

QuEST Forum July 2008 Newsletter

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

Registration opened on Friday, 18 July 2008 for the Best Practices Conference to be held in Denver. Information about the program (including the [Preliminary Agenda](#)), [accommodations](#), and [registration](#) are available at the QuEST Forum website, www.questforum.org.

Building upon previous high satisfaction ratings, this year's BPC will continue the trend toward continuous conference improvement. Incorporating feedback received from previous conferences, scheduled speakers will impart practical, timely information about developing effective quality management systems in the telecommunications industry. Presentations will provide real-world experience implementing TL 9000 across the supply chain.

To supplement the networking opportunities inherent in the conference itself, a special networking event will be held Tuesday evening at [Mile High Station](#) in Denver. Built in 1897 as the former Midwest Steel and Ironworks building, this historic venue will be the setting for a cordial sharing of ideas and information among conference attendees. Networking is always rated as one of the highest value items enjoyed by attending QuEST Forum events.

In addition to the two conference days on Tuesday, the 16th of September and Wednesday the 17th, the [Pre-Conference Workshops](#) on Monday will highlight methods of jump-starting the process into TL 9000 certification, improving processes, QuEST Forum membership benefits, and maximizing the use of Customer Satisfaction programs. These highly rated workshops provide specifics that are related to expressed participant needs.

Two days of QuEST Forum [Work Group meetings](#) follow the Conference. On Thursday, the 18th of September, the Global Work Group, Oversight Work Group and TBE Work Group will meet. The IGQ Work Group will meet on Friday until 15:00.

Be sure to make plans now to attend the 2008 Best Practices Conference in the Mile-High City of Denver, Colorado, USA. You may [register here](#).

In addition, please let your colleagues and other contacts know about the conference. The QuEST Forum management team has developed a flyer that you can forward to your address list. We are happy to provide it when you [contact us](#).

TL 9000 ADDS SIGNIFICANT VALUE

We were gratified to receive a testimonial about the value of TL 9000 from Canoga Perkins Corporation this month. Two years after achieving certification, their President and CEO, Tim Champion, says that "The process of implementing TL 9000 got everyone at every level involved in creating new, efficient

systems. There was a perceptible and measurable difference in our performance [even] before we were actually ready for the big day of the official audit.”

AND, the system improvements continue to add significant value. Mr. Champion reports that TL 9000 has “played a star role in providing us with the means to monitor and create new methodologies and keep them working.”

You can [read more about Mr. Champion's experience](#) with TL 9000 and reasons for recommending it to all telecommunications companies.

NO INCREASE IN QUEST FORUM MEMBERSHIP DUES FOR 2009

Based on the recommendation of the Budget & Finance Sub-team of the Oversight Work Group with input from the QuEST Forum management team and concurrence by the COO, there will be no change in the QuEST Forum membership dues for 2009. QuEST Forum will be performing a comparison audit of dues and other revenue items later this year, as was last done in 2006. Along with answering other questions, the results of this comparison will be used in setting 2010 dues. Anyone who wishes to help with the analysis and recommendation formulation activities is encouraged to join the Budget & Finance Sub-team.

NEW TL 9000 LOGO AVAILABLE FOR USE

At the Annual Meeting in February, QuEST Forum members approved the new TL 9000 logo for use. The goal in redesigning it was to create a strong separate identity for the TL 9000 brand because it stands alone. The previous TL 9000 logo was simply the QuEST Forum logo with the words TL 9000 underneath.

The new logo is available in various formats for use by companies with certified TL 9000 products or services. Access to these files is limited to holders of TL 9000 certified registrations with accounts on the TL 9000 Registration Management System. Materials created previously with the old logo will still be allowed, but substitution of the new logo whenever possible is encouraged. Specific requirements concerning the use of the logo are in Section 3.4 of the Requirements Handbook as well as the QuEST Forum website at <http://www.questforum.org/>.

NEW TL 9000 CERTIFICATIONS

Congratulations to the newest TL 9000 certifications! The following companies were certified in July:

- TL 5705 tii Network Technologies – United States, China
- TL 6050 Netgentech – South Korea
- TL 6059 Emerson Network Power – China
- TL 6085 NEO SENSE CO., LTD – South Korea
- TL 6103 TYEC Electronics Co., LTD – China
- TL 6072 Contela, Inc. – South Korea
- TL 6091 Sigmalink – South Korea
- TL 6005 Sterlite – India
- TL 5981 Xintec Inc. – Taiwan
- TL 5935 Teleplan Videocom Solutions Inc. – Mexico, United States
- TL 6097 Aricent Technologies – United Kingdom
- TL 5200 Flextronics – Romania
- TL 6063 Flextronics – Hungary

NEW QUEST FORUM MEMBERS

We welcome the following new members to the QuEST Forum team:

<u>COMPANY NAME</u>	<u>REGION</u>	<u>MEMBERSHIP TYPE</u>
Argent Associates	North American	Supplier
Flextronics	North American	Supplier

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 staff was completed July 15, 2008. New quarters are being constructed with a projected move in date of mid-August, 2008. Analysis continues on the Working Committee Structure, continuing review of all job descriptions and responsibilities for eliminating overlap, reviewing the Executive Board terms and structure, developing the QuEST Forum Product development roadmap, updating the QuEST Forum Strategic Marketing Plan, and reviewing and updating the QuEST Forum Balanced Score Card. We will continue to update you on our progress.

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

Project #3 – Membership and TL 9000 Registrations:

During the Month of July a major service provider, QWEST Communications, joined as a Full QuEST Forum member. Altera has rejoined. Smallpeice Enterprises has joined as Liaison member from EMEA. Reliance Communications joined as a member in May and is now initiating TL 9000 registration. The Tiger Team meeting for the month had good global participation with status readout from China, India, Japan, Latin America and North American regions. Testimonials from three service providers and one hardware supplier provided by QuEST Forum on the website were shared with all regions.

The India Hub has identified 14 candidate companies. Initially, the focus will be on two service providers and a software company. The North American Hub has identified 90 companies in their region. In North America, three Board of Directors and Leadership Team members are concentrating on about 15 companies each. A TL 9000, QuEST Forum session conducted by Nortel and QuEST Forum was successful in providing many leads. Participation by JoAnn Brumit and QuEST Forum at NXTcomm08 provided a good list of small company candidates for follow-up. The Latin America Region plans to concentrate on a list of the top eleven candidates with a focus to get these companies enrolled for TL 9000 adoption and then drives for QuEST Forum membership as an evolution.

The completed tasks on the Action Plan include the finalization of the candidate lists from China, EMEA and Korea. The complete list is to be sent to the Board before the next Executive Board conference call with the expectation that each board member will take ownership and commit to a certain level of recruitment for 2008 as the project charter requires. Regional workshops by various hubs, the visit of an executive QuEST Forum delegation to India and China, improving marketing collateral, and providing additional testimonials from large service providers, software and hardware companies are all planned. Executives from prospective TL 9000 companies and potential QuEST Forum members will be invited to the Denver Best Practices Conference Executive Dinner.

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.

In the past month, significant 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, and Hub. 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.

Moving forward in the short term, focus will be on collecting 2008 information, finalizing the participation dashboard, and calculating a baseline from historical data in order to begin reporting more detailed participation metrics. The intent is to determine what really constitutes participation and to then find methods for encouraging that type of participation throughout more of the membership.

Member Participation Leads:

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

Trevor Putrah, KGP Telecommunications, taputrah@kgptel.com

Project #4 – Marketing/Communications:

Because of the importance of marketing and communications to QuEST Forum, the Board of Directors sponsored several initiatives this year. The Executive Board Project # 4 (Marketing Communications) is one of them. The purpose of this project is to oversee and enhance the marketing and overall communications of QuEST Forum. Two key goals this year were to recruit a permanent marketing team and revitalize the strategic marketing plan. The QuEST Forum Marketing team is in place, has taken ownership of the strategic marketing plan, and has begun implementation. Ongoing web site enhancements and maintenance are also the responsibility of the communications team since the completion of Executive Board Project #2 (development of a new website) in April.

The marketing team is currently focused upon several key challenges derived from the Executive Board #4 Project Management Plan. The Member Value Initiative is the current focus, and will provide specific membership benefits and value. The New Member Package will be part of the new member orientation. The committee is also initiating a volunteer recognition program that will acknowledge the participant internally and externally.

There are several external marketing initiatives that the team will be supporting. They are: Advanced Telecom Computer Association Summit (Oct 21 – 23); American Marketing Assoc. – Dallas Telecom Special Interest Group Summit (Sept – Dec 2008); and CEATEC Japan Conference (Oct 1).

The EB #4 needs to have a more global participation. Team Members from EMEA and APAC are needed. If there is interest in being a team member please contact us.

Marketing/Communications Leads:

Don Irvine ; dirvine@questforum.org

Gary McMullen; Gary.McMullin@telmarnt.com

Ashok Dandekar Ashok.Dandekar@us.fujitsu.com

Pierre Cyr pierre.cyr@alcatel-lucent.com

Project # 5 Performance Data Report Improvement:

In the last two months we highlighted "Actions 2 and 3" in this initiative's three part plan to improve performance data reports: 1) Improve PDR accuracy 2) Maximize PDR usage value 3) Expand PDR scope. While considerable progress continues in all the actions, we'd like to focus this month's article on Action 1.

Improving PDR accuracy assumes that the causes of data inaccuracy are understood and can be addressed. Furthermore, it is possible that causes of data problems could vary by TL measure and/or

product category. The approach taken so far has been to continue the QuEST Forum's partnership with UTD to conduct an exploratory analysis of PDR data to better understand types of data issues and their potential causes. The initial plan was to start small, picking only two measures (problem reports and on-time delivery) for only 10 "representative" product categories. However, as UTD progressed in this effort, tools were developed that could apply diagnostics across a significantly greater number of measures and categories.

One very useful tool has been the development of a data submission density report. Applying this tool to a large sample of registrations and data submissions over 3 years revealed some very interesting findings that are being further investigated by the PDR evaluation sub-team. A surprising finding is the impact re-certifications can have on the data trend reports. Due to time lags that occur after a re-certification audit, data for a given registration can become "uncertified" and hence not included in the industry trend reports. This action can have major impact 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 where it becomes uncertified. This same registration can then later be included once the Certification Body has 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.

The team is taking care to develop countermeasures for this particular problem, and also making sure there are not other major data issues. The good news is that this particular problem is very fixable, but the Forum needs to be cautious in implementing these fixes. 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". This will allow time for appropriate paperwork to be finalized and the certification updated in the Registration Management System. It is also very possible to look at data retroactively and begin to include data that was excluded as "uncertified" because of this time lag. This would have the impact of making past data and industry statistics much more stable.

As always, anyone interested in joining this effort is free 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:

EMEA Workshop -Dusseldorf – September 4th-5th

As more regional service providers introduce TL 9000 measurements into their contracts and supplier performance management programmes, the need to understand how the measurements work, how to "industrialise" them, and how to present them to customers and senior management becomes increasingly critical. This workshop is dedicated to raising awareness and building regional consensus on interpretation. 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. Hosted by Huawei the workshop runs from 14:00 on the 4th Sept to 14:00 on the 5th. Registration will open shortly, costs \$100 (approx €60) which includes a copy of the measurement handbook and a networking dinner on the evening of the 4th.

APAC:**QuEST Forum Executive Delegations to Visit India and Asia**

Executive delegations from QuEST Forum are slated to visit leaders of Asian regional hubs in August and October. They will also meet with local key companies and government officials to promote QuEST Forum membership, TL 9000 registrations, and regional participation.

In August the delegation will go to India, and in October they will visit parts of East Asia. Delegation organizers are coordinating with the regional hubs to set up the meeting agendas and destinations.

The preliminary plan for the trip to India includes visits to Mumbai/Pune, Hyderabad, and New Delhi. The tentative dates are August 17th through the 23rd. Ashok Dandekar, Chair of the Global Workgroup at QuEST Forum, is organizing the trip.

ORIENTATION FOR NEW MEMBERS

New members of QuEST Forum have the opportunity to be assigned a peer guide to help them make the most of all the benefits of membership. The peer guide will provide an overview of QuEST Forum products and services and contact information for specific concerns. In addition, even if you have been a member for some time, the New Member Orientation workshop on the day before the Best Practices Conference in Denver will be useful. To request a peer guide or receive more information about the New Member Orientation, go to the [Contact Us](#) link on the webpage.

QuEST FORUM HAS MOVED

Remember that QuEST Forum has moved. The new address is:

QuEST Forum
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Main Phone - 972-423-7360, Fax - 972-423-7389
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