

Win-Win

Huawei Attends the 2009 Americas Best Practices Conference

By Scott Stoner

The 2009 Americas Best Practices Conference, sponsored by the QuEST Forum, was held on September 22 and 23, 2009 in Orlando, Florida. This conference is the pre-eminent event dedicated to telecommunications professionals who want to share success stories and lessons learned in a multitude of disciplines: business excellence in the convergence era, challenges of a global environmental compliance, customer-focused business improvement, software development process improvement, the cost of poor quality, and benefits of TL9000 implementation.

Huawei co-Sponsors the Conference

Huawei was a Sapphire Sponsor of this conference and AT&T was the Diamond Sponsor. Most of the top echelon Telecommunication Companies in the America's were present at this conference. Huawei North America's Quality and Reliability Team consisting of Scott Stoner (Director of Quality & Customer Satisfaction), Sean Gong (Director of Reliability Engineering), Constance An (Quality Systems Management Manager), and Don Topper (Principal Reliability Engineer) attended this conference and derived a great deal of information from an excellent assortment of Telecommunications experts. In addition to many Quality



Huawei North America's Quality & Reliability Team with Orion Registrar - TL9000 Recognition!

Professionals, a large number of Company Executives also attended the conference, including more than 20 CEOs/GMs/Presidents.

AT&T's Supplier Management Program

AT&T's Keith Connelly, Vice President Global Business and Operations Sourcing, presented a Keynote Address titled AT&T's Supplier Management Program.

Keith clarified the new AT&T strategy, which involves creating solid Domain Suppliers and Vendors. 'Domain' references a category of technology within the AT&T network, such as Wireless and is a major shift in Procurement Strategy for AT&T.

Keith went on to explain AT&T's

key supplier issues, as follows:

- ◆ Financial Viability Operational performance (late deliveries of product and/or services have caused AT&T to miss key opportunities),
- ◆ Poor Product Quality (as measured by TL9000 Metrics),
- ◆ Limited Collaboration between AT&T's key vendors,
- ◆ Supplier Diversity – AT&T's goal is to continue expanding this program and 'by 2012, 21.5% of their spend will be with MWBE suppliers' – they expect their Key Suppliers to have the same goal,
- ◆ The need for End-to-End solutions, as apposed to products only,
- ◆ AT&T uses TL9000 as a Business Imperative!

During a one-on-one discussion

with Keith, he mentioned that AT&T was confident Huawei could deliver a Quality Product and wants us to focus on providing the overall Solution.

Verizon's Partner Solutions Process

Verizon's Tanya Penny, Vice President Services Operations, presented a Keynote Address titled Moving Proven Principles to the Next Generation which described the Verizon Partner Solutions (VPS) process. VPS focuses on Best Practices, such as:

- ◆ TL9000 Metrics are used as the cornerstone of the Verizon Vendor Scorecard,
- ◆ Quarterly reviews are conducted with all key vendors using the Verizon Vendor Scorecard,
- ◆ Verizon has a "Quality Culture" and maintains it in every department and every office,
- ◆ Verizon requires all vendors/partners to be TL9000 Certified and have a Quality Management System compliant to TL9000,
- ◆ Verizon drives performance and quality assurance internally and then shifts proven principles through the entire supply chain,
- ◆ Verizon strives for reduction in Cycle Time and Cost, which drives improvement in Delivery and Customer Satisfaction.

Executive Panel Discussions & Customer/Supplier Presentations

The conference included numerous Executive Panel Discussions and Customer/Supplier presentations, many of which contain valuable information concerning the direction of the Telecommunications Industry:

- ◆ Executive Panel discussion concerning Suppliers and Standards Influence of Best Practices. The panel consisted of the President of TIA, the President and CEO of Anda Networks, and the CEO of ACS Solutions. The panel

discussed Telecomm Industry Policies and Standards, Environmental issues, Networking, and Market Intelligence.

- ◆ Panel discussion concerning Using TL9000 to Drive Operational Efficiencies. This panel was comprised of senior quality professionals from Sector Supply, Telcobuy, and Telmar. Issues discussed included: Intentional versus Literal Compliance, Business Excellence versus basic TL Compliance, Employee involvement in the Quality Improvement Process, and how to use the TL9000 Measurements to drive Continual Improvement within your own company.

- ◆ Panel discussion concerning Establishing the Infrastructure to Ensure a Successful Business Excellence Program. This panel was comprised of Quality professionals from Tellabs and focused on understanding Customer expectations, improving Customer satisfaction using Lean Principles, and In-Process metrics and how to use them.

- ◆ Executive Panel discussion concerning Managing Organizational Change / Economic Challenge. The panel consisted of the SVP Network Business Systems Group of Fujitsu, CEO of KGP Telecommunications, and the CEO of Karlee. The panel discussed reducing Cost and Cycle Times, the use of Kaisens, and how to recognize and reward the Right Behavior.

- ◆ Panel discussion concerning Business Excellence Strategic Theme Based Value Transformation of Network Test Automation Solutions. This panel was comprised of senior technical and quality professionals. Issues discussed included: Leading versus Lagging Metrics, the change from web-based Customer Satisfaction Surveys to phone or face-to-face Surveys, and Audits that Target weak areas in the Quality Management System.

- ◆ Panel discussion involving senior Quality Professionals titled Transformers-Morphing TL9000 Customer-

Supplier Partnerships into Business Results. This was an excellent discussion on the Customer-Supplier relationships that Verizon and AT&T has with some other vendors. We are looking forward to the day that Huawei Quality is on stage with one or both of these Tier One Customers!

Conference Activities and Take-Aways

A Networking Dinner was held the first evening, which was a great time to meet with Executives and Quality Professionals from all the companies attending the conference. In addition, newly certified TL9000 Companies were recognized in front of their Peers.

Huawei's Quality & Reliability Team manned a Huawei Booth, which was well attended. We also had time to socialize at lunches, breaks, and dinner with representatives from all the companies in attendance. During these times we were able to both learn the Best Practices of our peers and competitors as well as share Huawei's achievements and direction in Quality and Reliability with our Customers.

Understanding what our Customer's expectations are and building relationships are Keys to growing Huawei's business here in North America. The 2009 Americas Best Practices Conference was definitely a step in the right direction!

All of the presentations from the 2009 Americas Best Practices Conference are available to QuEST members, so this valuable information can be shared with all Huawei employees who would like to know more about where the Telecommunications Industry is moving. Please contact the author of this article for more information.

About the author

Scott Stoner is the Director of Quality & Customer Satisfaction for Huawei North America