



**QuEST Forum Newsletter
April 2009**

**2009 EMEA Best Practices Conference
Register Now**

The [EMEA Best Practices Conference](#) will be held in Paris, France 22-25 June 2009 and will focus on “**TL 9000 as a Business Excellence Journey in Times of Economic Challenge**”.

[Register](#) by 23 May 2009 to receive the discounted early bird registration fees:

Member – US \$400 (approximately €310); Non-Member – US \$540 (approximately €415)

After 24 May 2009 Registration Fees will increase:

Member – US \$450 (approximately €350); Non-Member – US \$600 (approximately €450)

Scheduled workshops at the EMEA Best Practices Conference include:

- Jump Start
- Changes to the TL 9000 Handbook (R 5)
- TL 9000 Performance Measurements FRT OTS
- End-to-End Performance Measurements
- Network Reliability Center Benchmarking Program
- Making the most of Your QuEST Forum Membership
- Customer Metric Reporting Toolkit

**2009 QuEST Forum Americas Best Practices Conference
Call for Papers – Abstracts due 1 June**

The Americas Best Practices Conference will be held in Orlando, Florida 21 - 25 September 2009 and will revolve around the theme “**Achieving Next Generation Business Excellence**”.

QuEST Forum is looking for speakers to share the best practices and methodologies that have made their

organizations successful. You are invited to submit an abstract for presentation at this informative event. You are also encouraged to invite colleagues and other industry professionals to submit an abstract.

[Online Abstract Submission Tool](#)

The information provided within the tool will help potential presenters prepare their presentation abstract for submission.

[Download](#) a list of suggested themes for abstracts.

For more information, please contact the QuEST Forum Administrator at +1-972-423-7360 or via email at information@questforum.org.

2009 QuEST Forum APAC Best Practices Conference – Save the Date

Start making your plans to participate in the APAC Best Practices Conference. The conference will be held in **Shanghai, China, 19 – 22 October 2009** at the Renaissance Shanghai Pudong and will focus on the theme of “**Doing Business in the North American Markets - Using TL 9000**”.

May Leadership Council and Work Group Meetings

The May Leadership Council and Work Group Meetings are 18 – 21 May 2009 in Dallas, Texas. The Leadership Council will meet Monday, 18 May and the Work Group Meetings begin on Tuesday, 19 May and go through Thursday, 21 May. [Click here](#) to download a detailed meeting schedule. We look forward to seeing you in Dallas.

The May Work Group Meetings are sponsored in part by:*



** Sponsorship opportunities are still available for the Work Group Meetings. For details, please contact Rebecca McVeigh at rmcveigh@questforum.org or 972-423-0268.*

JoAnn Brumit Appointed Treasurer of the QuEST Forum Executive Board

Congratulations to [JoAnn Brumit, KARLEE](#) on her appointment to the position of Treasurer of the QuEST Forum Executive Board. As the CEO of KARLEE, JoAnn has been instrumental in the recruitment and retention of small member companies. Her financial background makes her uniquely qualified for this position and her experience will greatly benefit QuEST Forum.

Executive Board Project Updates

Executive Board Project #1 – Operational Efficiencies

The new 2009 Balanced Scorecard has been the focus of this team during the past several weeks with the purpose to match the project management deliverables of the Work Groups and Regions to the Project Management Tool in order to report accurate and timely updates to their progress. In addition, the Executive Board Project deliverables will be added to the metrics, as well as more detailed metrics on QuEST Forum staff and UTD performance.

Development and deployment of a new Customer Relationship Management (CRM) system is under way and due to be completed early this year. The team has also been involved with engaging the work groups in using the Meeting Tracker function on the web portal to accurately measure our member involvement with QuEST Forum activities.

Work is also ongoing to ensure alignment with the Global Work Group's expanded role coordinating with Executive Board Major Project #7 - Engaging the Hubs.

Project #1 Leads:

Don Pickens, COO, QuEST Forum, dpickens@questforum.org

Executive Board Project #3 – Membership and TL 9000 Registrations

With target goals set, the project team has finalized project plans and is executing on the actions. Status includes:

- To date twelve companies have not yet renewed their membership for 2009. A Board member has been assigned to each of these companies and is actively working to retain their membership. Nixon Dedicated Services and Telamon Technologies have both been successfully retained through direct engagement by Board members.
- Core team members from Project #3 are joining the Regional and Hub calls in order to assist with the establishment of Regional and Hub goals as well as encourage active participation and contribution from the Regions and Hubs in retaining and recruiting members.
- Each Region and Hub has been provided with member retention and recruitment targets and TL 9000 registration targets.

QuEST Membership status

As of Dec 2008 YE total members	143	
Lost members	-11	
Member retained	1	
New members added in 2009	3	
Total members March 2009		136 (-4.9%)

- **New TL 9000 registrations** – Globally, 33 new TL 9000 registrations has been completed between January to March 2009.
- **New TL 9000 Location additions** – Globally, 10 companies have added new TL locations between January and March 2009.
- **Enhancing QuEST Forum Membership Value** - Beyond Philosophy has been engaged to discuss enhancements to the QuEST Forum member survey and TL 9000 User survey. Collaboration with the QuEST Forum Oversight Work Group Survey sub-team on 2009 surveys is in-progress.

Project #3 Executive Board Leads:

Dave Ayers, Nortel, dayers@nortel.com

Dave Stahl, Tellabs, david.stahl@tellabs.com
JoAnn Brumit, KARLEE, jabrumit@karlee.com

Member Participation

The member participation team continues to dive deeper into the data around the participation of QuEST Forum member companies. Participation goals have been set at a green goal of a 10% increase in the number of companies participating in Forum activities. The blue goal is to achieve a 15% increase in number of companies participating and a 10% increase in number of companies scoring more than 11% on the 'Participation Matrix'.

The following priorities will be the focus of the team for the coming month; 1) Finalize and review first quarter '09 participation results. 2) Have each hub review Q1 data to make sure it is being measured accurately. 3) Work with each hub, through the Global work group, to engage the non-participating companies, including providing each with a checklist of suggested areas to drive participation. 4) Work with QuEST Forum leadership and UTD to refine participation collection process moving forward. 5) Work with the Global work group to define communication process back to the Member Participation team with feedback and action taken by the hubs to increase participation.

Executive Board Leads:

Ed Rohlf, ADTRAN, ed.rohlf@adtran.com
Trevor Putrah, KGP Telecommunications, taputrah@kgptel.com

Executive Board Project #5 – Performance Data Reports

Progress continues on this initiative's three-part plan to improve performance data reports: 1) Improve PDR accuracy, 2) Maximize PDR usage value, and 3) Expand PDR scope. Last month's update summarized the key deliverables for 2009 in each of these areas.

The team has recently rejuvenated its activities in area 3, expanding PDR scope. Employing methods developed last year, the team has identified product categories with only 2, 3 or 4 certifications, with the intent of identifying companies that could be recruited into these categories. With 3 companies in a category, industry statistics can begin to be reported. With a few more additional companies, the impacts of measurement exclusions, or certification lapses would be minimized on impacting the availability of statistics. Team members have begun using tools such as Dunn & Bradstreet, Google, LightReading to identify companies in these categories. Once completed, these companies will be turned over to EB # 3 to recruit. Examples of product categories identified include access routers, cable modem termination equipment, enterprise phone systems, Antenna systems.

Project #5 Executive Board Lead:

Ken Koffman, BigBand Networks, ken.koffman@bigbandnet.com

IGQ Co-Chair/PDR Evaluation Subteam Lead:

John Wronka, Alcatel-Lucent, jwronka@alcatel-lucent.com

Executive Board Project #6 – Network Reliability

The intention of this initiative is to develop a set of service provider metrics to enhance the TL 9000 Quality Management System (QMS). These enhancements will measure quality and services as managed by Network Operations Centers (NOCs) and/or Network Reliability Centers (NRCs).

This project is broken into the following phases:

Phase 1 – Develop a White Paper or Executive Briefing. This document will be used to engage senior level leaders in a service provider's operations unit.

Update: This phase is complete as both the Executive Briefing and the White Paper were finalized.

Phase 2 – Identify at least 5-15 companies to participate and begin the NRC benchmark study.

Update: The list of service providers is being actively engaged and the following 8 organizations have agreed to participate:

- AT&T
- Bharti Airtel
- Qwest Communication
- Reliance
- Tata Group
- Telecommunication Services
- TELUS Communications
- Verizon Communications Inc.

The Subject Matter Experts (SMEs) in these organizations are being identified. The working committee is engaged with the EMEA KPI sub-team and alignment activities are underway. The executive delegation visiting EMEA will be recruiting participating companies. The SME kick-off call is scheduled for mid-May and work is in progress to coordinate efforts with members of SNO (Service and Network Operations) and engage them into the study.

Phase 3 – Publish study results. Incorporate into the Measurements and Requirements TL handbooks.

Update: Not yet started.

Phase 4 – Add more Network Centers for benchmarking. Begin studies. Have core team make suggested additions to TL 9000 Measurements and Requirements Handbooks.

Update: Not yet started.

Phase 5 – Find and/or develop centers of excellence in network operations. Once these centers of excellence are identified, develop training on managing world class network centers. This should be a value added service and revenue source for QuEST Forum.

Update: Not yet started.

Project #6 Executive Board Leads:

Fraser Pajak, TELUS Communications (Lead), fraser.pajak@telus.com

Amador Lucero, Qwest, amador.lucero@qwest.com

Tim Harden, AT&T, th8261@att.com

Dave Sanicola, The Desara Group, Dave.Sanicola@DesaraGroup.com

Executive Board Project #7 – Engaging the Regions

Executive Board Project #7 is closely aligned with the Global Work Group and is working to actively engage the regions in developing short term and long term plans to address regional needs. The initial activities will be focused in EMEA, the Greater China Hub (APAC) and the Indian Hub (APAC). These regions are in the beginning stages of preparing their first Best Practice Conference (BPC) which will be crucial events in the growth of these regions. The Americas region is leveraging the successful Annual BPC processes as it plans its conference in September.

Another key Green Goal aligns closely with Executive Board Project #3 team's mission to increase membership, TL registrations, and participation in QuEST Forum as a whole. Executive Board Project #7 will be working closely with the regions to achieve those goals.

Besides the Best Practices Conferences, the other critical deliverable is the high level executive visits to Europe and China by key leaders of QuEST Forum. In EMEA, we are looking for senior level involvement and engagement from key service providers , including BT, Vodafone, France Telecom, Bouygues Telecom, Telecom Italia, Telefonica, Belgacom, Wind and Vimplecom amongst others. The executive visit to Europe is 27 April to 1 May.

Another executive visit is scheduled for 11 – 19 July to Beijing and Shanghai, China with the key mission to further engage China Mobile, China Telecom and China Unicom in QuEST Forum. Also on the tentative itinerary are visits to key government agencies and other suppliers crucial to the success of QuEST Forum's mission in APAC.

Project #7 Executive Board Lead:

Kevin Calhoun, Corning Cable Systems, kevin.calhoun@corning.com

Supported by:

Shunichi Fujii, Fujitsu, fujii.shunichi@jp.fujitsu.com

S. Seenivasagan, Reliance Communications Ltd., seenivasagan.s@relianceada.com

Zhang Wei Hua, China Telecom (Shanghai), zwh@shtel.com.cn

Xu Feng, ZTE, xu.feng@zte.com.cn

Satyendra Kumar, Infosys Technologies, Ltd., satyendra_kumar@infosys.com

Steve Dickens, BT, steve.c.dickens@bt.com

TL 9000 Requirements Handbook Release 4.0 **Purchase for only US\$25**

The TL 9000 Requirements Handbook Release 4.0 is being offered to [Members and Non-members for the price of \\$25 starting 1 May 2009](#). While the TL 9000 Release 5.0 Requirements Handbooks are scheduled to be available in June, the 4.0 TL 9000 Requirements Handbooks will be applicable throughout the [transition period](#) ending 14 November 2010. These handbooks are offered at this price until quantities are exhausted and can be purchased over the TL 9000 web site. Remember quantities are limited.

2009 Sponsorship Opportunities

QuEST Forum Members and conference attendees consistently testify that the business they gained through networking at QuEST Forum Conferences exceeded their expectations.

[Sponsorship Levels and Corresponding Benefits](#) *

Sponsor multiple events and receive a discount. The discount is determined by the level of sponsorship and the number of events sponsored. [Click here](#) to access the online sponsorship calculator to see how much you can save. Sponsorship packages can also be tailored to meet your desired level of exposure and expenditure.

To commit to sponsor in 2009 or for more information on sponsoring or to design a custom sponsorship package, please contact Rebecca McVeigh at +1 972-423-0268 or via email at rmcveigh@questforum.org.

* Sponsorship opportunities are also available for the Work Group Meetings. Please contact Rebecca McVeigh for details.

QuEST Forum EMEA and APAC Executive Visits

The dates for the EMEA Executive Visit are 27 April – 1 May and scheduled visits include BT, Vodafone (London), France Telecom, Bouygues, Orange, and Belgacom (Paris), Telefonica and ONO(Madrid) and Telecom Italia and Wind (Rome). Don Pickens, COO QuEST Forum, Kevin Calhoun, Corning Cable Systems, Ken Koffman, BigBand Networks, Ashok Dandekar, Fujitsu, Richard Morrow, UTD, Steve Dickens, BT, and Johannes Schuck, Alcatel-Lucent all anticipate participating as part of the QuEST Forum Delegation.

The dates for the APAC Executive Visit are 11 – 19 July. The delegation will be led by Tim Harden, AT&T, and Don Pickens, QuEST Forum COO. Other delegates include Ken Koffman, BigBand Networks, Ashok Dandekar, Fujitsu, Richard Morrow and Doug Harris, UTD. Ron Ostrowski, Cisco. Additional board members may also join this group. The delegation will visit both Beijing and Shanghai and meet with China Telecom, China Unicom, and China Mobile and subsidiaries. The group also hopes to meet with various Government Regulatory Groups.

Forum-wide participation on visits such as these is vital to their success. Please contact Don Pickens at dpickens@questforum.org if you are interested in participating.

New TL 9000 Registrations

Congratulations to the newest TL 9000 registrants: **OptoWiz Co., Ltd., Jourdan Technologies, InnoLight Technology Corp., ChengDu Cension Semiconductor Manufacturing Corporation, Ltd., ABC IT Tech, Telecomunicaciones de Mexico, Alcatel Lucent Managed Solution India Private Limited, and EMW Antenna Co., Ltd.**

QuEST Forum's Donna Reed, Manager, Meetings and Accounts

[Donna Reed](#) is the Meetings and Account Manager for QuEST Forum. With a degree in Meeting Management as well as a BA in Accounting and a previous career as a CPA, Donna's unique skill set makes her a very valuable asset. She is responsible for the planning and coordination of all QuEST Forum events and specifically tasked with budgeting, proposals, and speaker management. She also manages all the accounting functions for the association.

Donna enjoys traveling around the world while cataloging her adventures in photographs. In the spirit of a true adventurer, she keeps a running list of places, it currently numbers around fifty, that she would like to visit. She also plans to someday be certified in scuba and skydiving. Although, she draws the line at bungee jumping . . . she prefers to have more room to fall.

Donna's adventurous spirit has also served her well in the raising of three children, Kyle - 15, Noelle - 11, and Zach - 8 years old, with her husband of 20 years, Jim. Donna currently lives in Plano, Texas with her family and two Siberian Huskies. She spends her time filling holes dug by the Huskies and planning her next trip.

You may reach Donna at + 1 972.423.0679 or dreed@questforum.org.

Suggestions or Comments on the QuEST Forum Newsletter?

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