



**QuEST Forum Newsletter
February 2009**

Call for Papers: 2009 QuEST Forum EMEA Best Practices Conference

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**”.

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

Please visit the online submission tool for information on preparing a presentation abstract for submission. [Click here](#) to download a list of suggested themes for abstracts.

The deadline for submitting an abstract is **1 April 2009**.

[Online Abstract Submission Tool](#)

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

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**”.

Look for information coming soon on speaking opportunities and workshop topics.

2009 QuEST Forum Global Events Schedule

Leadership Council and Work Group Meetings

18 - 21 May 2009
Dallas, Texas, USA

At the request of the Executive Board and Leadership Council, the May Leadership Council and Work Group Meetings have been moved from Chicago, Illinois to Dallas, Texas. Given the current economic conditions and in order to save costs and staff travel, it was decided that the meeting should be held in Dallas. We are also looking at the possibility of moving the Scottsdale meeting in November to Dallas and will provide an update as soon as possible.

EMEA Best Practices Conference

22 – 25 June 2009
Paris, France

Americas Best Practices Conference and Work Group Meetings

21 – 25 September 2009
Orlando, Florida, USA

APAC Best Practices Conference

19 - 22 October 2009
Shanghai, China

Leadership Council and Work Group Meetings

9 - 12 November 2009
Scottsdale, Arizona, USA

Meeting Tracker Tool

In order to support the data collection efforts of the Member Participation initiative led by Ed Rohlfs, ADTRAN and Trevor Putrah, KGP Communications, going forward meeting attendance at all Executive Board, Leadership Council, Work Group and sub-team meetings will be gathered using the online meeting tracker tool built by UTD. Below are instructions detailing how you, as a meeting participant, register your attendance at a meeting.

- Log in via the [portal](#)
 - On the left-hand menu bar, click on the group holding the meeting.
 - Click on 'Meetings' in the resource section. This will bring up a list of prior, current, and future meetings.
 - Select the meeting in the list and click on its name. The next screen shows the details of the meeting including those in attendance.
 - To attend the meeting, click on the 'Click here to Attend' button. Note that the meeting can only be attended between the start and stop times.
 - Your attendance will be recorded along with the time you joined the meeting.
 - If you need to leave the meeting before its conclusion, click on the 'Leave' button.
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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.

Sponsors have already begun to commit for 2009. Do not miss the opportunity to demonstrate your organization's dedication to quality while marketing to an audience specifically interested in your products and services. 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.

Dues Reminder

While we realize that the realities of the economic conditions are most likely restricting your expenditures, we ask that you not overlook the role that QuEST Forum plays in the drive for quality. QuEST Forum's continued progress ensures your organization's future viability and success.

Organizations that do not pay their dues by 31 March 2009 will have their membership privileges suspended. Please contact information@questforum.org with any questions.

The University of Texas at Dallas and TL 9000

UT Dallas QuEST Forum Computer System: ISO/IEC 27001 Certification and TL 9000-V Registration - ***Nine years of global operations without any system security violations!***

Information Security – Protecting the confidentiality of the measurements data in the QuEST Forum Computer System is the primary concern of the QuEST Forum. ***The University of Texas at Dallas (UT Dallas) has processed over 125,000 data submissions without any security problems.*** UT Dallas developed and implemented an ultra-high secure and robust QuEST Forum Computer System, which consist of three sub-systems: Measurements Repository System (MRS), Registration Management System (RMS) and Web System, for the QuEST Forum with development beginning in spring of 1999 and full operation in January of 2000. The QuEST Forum Computer System houses worldwide, highly competitive, telecommunications performance data and in January of 2000 was the first system in North America to receive the arduous British Standards Institute, BS-7799 Information Security Certification. BS 7799 is now ISO/IEC 27001. In addition, the system has been certified to TL 9000-V and ISO 9001:2000 since January 2003.

UT Dallas QuEST Forum Operation Team operates TL 9000 registered facilities committed to placing the customer first, applying information security standard from the British Standard Institute and Total Quality Management practices throughout our services, and building information security and quality into everything we do. We process

approximately 100 data submissions every day without security issues. We are committed to consistently meet or exceed customer requirements, continuously improve the processes through which we deliver our products and services, and provide the UT Dallas faculty, staff members and students with the training and tools necessary to contribute to our quality effort.

**The University of Texas at Dallas
Erik Jonsson School of Engineering and Computer Science
CyberSecurity and Emergency Preparedness Institute**

Dr. Douglas Harris, Executive Director
Richard Morrow, Director

QuEST Forum EMEA and APAC Executive Visits

Planning for a QuEST Forum Executive visit to the EMEA region is underway. The group will be led by Tim Harden, AT&T President Procurement, Don Pickens, COO QuEST Forum and other executives. The dates for the trip are 27 April – 1 May and potential visits include BT, Vodafone (London), France Telecom and Bouygues (Paris), Telefonica (Madrid) and others.

A QuEST Forum Executive visit to China is also scheduled for 10 – 19 July. The delegation will be led by Tim Harden, AT&T President Procurement, Don Pickens, QuEST Forum COO and other executives. The group will visit both Beijing and Shanghai and meet with China Telecom, China Unicom, and China Mobile. 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.

February Leadership Summit and Work Group Meetings

Many thanks to those who took the time out of their busy schedules to participate in the first QuEST Forum Leadership Summit as well as the Work Group meetings. Forty-eight Board and Leadership Council members attended the Leadership Summit and 80 volunteers participated in the meetings over the course of the week. Of the survey respondents, 100% felt that attending the meetings was a productive use of their time and 97% felt the topics covered were relevant and important.

For those who could not participate, we hope you to see you at one of the upcoming Best Practices Conferences or Work Group meetings scheduled throughout the year.

2009 Insights & Intents and 2009 QuEST Forum Marketing Materials

The 2009 version of Insights & Intents was unveiled at the Leadership Summit held the week of February 9 in Dallas, TX, USA. The purpose of Insights & Intents is to provide a concise and meaningful look into QuEST Forum's current operations, leadership, and organizational outlook as well as its future initiatives. A copy has been mailed to the primary contact of each member company. The 2009 Insights & Intents it is also available as a .pdf file via the link below.

Also available for download are newly created brochures on QuEST Forum, TL 9000, Jump Start, Performance Data Reports, Performance Benchmarking, as well as a flyer on the value of QuEST Forum membership. These brochures are meant to be used as supporting materials when answering questions about TL 9000 and/or recruiting new members for QuEST Forum.

Download the [2009 Insights & Intents](#).

Download the [QuEST Forum brochure](#).

Download the [TL 9000 brochure](#).

Download the [Jump Start brochure](#).

Download the [Performance Data Reports brochure](#).

Download the [Performance Benchmarking brochure](#).

Download the [QuEST Forum Membership Value flyer](#).

All of the documents referenced above are also available for download as a .pdf file in the QuEST Forum Member Portal. To access the Member Portal and download the electronic versions of the documents:

- Go to www.questforum.org
- Click on “Members Only/Login” in the upper right hand corner of the homepage
- Type in your User ID and Password and click “Login”
- On the left-hand menu bar, click on “Marketing Materials”
- Click on “Files/Documents” located to the right of “Resources”
- In the new window that opens up, click on the folder titled “Other Marketing Resources” in the left hand menu bar
- Click on the sub-folder titled “06 Brochures” underneath “Other Marketing Resources”
- The documents available for download will be shown on the right hand side of the window
- Click on the document name to download

2009 State of the Forum Presentation

The Chair Emeritus/Director, Ron Ostrowski, Cisco Systems, Inc., 2009 Chair, Fraser Pajak, TELUS Communications and the COO of QuEST Forum, Don Pickens presented the State of the Forum at the Leadership Summit. The presentation reviewed 2008 and examined the opportunities and challenges 2009 holds for QuEST Forum.

[Download the 2009 State of the Forum presentation](#).

New TL 9000 Registrations

Congratulations to the newest TL 9000 registrants: LogistiCorp, LLC, ADC Telecommunications Equipment (Shanghai) Co., Ltd, Reliance Communications, Ltd., Innotube Co., Ltd, Korea Telecom Technology Co., Ltd – South Korea, KTF Excelnet Co., Ltd., KTTEC Co., Ltd., KTF Networks Co., Ltd., KTF Engineering Co., Ltd., Good-Tech Co., Ltd., TOUCHTEL Co, Ltd., Korea Telecom Network Co., Ltd., 2Wire – USA, Dialog Broadband Networks (Pvt) Limited, QRION, Healy & Co., TEVET LLC, C&D Technologies, Digital Cube Inc., Acromate, Inc., Woojin C&S Co., Ltd.

Congratulations to the organizations that have added new locations: Corning Cable Systems – Corning Optical Fiber, TELECOM SAS, Emerson Network Power, Astec International, Harris Stratex Networks.

Executive Board Project Updates

Executive Board Project #1 – Operational Efficiencies

Work continues in implementing the ASABA Group recommendations addressing QuEST Forum Operational Efficiencies. Completed projects include the creation of an enterprise-wide project management system, the establishment of a QuEST Forum Product Development Roadmap, and updating the QuEST Forum Strategic Marketing Plan including the development of new marketing collateral. Development and deployment of a new Customer Relationship Management (CRM) system is under way and due to be completed early this year.

The new 2009 Balanced Scorecard has been reviewed by the Executive Board and Leadership Council. Modifications include tying 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 Projects deliverables will be added to the metrics, as well as more detailed metrics on QuEST Forum staff and UTD performance.

The team also presented the new Member Representative Directors to the Leadership Summit attendees. The Member Representative Directors serve as representatives of their constituent segments and will operate independent of the Executive Board as part of the Leadership Council. These individuals will be considered to be in an advisory capacity with no direct oversight or management of QF operations. Joan Lynn of TELUS and Bryan Glutting of ACS will serve in 2009 representing the service providers and suppliers respectively.

Project #1 Leads:

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

Rob Darden, Executive Director, QuEST Forum, robdarden@questforum.org

Executive Board Project #3 – Membership and TL 9000 Registrations

This project has completed setting its 2009 objectives. The project scope is to develop and implement a strategy to retain and expand both QuEST forum membership and TL 9000 registration throughout the Telecom ecosystem of Service providers and Supply Chain partners.

The green goal objectives are to

- Identify 20 new tier-1, tier-2, and small companies
- Recruit 5 net tier-1, tier-2 companies
- Recruit 3 net small companies
- Reconnect and recruit companies not renewing 2009 QF membership.
- Add 20 tier-1, tier-2 to TL9000 certified
- Add 10 small companies to TL9000 certified

The blue goal objectives (beyond green goal level) include

- Recruiting 5 net tier-1, tier-2
- Recruiting 2 net small companies
- Identifying 10 new tier-1, tier-2 companies to be TL 9000 certified
- Identifying 5 new small companies to be TL 9000 certified

A one-on-one association of board members to companies who have suspended membership for 2009 has been

defined during the recent board meeting. The project team intends to create scorecards to track member retention, recruitment and regional progress to maintain accountability. The proposal by the project team to have an independent consultancy 'Beyond Philosophy' conduct survey on QF strength and weakness and integrate the findings as part of this project has been agreed to at the BOD meeting.

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

Green Goal has been set to achieve a 10% decrease in the number of companies not participating in Forum activities. We will work with each hub to develop active engagement processes that will work well for their regions.

Blue Goal has been set to achieve a 15% decrease in number of companies not participating and a 10% decrease in number of companies scoring less than 11% on the "Participation Matrix".

Next steps are to verify and validate correct membership names and participation data with each hub, to formalize the communication and interaction process with each hub, to add new supporting data such as certification status of "zero participating" companies, and to develop "early warning" signs of members whose participation drops dramatically.

Executive Board Leads:

Ed Rohlfs, 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.

The coming year's project plan was presented to the Executive Board in Dallas. We are anticipating the following 2009 deliverables:

1) Improve PDR Accuracy:

- Implement decisions on "uncertified" data retroactively into repository, improving the accuracy of industry statistics severely impacted by this issue
- Implement PDR Advisories for Pilot measures / PCT's
- Publish 1st professional "Industry Report" based on initial scope

2) Maximize PDR usage value

- Solicit feedback on recently published PDR usage tools
- Retrospective and next steps for PDRs - Brainstorm and prioritize enhancements, utilities and tools for PDR usage
- Deliver PDR usage workshop at all regional best practices conferences

3) Expand PDR scope

- Re-evaluate and prioritize 'missing data' Product Categories desired for expanded PDR coverage
- Publish prioritized list of product categories with not enough participants to publish all PDR statistics
- Identify target companies to fill missing data gaps. Two x the # of needed companies to publish full PDR statistics are expected for each strategic gap
- Obtain commitments (via EB #3) for TL registrations to desired Product Categories with planned dates for registration

The changing of “uncertified” data retroactively as part of item 1 will be implemented over the next month. The impact will be more accurate and stable industry statistics for product categories impacted by these registrations. Also, going forward, the six month window to allow paperwork to be processed after recertification has been implemented. This will prevent recurrence of the problem.

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

This is a new project for 2009. 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 initiative will recruit several operators globally in a benchmarking study. Our goal is to engage the service provider membership in all the regions: Americas, APAC and EMEA.

Major Project #6 should result in the following:

- Enhancements to the TL 9000 Quality Measurement System (QMS)
- Encourage increased member participation with the inclusion of the Network Operations units within the Service Provider member category
- Provide new TL 9000 registration opportunities
- Raise the standards of IT, IP/Data and Legacy Network Management for the service provider community
- Provide a benchmark study for network management
- Provide new product offerings and marketing opportunities for QuEST Forum
- Enhance Product Category #9 with additional measurements and requirements (Product Categories table)

This project is pleased to announce the addition of Dave Sanicola, The Desara Group as an Executive Contributor.

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: The executive briefing has been completed. A “white paper” providing a detailed description of the project and its phases is currently being finalized. Two executive level conference calls have been scheduled to accommodate all regions. The first call is on 17 March 2009 at 8 AM Central and the second is scheduled for 26 March 2009 at 7 PM Central.

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

Update: The list of service providers interested in participating in this study is growing and the following 7 organizations have already agreed to participate:

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

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

Pierre Cyr, Alcatel-Lucent, pierre.cyr@alcatel-lucent.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 made great strides at the recent Leadership Summit in Dallas. This project is now closely aligned with the Global Work Group and will be working over the next six months 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.

The objectives of Executive Board Project #7 are as follows:

- Enhance Products and Services by engaging and energizing the Regions in activities that utilize their marketplace needs
- Help recruit leaders and members for all regions, especially their local areas
- Leverage the core competencies from each Region (i.e. Improve Software development processes and measurements – India)
- Promote BPC type events globally
- Provide learning/educational opportunities at all events
- Improve usage & visibility of the Knowledge Library
- Incorporate both regional and global best practices into company operations

- Meet regularly with SME's to Ensure communications tools and processes are in place and to engage the regions in a professional manner
- Complete Regional Value Props to make sure critical market needs are identified and QuEST Forum Products and Solutions are positioned to address those needs

At the Leadership Summit in early February, the Global Work Group and Executive Board Project #7 team made great progress in achieving our key Green Goal for this year of establishing the Keys to Success and 2009 action items for the three regions. With the help of representatives from each region and the APAC hubs of Greater China, Japan and Korea, who traveled great distances to attend this important meeting, we set out the key objectives for each region.

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 for the next six months are high level executive visits to Europe and China by key leaders of QuEST Forum. In EMEA, we are looking to get senior level involvement and engagement from key service providers and suppliers, 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.

Thanks to the Global Work Group who have adopted Executive Board Project #7 as their primary mission for 2009. Together, we are making great strides in engaging the regions in furthering the mission of QuEST Forum.

Project #7 Executive Board Lead:
Kevin Calhoun, Corning Cable Systems, kevin.calhoun@corning.com

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Suggestions or Comments on the QuEST Forum Newsletter

Please email information@questforum.org. We look forward to hearing from you.
