



Raising Standards. Bridging Technologies. Building Value.

QuEST Forum Newsletter - April 2011

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Wireless Return Rate Industry Report

QuEST Forum will release its third report in the series on the state of communications quality to the public on May 18 at the TIA 2011: Inside the Network conference, May 17 – 20 in Dallas, Texas. The study, over a two year period from July 2008 to June 2010, focuses on the return rates for the Wireless product family.

Highlights of the study include:

- For the Wireless product family, there was a 21% decrease in hardware returns for the Early Return Index measurement.
- For the Year-One Return Rate (YRR) measurement, there was a 35% improvement in hardware returns. Also, for YRR, the studied Wireless product categories had a Best In Class performance of approximately 0.5%, the Monthly Average performance was in the 1 to 2% range, and the Worst In Class ranged from 1 to 4%.
- There was also an 80% improvement or decrease in the Long-Term Return Rate measurement for the Wireless product family.

During the period studies, return rates broadly decreased (i.e. improved) across the Wireless product family and the linear average improved for each of the measurements examined. TL 9000 certified organizations are required to use the TL 9000 benchmarking data to continually evaluate and improve their performance and it is logical to conclude that the availability of this third party audited data accelerated their improvement. While it can be surmised that the industry overall was bolstered by the improvement of the TL 9000 registered organizations, the data only substantiates that the companies using the TL 9000 QMS improved.

To obtain a complete copy of the report, please visit the TL 9000 website at www.tl9000.org or [click here](#) to download.

QuEST Forum would like to thank the PDR Evaluation subteam of the IGQ Work Group for graciously donating their time and expertise in

New TL 9000 Registrations

QuEST Forum's Phani Kotharu

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Wireless Return Rates Industry Report

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TIA 2011: Inside the Network



Questions or Comments

order to create this report.

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2011 EMEA Best Practices Conference Registration

The 2011 EMEA Best Practices Conference is 6 - 8 June 2011 in Rome, Italy. The conference theme is "Innovation and Convergence in Global Communications". Please make plans to join us.

[Register Now](#)

[View the Agenda](#)

[Hotel Reservations](#)

The above rate is guaranteed until either 1) the contracted block of rooms has been filled or, 2) if reservations are made before 16 May 2011, whichever occurs first.

QuEST Forum's Best Practices Conferences are the pre-eminent events dedicated to communication technology professionals who want to share success stories and lessons learned in a multitude of disciplines.

2011 EMEA Scheduled Executive Presentations

Shaping the Networked Society

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

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 Management 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

2011 EMEA Scheduled Best Practices Presentations

Cost of Non-Quality

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

Managing Reliability Benchmarking Relationships - Workgroup 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

[Graham Boyd](#), Director, tetraLD

Integrating Quantitative Project & Process Efficiencies with Team Metrics

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

TL 9000's Role in Whole Life Cycle Management

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

2011 EMEA Scheduled Workshops

Network & Services Reliability Benchmarking (EB #6)

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

Next Generation Network Measurements (EB #9)

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

.Jump Start into TI 9000- An Introduction to the TI 9000

Certification Process

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

KPI

[Colm O'Keeffe](#), Services EMEA Quality Leader, Alcatel-Lucent and KPI Team

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

Emerald Sponsors



Sapphire Sponsors



Ruby Sponsor

KGP Telecommunications, Inc.

Item Sponsors

Executive Board Dinner: Sector Supply, ADTRAN, Inc.

Executive Roundtable and Networking Event: CyberSecurity and
Emergency Preparedness Institute The University of Texas at Dallas,
KARLEE

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 or +1 972-423-0268.

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May Work Group Meeting Registration

The QuEST Forum May meetings will be held 16 – 19 May 2011 in Richardson, Texas at the Hyatt Regency North Dallas. The Leadership Council will meet on 16 May followed by Work Group and Strategic Initiative meetings on the 17 – 17 May.

[View the Agenda](#)

The Leadership Council should plan to attend these meetings as well as anyone already involved in a Work Group, Strategic Initiative: Network and Service Reliability or Strategic Initiative: Measurements for Next Generation Networks or those interested in becoming involved.

[Register Today](#)

(Please note that there is no registration fee for this event.)

The QuEST Forum group rate is US\$129 + tax. The "cut-off date" for accepting reservations into this room block is Sunday, 24 April 2011. Reservation requests made after this date will be accepted at the hotel's prevailing rate, based on availability.

[Make Hotel Reservations](#)

QuEST Forum would like to thank the current sponsors of the May Meetings.

Item Sponsors:

Leadership Council Lunch: AT&T

Tuesday AM Break: AT&T

Tuesday PM Break: AT&T

Wednesday AM Break: AT&T

For information on sponsorship opportunities, please contact Rebecca
McVeigh at rmcveigh@questforum.org or +1 972-423-0268.

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**QuEST Forum Members Receive Complimentary Registration to
TIA 2011: Inside the Network**

While at the [QuEST Forum Work Group meetings](#) this May in Dallas, please plan to also join TIA at [TIA 2011: Inside the Network](#), the Summit and Exhibition being held at the Gaylord Texan. The Telecommunications Industry Association (TIA) and QuEST Forum are pleased to offer QuEST Forum Members complimentary passes to the Exhibit Floor and educational sessions. Please use code **QUEST2011** when registering online. In addition, shuttles will be available between the QuEST Forum May Work Group meetings and the Gaylord at designated times.

Please take a look at the [TIA program](#) and the [QuEST Forum meeting schedule](#) to determine when you will be able to attend the TIA meeting and send an email to Rebecca McVeigh at rmcveigh@questforum.org detailing your plans.

TIA is also extending invitations to QuEST Forum members to attend the VIP Dinner Thursday evening, May 19, and hear from FCC Chairman Julius Genachowski. You need to be a QuEST Forum member and registered for TIA 2011, to receive the invitation. Please let us know if you are interested in receiving an invitation to the VIP Dinner Thursday evening by emailing exhibits@tiaonline.org.

This event is TIA's 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. Please review the virtual brochure (see link below) and if you have any questions about this program and the special benefits offered to QuEST Forum members, feel free to contact Taly Walsh, VP of Networking at TIA at twalsh@tiaonline.org or 703/907-7744.

[Click to view TIA 2011: Inside the Network virtual brochure](#)

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2011 Annual Member Value Survey - Launching this May!

Your insights are important! This May, we will be launching our annual Member Value Survey, a key component of QuEST Forum's strategic plans. To continually increase the value of membership in QuEST Forum, we need your input on key programs, initiatives, and resources such as best practices, performance data reports, TL 9000, work groups, and regional group activities.

Your feedback will be put to good use! One of our members, Walker Information – a professional consulting firm – is conducting the study as a contribution in support of our organization. A strong team has been assembled to review member input and to establish effective action plans.

The survey length varies depending on your level of activity but should not exceed 15 minutes. We want to hear from everyone in QuEST Forum regardless of your level of involvement. Please watch for the survey to be launched in early May and take the time to share your insights.

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Save the Date - 2011 QuEST Forum Best Practices Conferences and Meetings

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

16 - 19 May, Leadership Council and Work Group Meetings
Richardson, Texas, USA

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, and choose “Calendar” from the left hand menu.

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2011 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 (OEMs and campus networks), non-telecom networks (smart grid/utilities and alternative carriers such as Google), small suppliers, and

trainer/consultants. 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 will be championing involvement and value delivery for targeted segments in partnership with the Membership and Recruitment initiative, formerly known as Executive Board Project #3, as well as providing expanded support to international groups/hubs, and working on engagement with governmental agencies to build support for TL 9000.

Progress since the last report includes:

- Completing a brochure describing the Network and Service Reliability Benchmarking Study. This is in final review and will be available for distribution soon.
- Working with the Oversight Work Group New Member sub-team to complete the update to the New Member Orientation process started last year.
- Posting of an update to the TL 9000 Database Security presentation.
- Completion of several tasks related to search engine optimization for the QuEST Forum and TL 9000 web sites

Tasks currently in progress are:

- Finalization of a one page summary of the NPR/FRT white paper.
- Work on materials regarding the activities of the Next Generation Networks Measurements strategic initiative.
- 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.
- Develop of training and support material for anyone speaking on behalf of QuEST Forum or on TL 9000 at external conferences.

The inventory of speakers and presentations for use supporting both 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,

steven.pickett@telmarnt.com

Chris Frey, Accenture, christopher.e.frey@accenture.com

Bryan Glutting, ACS Solutions, bglutting@acssolutions.com
Uma Chandrashekhar, Alcatel-Lucent, <mailto:umac.shekhar@alcatel-lucent.com>
Joan Lynn, Axis Teknologies, jlynn@axisteknologies.com
Sue Clancy, BIZPHYX, Inc., sclancy@bizphyx.com
Ron Ostrowski, Cisco Systems, rono@cisco.com
Ashok Dandekar, Fujitsu, ashok.dandekar@us.fujitsu.com
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Don Irvine, QuEST Forum, dirvine@questforum.org
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Mike Fargano, QWEST, michael.fargano@qwest.com
Tom Yohe, Telmar Network Technologies, tom.yohe@telmarnt.com

PDR's

The PDR team continues to follow its extensive program plan for the year and has tackled the analysis of "advisor" data resulting from PDR submissions. The advisor software was implemented last year to provide more thorough error checking of data submitted to QuEST Forum. This checking is important as it improves the accuracy of resulting Performance Data Reports (PDRs) used for benchmarking and objective setting. UTD summarized the Advisors triggered since the start of the program. As a result, the team will be making a few recommendations. For example, Advisor #1 "The calculated measurement over the smoothed period is perfect" will likely be removed as it is triggered too frequently to be of value. There are a few other minor changes that will also be proposed. By eliminating advisors that are not adding value, TL users will be able to focus on higher priority data "advisor" reports.

PDR's Team:

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

IGQ Co-Chair/PDR Evaluation Sub-team Lead: John Wronka, Alcatel-Lucent, jwronka@alcatel-lucent.com

Network and Service Reliability

Phase 1 and 2 are complete.

Phase 3 (In progress) - The team is working on gathering data for the Change Management measures. Work continues in preparing documentation for IGQ review. The team will continue discussion on a study on power plant and its impact on network reliability.

Phase 4 (In progress) - The team will be reviewing their updated "Jump Start" or overview presentation.

Phase 5 (In progress) - Under discussion is the roll-up of results for the various measures as well as considerations for domestic and global network elements.

Network and Service Reliability Team:

Lead: Fraser Pajak, TELUS Communications, 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

Don Pickens, QuEST Forum, dpickens@questforum.org

Measurements 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 identifying security measurements currently available in the security standards industry.

If your organization is interested in participating in a Next Generation Measurements benchmark study, please contact Beth Ford at ef2124@att.com.

Measurements for Next Generation Networks Team:

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

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

Mariano Legaz, Verizon, Mariano.legaz@verizon.com

Trevor Putrah, KGP, tputrah@kgptel.com

Don Pickens, QuEST Forum, dpickens@questforum.org

Fraser Pajak, Telus, Fraser.Pajak@telus.com

Steve Welch, sgwelch@swbell.net

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QuEST Forum Members Receive AT&T Supplier Award

Amdocs, Argent Associates, Ciena, and Tech Mahindra were four of the seven suppliers recognized by AT&T for going above and beyond in providing AT&T with better products, superior services, enhanced cost structures or best-in-class approaches that contributed to the company's success during the past year.

Tim Harden was quoted in the AT&T press release dated 19 April 2011 as saying "AT&T Supplier Award winners play a vital role in helping us deliver the services, value and innovation necessary to serve our residential and business customers and to maintain our leadership position in today's competitive and dynamic global marketplace. The program acknowledges the contribution of our most strategic suppliers by highlighting those that especially stood out in providing significant value to AT&T and far exceeded expectations during the past year."

QuEST Forum believes that the commitment of these QuEST Forum member companies to quality and performance improvement helped them to earn this award.

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Upcoming QuEST Forum Sanctioned Training Courses

Listed below are upcoming QuEST Forum sanctioned training courses. Please visit the Provider's website for more information and registration details.

TL 9000 Requirements

23 May 2011, Hemel Hempstead, United Kingdom

[Excel Partnership UK](#)

TL 9000 Measurements

24 May 2011, Hemel Hempstead, United Kingdom

[Excel Partnership UK](#)

TL 9000 QMS Auditing

25 – 27 May 2011, Hemel Hempstead, United Kingdom

[Excel Partnership UK](#)

Please note that all information is subject to change. Check the provider's website to confirm class offerings, dates and locations.

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New Members

QuEST Forum is pleased to welcome the new members that were added in April: **Hughes Network Systems**, Large Supplier Americas Region and **Overture Networks**, Small Supplier Americas Region.

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New TL 9000 Registrations

Congratulations to the newest TL 9000 registrants: **AERO Technologies, Inc.**, **EGEN, Inc.**, **Heritage Global Solutions, Inc.**, **SAMJI Electronics, Co., Ltd.** and **Telpro Technologies**.

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QuEST Forum's Phani Kotharu

[Phani Kotharu](#) is the Lead Software Architect for the CSEPI Institute at University of Texas at Dallas. Phani is responsible for the design, implementation and support of projects within the CSEPI Institute. His expertise is in the design and development of high availability and secure software systems with 99.999% availability using open source tools and technologies. He also mentors and supervises graduate research assistants working for the institute on software development activities. Phani joined UT Dallas as a Graduate student in August 2002, accepted a full time position of Software Systems Specialist with CSEPI in November 2004, and promoted to Software Systems Staff in 2008. His key accomplishments include redesign and development of the QuEST Forum Measurements Repository System (MRS), which is certified under the ISO 27001 Information security standard, QuEST Forum Registration Management System (RMS), QuEST ELearning system and Department of Homeland Security (DHS) - Hazmat Emergency Reference Portal.

Phani holds a Bachelor's Degree in Computer Science and Engineering from Bangalore University, India and a Master's degree in Computer Science from University of Texas at Dallas. Phani enjoys travelling and attended the Best Practice Conference in Beijing, China in November 2010 along with his wife Divya.

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