

QuEST Forum Newsletter August 2008

MESSAGE FROM THE COO, DON PICKENS

As you know, one of our major initiatives this year is to significantly improve our marketing of QuEST Forum, including the marketing collateral. We have added two full time marketing employees: Don Irvine, Director of Marketing and Product Development and Kay Byfield, Manager Marketing and Communications. Don has done a great job heading up Executive Board Major Project for Marketing and has organized and developed great marketing collateral. He will continue to refine and develop material as he works with the Executive Board members on the Major Project on TL/Membership growth. The Board team will help segment the markets we will be addressing which will help determine additional marketing material needs. One key collateral that has been recognized as very necessary is obtaining testimonials from companies that can relate the benefit of using TL 9000 and/or the value of being a QuEST Forum member company. Sue Clancy, the owner of BIZPHYX has done a wonderful job obtaining testimonials. Thanks, Sue. We seek contributions from others who can contribute case studies and testimonials that will substantiate the value of TL 9000 certification.

ANOTHER TL 9000 TESTIMONIAL

This month we received another terrific accolade from one of our certifiants. IncrediTek, Inc. describes the effect that TL 9000 certification has had on the spectacular growth of their business in a very short time. The process structure and confidence they have gained since registration and certification have allowed them to capitalize on opportunities that would otherwise be lost. [Read about their experience.](#)

(IncrediTek has also committed to supporting the Best Practices Conference as an Element Sponsor. Thank you, IncrediTek!)

2008 QUEST FORUM BEST PRACTICES CONFERENCE Denver, Colorado USA : 15 - 19 September 2008

The plans for the upcoming Best Practices Conference are being finalized and everything is in place for the best global conference ever. Speakers and registrants from around the world will be present. The Telecom Business Excellence Work Group has developed a terrific program, the venue and accommodations are excellent, and a great networking event is planned. The only thing that is missing is you. If you have already registered, we look forward to seeing you there. If you don't register, you will miss the opportunity to hear from industry leaders and to exchange ideas with your colleagues across the supply chain. Plan to attend the two day conference as well as the pre-conference workshops in order to receive the greatest benefit.

Please review the [Agenda](#) and [Session Summaries](#) as well as the biographies of the [Keynote and Executive Speakers](#) . Take advantage of the opportunity to [Register Now](#). We look forward to your participation.

TL 9000 LOGO AVAILABLE ON MEMBER PORTAL

To assist registrar's who wish to use the new TL 9000 logo in their materials, it has been made available using a link from the Registrar's Home Page. Please let us know if you have any difficulties accessing the logo by [contacting us](#).

2008 ANNUAL MEMBER VALUE SURVEY LAUNCHING THIS SEPTEMBER!

As a valued member, your feedback is important. In the second week of September, we will be launching our annual Member Value Survey. The goal of the survey is to collect feedback from QuEST Forum members to consider how best to increase the value of membership. It will focus on key programs, initiatives, and resources such as TL 9000, best practices, performance data reports, work groups, and regional hub activities.

Your feedback will be put to good use! As with previous surveys, a strong team has been assembled to review the feedback we receive. What's more, one of our members, Walker Information – a professional research and consulting firm – is conducting the study as a contribution in support of our organization. QuEST Forum is committed to acting on the feedback we receive from our members. The survey length varies depending on your level of involvement, but should not exceed 15 minutes of your time. Whether you have barely used your membership or you have been highly involved in QuEST Forum, we're interested in your input.

Please take the time to let us know what you think.

NEW TL 9000 CERTIFICATIONS

Congratulations to the newest TL 9000 certificants, **Genesis Networks, Globe Worldwide, Ltd. Le Long Viet Nam Company, Ltd., Tellabs Oy, and Walker and Associates.**

NEW QUEST FORUM MEMBERS

QuEST Forum welcomes new member **IncrediTek** this month. IncrediTek is in the supplier category in the Americas region.

EXECUTIVE BOARD SPECIAL ELECTION RESULTS

We are honored to present the newest members of the QuEST Forum Executive Board.

Service Provider Director Seats with terms ending 31 December 2008:

- * Mr. **Tim Harden**, President, Supply Chain and Fleet Operations, AT&T
- * Mr. **Amador Lucero**, VP Network Operations and Engineering, Qwest
- * Mr. **Seenivasagan S.**, Head, Quality Excellence, Reliance Communications Limited

Supplier Director Seat with a term ending 31 December 2008:

* Mr. **Kevin Calhoun**, Executive Director, Global Quality and Environmental Management, Corning Cable Systems

AMERICAS REGION VICE-CHAIR ELECTION RESULTS

We are pleased to announce that **Art Morriscal**, Alcatel-Lucent has been elected to serve as the Vice-Chair of the Americas Region. Art previously served as the Secretary for the Americas Region and will continue to work alongside John Russell, Telcordia Technologies, Chair of the Americas Region.

SPECIAL ELECTION FOR VICE CHAIR OF OVERSIGHT WORK GROUP

QuEST Forum is holding a Special Election to fill the position of Vice Chair for the Oversight Work Group and is now accepting nominations from Full Member Companies for this position. Nominations are due by 8 September 2008.

The election will be conducted 18 September at the face-to-face Oversight Work Group Meeting held in conjunction with the Best Practices Conference in Denver, Colorado USA.

[Click here](#) to view the responsibilities of the Vice Chair.

Please submit nominations electronically via email to Kelly Stafford at kstafford@questforum.org. Nominations should include Nominee's name, title, contact information and company name. All nominees must also submit a letter from management committing support for time, travel, incidental secretarial support and mailing support. [Click here](#) to download the management support letter template.

ASRP FOR TL 9000 APPROVED

The Advanced Surveillance and Re-assessment Procedure (ASRP) for the TL 9000 Certification document has been approved for release by a vote of the membership of QuEST Forum. The document contains the procedure and requirements for using ASRP in conjunction with a TL 9000 Certification. Similar to the Requirements Handbook, this document contains QuEST Forum added requirements in addition to the IAF rules for ASRP. The Oversight Work Group is preparing the Alert that will announce the implementation of the new rules. Organizations currently using ASRP will have one year from the date of the announcement to fully comply.

Congratulations and thanks are due to those of you who have worked on the development of this document, including all who submitted comments. The resulting document that addresses strongly divergent concerns about the use of ASRP with TL 9000 is another tribute to the standards development process employed by QuEST Forum.

EXECUTIVE BOARD MAJOR PROJECTS UPDATES

Project #1 - Operational Efficiencies

The team continues to make progress in the implementation of the ASABA Group recommendations about improving QuEST Forum operational efficiencies. The enterprise-wide project management system is deployed and gaining adoption for tracking Board initiatives and working committee activities. The transition to our own QuEST Forum management team was completed July 15, 2008. New quarters are being constructed with a projected move-in date of mid-September, 2008. The draft of the Working Committee structure analysis including job descriptions,

responsibilities, and Executive Board terms and structure is being reviewed by the QuEST Forum Leadership Council. Work continues on developing the QuEST Forum Product Development Roadmap, updating the QuEST Forum Strategic Marketing Plan including the development of new marketing collateral, and reviewing and updating the QuEST Forum Balanced Score Card. We will continue to update you on our progress.

Project #1 Lead: *Don Pickens, QuEST Forum, dpickens@questforum.org*

Project #3 - Membership and TL 9000 Registrations

As of August, the project has started to gain traction with some good recruitment among small companies. Argent Associates, Flextronics International, Increditeck, TelTech Communications, and Padtec S/A are new additions to QuEST Forum. Including those certified in July, twenty-two new companies globally have registered TL 9000 as in-progress/certified during the last month. Each hub continues to identify new candidates. A total of 193 companies globally have been identified for either QuEST membership or TL 9000 registration or both. Feedback from the regional hubs supports that once companies are enrolled for TL 9000 adoption they often progress into QuEST Forum membership. Once identified as prospects, recruitment efforts can be focused on them.

A delegation of QuEST forum members is on a visit to recruit new companies from India. These envoys will present a status analysis at the Executive Board call later this month. Board members will be expected to commit to recruitment levels for 2008 as the project charter requires. Challenges continue to exist in getting updates and status reports from the Korea and Japan hubs.

Project #3 Leads:

Dave Ayers, Nortel, dayers@nortel.com

John Brots, Tellabs, johnbrots@tellabs.com

JoAnn Brumit, Karlee, jabrumit@karlee.com

The Member Participation objective was developed in order to track, analyze, and improve member participation. Progress has been made in the development of the tracking tool that will be used to calculate participation. 2007 data has been completed, with participation numbers by company in the following areas; Annual/Regional Conference(s), Executive Board, Leadership Council, Workgroup, Sponsorship, Hub, and Other. 2008 data is now beginning to be collected for Q1 and Q2, and a process is being developed to work with Workgroup and Hub leadership in order to collect participation data quarterly in those areas. In addition, 2008 and forward data will include sub-team participation as well. A weighting has been established to evaluate the significance of the many opportunities to participate in QuEST Forum. There will be a first draft listing target companies to focus on in the next deliverable of the project, closely followed by feedback from initial company contact discussions.

Member Participation Leads:

Ed Rohlf, ADTRAN, ed.rohlf@adtran.com

Trevor Putrah, KGP Telecommunications, taputrah@kgptel.com

Project #4 - Marketing Communications

The purpose of this project is to enhance the marketing and overall communication of QuEST Forum and its activities. While there are several activities on-going, this update will focus on the marketing team's activities in promoting the upcoming Best Practices Conference in Denver, Colorado, USA. These activities include the submission of press releases to the Denver area media outlets, to targeted industry trade publications, and associated industry associations. The International Accreditation Forum placed us on their [news page](#).

There have been direct mail letters sent to over 80 Denver area telecommunication companies and special personalized letters have been developed and provided to the Executive Board and Leadership Council members so they can invite some of their contacts to attend the conference. Special letters have also been prepared for the conference speakers for them to use to invite their contacts to attend the conference.

There is a joint marketing agreement in progress with the AdvancedTCA (Advanced Telecom Computer Architecture). They have sent our announcement of the Best Practices Conference to their list of over 18,000 subscribers. In turn we

will send out an announcement of their Summit conference in October. QuEST Forum will be speaking and presenting at the [AdvancedTCA Summit](#) in Santa Clara and we are acknowledged on their website as a sponsor.

Other activity during this period includes the development of a Membership Value PowerPoint presentation and an update of the New Member Orientation presentation. These were posted on the member portal and can be accessed and downloaded on the portal at Marketing Materials_Files/Documents.

Marketing/Communications Leads:

Don Irvine, QuEST Forum, dirvine@questforum.org

Gary McMullin, Telmar Network Technology, Gary.McMullin@telmarnt.com

Ashok Dandekar, Fujitsu, Ashok.Dandekar@us.fujitsu.com

Pierre Cyr., Alcatel-Lucent, pierre.cyr@alcatel-lucent.com

Project #5 - Performance Data Report Improvement

Progress continues on this initiative's three part plan to improve performance data reports: 1) Improve PDR accuracy 2) Maximize PDR usage value 3) Expand PDR scope. Last month we focused on Action Item #1: Improve PDR accuracy. It was noted that one of the major findings was the impact that data becoming "uncertified" can have on industry statistics. As mentioned in last month's report, data can become "uncertified" due to time lags in processing paper work that occurs after a re-certification audit. This action can have major impacts on the industry statistics (Best-in-Class, Worst-in-Class and Industry Average) since a company's data that was contributing to these statistics falls out from the point when the company becomes uncertified. This same registration can then later be included once the Certification Body has "officially" recertified them, but the data will not be included in the smoothed industry statistics until six to twelve months later, depending upon the measurement. When you consider that about one-third of the registrations go through a certification every year, the impact on the statistics can be significant.

Subsequent to this finding, and again partnering with UTD, a further analysis was conducted to determine if the time lags can be attributed to a few registrars. Though this analysis required significant effort, it was valuable in showing that the issue was not isolated to any specific or small set of registrars. A more serviceable solution as proposed in the last newsletter is definitely still in order. For example, going forward it may be possible to increase the time window to a few months after a certificate expires before data can become "uncertified".

Effort also continues on Action Item #2: Maximize PDR usage value. A draft white paper on "How to Use the PDR" is being finalized with contributions from many on the PDR team. In addition, a presentation is being developed for the pre-conference workshop at the Best Practices conference, and it will cover many of the concepts in the White Paper.

As always, anyone interested in joining this effort is encouraged to contact us. While significant progress in understanding major data issues has been made, more work needs to be done to ensure proper implementation of any fixes and long term solutions. In the end there is no doubt that PDR data accuracy will be improved by these efforts.

Project #5 Executive Board Lead:

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

IGQ Chair/PDR Evaluation Subteam Lead:

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

REGIONAL NEWS

EMEA Workshop -Düsseldorf – September 4th-5th

The final arrangements for the EMEA Workshop in Düsseldorf are complete. Hosted by Huawei, the workshop will run from 14:00 on the 4th of September to 14:00 on the fifth and costs \$100 (approximately €60) which includes a copy of the measurement handbook and a networking dinner on the fourth. The program will introduce regional service providers to TL 9000 and supplier performance management programs. Overcoming resistance and establishing measurement criteria will be discussed. With Alcatel-Lucent, BigBand Networks, and Huawei sharing practical real

world experience across the measurement set, the workshop provides a collaborative learning opportunity for those who are either new to TL 9000 or experienced practitioners. Go to the [QuEST Forum website](#) to learn more.

[Register now.](#)

TL9000 REQUIREMENTS HANDBOOK AVAILABLE IN CHINESE

SAI Global has announced that the TL 9000 Quality Management System (QMS) Requirements Handbook Release 4.0 is available in Mandarin. It contains all of ISO 9001:2000 plus 90 additional requirements specifically addressing the needs of quality management system in telecommunication organization.

This handbook is the definitive guide for implementing a quality management system with nine sections, glossary and reference appendix and can be accessed through their [website](#).

DO YOU HAVE NEWSLETTER SUGGESTIONS OR ARTICLE IDEAS?

If so, please contact QuEST Forum at information@questforum.org.
