mission of the Small Business Subgroup To come together to develop innovative solutions to practical small business problems, by utilizing QuEST Forum's member companies' Subject Matter Experts (SMEs) and the TL 9000 quality management system.

This group meets by conference call monthly to share best practices and receive topic training. Most recently, we heard from Terri Quinton of Alliance Diversity Printers about how to build collaborative relationships. Her tips on building a management model and overcoming the challenges of finding an ideal business partner were a recipe for success. Please join one of our upcoming meetings for insightful information and networking opportunities. For more information, please contact Melissa Brock, KARLEE at [mbrock@karlee.com](mailto:mbrock@karlee.com).

#### Scheduled Training Topics:

- June – Implementing Effective Corrective Action plans: Gale

Leonard, Consultant and Trainer - BIZPHYX

- July – Managing a remote facility: JoAnn Brumit, CEO - KARLEE
- August – Sustainability Planning: Billy Bryant, President - CESCO

Save the Date:

- 13 September 7:00 am - Small Business Subgroup will host a breakfast highlighting Small Businesses as a vital part of the supply chain

Be sure to sign up:

- Small Business Workshop at the Americas Best Practices Conference – “Winning Growth Strategies Using TL 9000”. Please note that registration for the Americas Best Practices Conference is scheduled to open 11 July 2011.

How to Join the Small Business Subgroup:

- You must already be a member of QuEST Forum with a login and password. If you are a QuEST Forum member and do not have a login and password, click “Create a New User Account”, on the [login page](#).
- [Log in](#)
- Click on “Executive Board”
- Click on “Sub Teams”
- Select “EB #3 Membership & TL 9000”
- Click on “Sub Teams”
- Click on “Small Business Subgroup”
- Click “Join as Full Member”
- You are now a member of the Subgroup!

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**Save the Dates – QuEST Forum 2011 Events**

Mark your calendars and make plans to attend the 2011 QuEST Forum Best Practices Conferences and meetings.

6-8 June, [EMEA Best Practices Conference](#)  
Rome, Italy

13 - 14 September, [Americas Best Practices Conference](#)  
Seattle, Washington, USA

15 - 16 September Work Group Meetings

Seattle, Washington, USA

8 - 10 November, [APAC Best Practices Conference](#)  
Beijing, China

15 - 18 November, Work Group Meetings  
Richardson, Texas, USA

To view the online QuEST Forum calendar in its entirety, [click here](#) or go to the “Meetings” tab on the QuEST Forum website, [www.questforum.org](http://www.questforum.org), and choose “Calendar” from the left hand menu.

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### **KARLEE Wins 2011 Greater Dallas Business Ethics Award**

KARLEE, a QuEST Forum member, recently received the Greater Dallas Business Ethics Award. This prestigious award honors Dallas-based companies that demonstrate a measurable commitment to ethical business practices in everyday operations, management philosophies and responses to crises or challenges.

[JoAnn Brumit](#), CEO of KARLEE, accepted the award. JoAnn is a QuEST Forum Executive Board Member and acts as the Board Treasurer. KARLEE will now advance to the national recognition level, the American Business Ethics Award.

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### **Strategic Initiatives Updates**

#### **Marketing Outreach**

The purpose of this project is to expand the marketing of QuEST Forum and TL 9000 beyond the traditional core audience and venues. Targeted market segments include cable, enterprise, such as OEMs and campus networks, non-telecom networks such as smart grid/utilities and alternative carriers like Google as well as small suppliers. For each segment, the team has defined a specific value proposition, identified key companies, trade shows, and industry associations and developed marketing plans and customized presentations. In addition in 2011, the team is championing involvement and value delivery for targeted segments with the Membership and Recruitment Strategic Initiative, formerly known as EB #3, providing expanded support to international groups/hubs, and working on engaging governmental agencies and consultants to build support for TL 9000.

Progress since the last report includes:

- Completed and published a brochure describing the Network and Service Reliability Benchmarking Study. This is available under “Resources” on the member’s web site.
- Worked with the OSWG New Member sub-team to complete and release the update to the New Member Orientation process.
- Finished a one page summary of the NPR/FRT white paper.
- Completed training and support material for anyone speaking on behalf of QuEST Forum or on TL 9000 at external conferences. This was presented to the Leadership Council at their May face-to-face meeting and will be presented to the Executive Board

Tasks currently in progress are:

- An executive level paper on the challenges facing the industry and how QuEST Forum and TL 9000 will help address those issues. This effort is being led by Uma Chandrashekhar with Steve Welch and Steve Pickett as principle contributors.
- Helping to build momentum in EMEA through our liaison relationships.
- Working on setting up meetings with PG&E Operations, DT, Telecom Italia, and Ono to emphasize benchmarking initiatives.
- Annual review and update of marketing material

The inventory of speakers and presentations that support new market initiatives and other QuEST Forum needs is being continually updated. If you or someone from your company is giving a presentation at a non-Forum event, please let the team know so the details may be captured in the inventory.

Marketing Outreach Team:

Lead: Steve Pickett, Telmar Network Technologies,

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Tom Yohe, Telmar Network Technologies, [tom.yohe@telmarnt.com](mailto:tom.yohe@telmarnt.com)

## **PDRs**

Over the last month, the PDR team has focused on finalizing a proposal to add normalization units to PDRs and "filling the pipe". Past newsletters referenced the proposal to add, for each month in the PDR reports, the total number of normalization units included in the data, and the % of the normalization units included in the industry average. Upon further analysis, the PDR subteam felt that providing this information could allow some reverse engineering of numbers to ascertain sensitive information about a particular registration.

As a result the team formulated an alternative which would include only the average number of normalization units for the entire year. The team proposes that this information be included in the "annual" PDR report that is used by non-QuEST Forum members to set TL 9000 Measurement quality objectives. This change will provide a feel for the amount of data included in the numbers, but at the same time maintain data confidentiality, which has been a cornerstone of the TL 9000 data submission and reporting process.

Regarding "filling the pipe" the PDR team kicked off its effort to identify product categories with little participation, and identify companies that could be recruited to certify to these product categories. Partnership will continue with the Membership Strategic Initiative to facilitate the recruitment.

### PDR's Team:

Lead: Ken Koffman, BigBand Networks, [ken.koffman@bigbandnet.com](mailto:ken.koffman@bigbandnet.com)  
IGQ Co-Chair/PDR Evaluation Sub-team Lead: John Wronka, Alcatel-Lucent, [jwronka@alcatel-lucent.com](mailto:jwronka@alcatel-lucent.com)

## **Network and Service Reliability**

Phase 1 and 2 are complete.

Phase 3 (In progress) The team is looking to work on a study on common and required TL 9000 measures in Product Categories 7.3.2 and 9.x. This will be discussed along with a study on power plant and its impact on network reliability and NOC as a managed service.

Phase 4 (In progress) New content has been added to the "Jump Start" or overview presentation.

Phase 5 (In progress) The team has prepared the measure documentation in the TL 9000 Measurement Handbook format in preparation for IGQ review. There will be a workshop on the study at the EMEA Best Practices Conference and a panel outlining the study and benefits of participation is being prepared for the Americas Best

Practices Conference.

Network and Service Reliability Team:

Lead: Fraser Pajak, TELUS Communications, [fraser.pajak@telus.com](mailto:fraser.pajak@telus.com)

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Tim Harden, AT&T, [th8261@att.com](mailto:th8261@att.com)

Dave Sanicola, The Desara Group, [Dave.Sanicola@DesaraGroup.com](mailto:Dave.Sanicola@DesaraGroup.com)

Don Pickens, QuEST Forum, [dpickens@questforum.org](mailto:dpickens@questforum.org)

**Measures for Next Generation Networks**

The intention of this initiative is to develop a set of measurements designed for Next Generation networks. Over the next five years, existing communication networks will be evolving into an IP-based architecture, which encompasses a high degree of software in network elements. The objective of this project is to create a roadmap and guide the implementation of TL 9000 Measurements for the future IP-based network.

Next Generation Measurements (NGN) sub teams have developed specific measurement recommendations in the areas of Fulfillment, Pre Deployment, Reliability and Software. Benchmark studies are underway to test measurement effectiveness for consideration for the next Measurements Handbook or Supplemental Measurements Library. The Performance sub team is making good progress defining Performance measurements for the Supplemental Measurements Library. The Security sub team is considering new security requirements and has identified security measurements currently available in the security standards industry. These measurements are under review by the team for inclusion in a security measurements guidance document.

Measurements for Next Generation Networks Team:

Lead: Tim Harden, AT&T, [th8261@att.com](mailto:th8261@att.com)

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Steve Welch, [sgwelch@swbell.net](mailto:sgwelch@swbell.net)

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**New TL 9000 Registrations**

Congratulations to the newest TL 9000 registrants: **Contela, Inc., Elgia, Inc., GPV Asia (Thailand) Co., Ltd., HAPPY Electronics, Hicks Consulting Group, INTOPS LED Co., Ltd., NEPESDISPLAY Co., Ltd., New Breed Logistics, Inc., Ray-Star Technology (Xiamen)**

Inc., **SAMYOUNGNETWORKS**, and **Santa Tech Co., Ltd.**

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### **QuEST Forum's Vijay Srikanth**

[Vijay Srikanth](#) is Assistant Director of the CyberSecurity and Emergency Preparedness Institute at University of Texas at Dallas. She is responsible for software development for all special projects within the CSEPI Institute and helps create solutions to solve software problems. She was responsible for designing, developing, and implementing the QuEST Forum Portfolio Management System to manage the Work Group tasks, initiatives and milestones. She is involved in several new software developments and enhancing the existing functionalities on the EPlan and QuEST Form application, the telecom quality management system.

Prior to her current assignment, Vijay was a senior architect in UPS responsible for their flagship IT projects and previously, she served as senior solutions analyst in Williams Energy trading corporation and has gained broad technology experience in real time systems. Vijay joined as a software engineer in WiTel (Williams Telecommunications) which later became LDDS/WorldCom and was gradually promoted to senior software engineer in the Telecom division. Vijay holds a Bachelor's Degree in Electrical Engineering from UVCE, Bangalore India and a Master's degree in Computer Science from University of Tulsa, Oklahoma.

Vijay is a trained Indian classical dancer and is undergoing advanced training in this classical art form from a very senior artist in Dallas, TX. Once a year, she gives performances in the Dallas Metropolitan area. She is also involved in a non-profit organization that help's promoting classical music and dance talent among children and youth. She enjoys travelling, gardening and cooking different dishes in the vegetarian category. Most of her personal time is spent in taking care of her family mostly involving the extracurricular activities of her two sons.

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