



## QuEST Forum Newsletter June 2009

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### TL 9000 Requirements Handbook Release 5.0 Approved and Available for Sale

The QuEST Forum membership has approved the new release of the TL 9000 Requirements Handbook and the new handbooks are now available for sale.

Release 5.0 of the TL 9000 Requirements Handbook includes clarifications, additional adders and notes. Three specific areas emphasized in the revision are risk management, supplier management, and design for manufacturability. The TL 9000 Quality Management System Requirements Handbook Release 5.0 also includes the new ISO 9001:2008 language.

The Requirements outlined in the Handbook will be effective November 15, 2009. Organizations will have the option of using the existing Release 4.0 Requirements Handbook or moving to the Release 5.0 from that date through November 14, 2010. All audits conducted on or after November 15, 2010 would have to be to the Release 5.0 Requirements.

In order to allow plenty of time for preparation to implement Release 5.0, hardcopies and licenses for softcopies of the [Release 5.0 Requirements Handbook are now available for sale](#). Delta training will also be available in early July. This training will be mandatory for any registrar auditor prior to conducting an official audit to the Release 5.0 Requirements Handbook. Work on arranging for the translation of the Handbook into the standard set has begun. Please visit [www.tl9000.org](http://www.tl9000.org) for [additional information](#) and [site license or hardcopy purchase](#).

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### The Importance of TL 9000 to Service Provider Purchasing

"Verizon's Supply Chain Services is a customer-focused organization that uses best-in-class processes to create a competitive advantage for Verizon. We consider TL 9000 to be a "best-in-class" **performance assurance** system. Through continuous improvement, strategic partnerships, and high standards for supplier performance, we deliver the equipment and services Verizon needs to maintain industry leadership and create value for our customers and shareholders. Verizon requires its key network suppliers to be certified to TL 9000 and to ensure their supply chain is compliant to TL 9000. This helps to give us the assurance we seek that our strategic suppliers focus on quality and are capable of providing products and services that will meet our requirements. It has been our experience that suppliers committed

to tracking and analyzing performance metric data associated with TL 9000 requirements respond more effectively to our needs."

Tanya Penny,  
VP, Sourcing and Procure to Pay  
Verizon

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### **2009 QuEST Forum APAC Best Practices Conference Call for Papers – Abstracts due 15 July**

The APAC Best Practices Conference will be held in Shanghai, China, 21 - 25 September 2009 and presentations will focus on the theme "**Doing Business in North America – Using TL 9000**".

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](mailto:information@questforum.org).

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### **2009 QuEST Forum Americas Best Practices Conference**

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**". Registration is scheduled to open 21 July.

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### **2009 QuEST Forum EMEA Best Practices Conference**

The [EMEA Best Practices Conference](#) was held in Paris, France, 23 – 24 June and the preliminary survey results show that the conference was highly rated and very informative. Throughout the conference the message was clear that an emphasis on quality measurements for networks and services is needed.

The Chair of the EMEA Region, Johannes Schuck, Director Corporate Quality Improvement Programs, Alcatel-Lucent opened the conference on Tuesday, the 23<sup>rd</sup> and was followed by the COO of QuEST Forum, Don Pickens, who presented a report on the operation activities of QuEST Forum. Keynote addresses were delivered by two Board members, Tim Harden, President, Supply Chain and Fleet Operations, AT&T and Tanya Penny, Vice President, Sourcing & Purchase to Pay, Verizon, and various presentations on best practices continued throughout the day. The first day concluded with a networking dinner cruise on the Seine River.

The second day of the conference featured a Keynote address by Mr. Cai Chengwu, President Europe Research Centre, Huawei and several workshops. The day concluded with a panel discussion hosted by the

Chair of the QuEST Forum Executive Board, Fraser Pajak, Vice President, National Service Infrastructure Support, TELUS Communications. Panel participants included several Board members.

The EMEA Best Practices Conference in Paris France started strong and kept the attention of all present throughout the conference. Many thanks to our [sponsors](#) for their generous support of the EMEA Best Practices Conference and all of the conference speakers for sharing their knowledge and experiences. Start making plans to attend the 2010 EMEA Best Practices Conference in Berlin, Germany in April. We look forward to seeing you there.

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### **Sponsorships Available for the Americas and APAC Best Practices Conferences**

All levels of sponsorships are now available for the [Americas](#) and [APAC](#) Best Practices Conferences as well as the November Work Group Meetings in Scottsdale, Arizona, USA. In addition to the [Diamond, Emerald, Sapphire, Ruby, and Element sponsorships, Item sponsorships are also available for all three events.](#) New for 2009, an Item sponsorship is the sponsoring of a specific item, such as the Networking Dinner, internet access or lanyards for a conference or meeting.

To sponsor or for additional information, please contact Rebecca McVeigh at [rmcveigh@questforum.org](mailto:rmcveigh@questforum.org) or +1 972-423-0268.

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### **APAC Executive Visit**

The APAC Executive Visit is scheduled for 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, Shunichi Fujii, Fujitsu, Richard Morrow and Doug Harris, UTD, and 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, China Mobile, and subsidiaries of these companies in Shanghai. The group also hopes to meet with various Government Regulatory Groups and with the Greater China Hub leaders

Please contact Don Pickens at [donpickens@questforum.org](mailto:donpickens@questforum.org) if you are interested in participating.

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### **TL 9000 Requirements Handbook Release 4.0 On Sale for only US\$25**

[The TL 9000 Requirements Handbook Release 4.0 is being offered to Members and Non-members for the price of US\\$25.](#) While the TL 9000 Release 5.0 Requirements Handbook is now available for purchase, the 4.0 TL 9000 Requirements Handbooks will be applicable throughout the [transition period](#) ending 14 November 2010. The 4.0 Requirement Handbooks will be offered at this price until quantities are exhausted and can be purchased on the TL 9000 web site, [www.tl9000.org](http://www.tl9000.org). Please note that quantities are limited.

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### **Third-Party Oversight Project aka Validation Audit Process**

At the May Dallas face-to-face meeting, the Oversight Work Group approved moving forward with the Validation Audit Process. The Validation Audit (“VA”) Process is a limited project to gather data and verify the integrity of the TL 9000 third-party registration system. Input was received at the meeting from attendees as well as from e-mails from some members who could not attend. This resulted in several revisions that were agreed to in the meeting. The AB/CB Sub-team has now completed the requested document changes from the May meeting, is reviewing a workflow process map, and will develop a communication plan to include a Frequently Asked Questions document. As the next step in the approval process, the VA Process documents, along with communication and clarifying information will be sent out to QuEST Forum as a whole for formal comment review. In addition, presentations are being offered to EMEA

and APAC Regions to provide Question and Answer opportunities.

Once the formal comment review process is completed, the VA process will be voted on by the Full Members of the QuEST Forum. To get more information on the VA Process, please go to the Oversight Workgroups and select AB/CB Sub-team. If you would like an overview of the entire process, please contact Laura Coplon at [laura.coplon@tellabs.com](mailto:laura.coplon@tellabs.com). As always, Service Providers, Suppliers and Liaisons are encouraged to join this sub-team.

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## **Executive Board Project Updates**

### **Executive Board Project #1 – Operational Efficiencies**

The team continues to make progress in the implementation of the ASABA Group recommendations on improving QuEST Forum operational efficiencies. The enterprise-wide project management system is deployed and gaining adoption for tracking board initiatives and working committee activities. Enhancements have been made to ensure its usefulness in tracking activities and supporting the new balanced scorecard.

The review of the balance scorecard is complete and it is being put into production with an estimated completion date of May/June 2009. Upcoming activities include the deployment of the QuEST Forum CRM system.

Project #1 Lead:

Don Pickens, COO, QuEST Forum, [dpickens@questforum.org](mailto:dpickens@questforum.org)

### **Executive Board Project #3 – Membership and TL 9000 Registrations**

Trevor Putrah, COO of KGP Telecommunications, will now serve as the project lead for Executive Board Project #3. Under Trevor's guidance, the team met June 11 to review priorities for the remainder of 2009. Good progress is being made on retention and Executive Board Project #3 will now shift their focus to recruiting new members and encouraging member participation.

Selecting the right candidate companies is an important step in achieving Executive Board Project #3's goals. In an effort to identify high potential candidates, board members will be asked to compare a list of TL 9000 certified companies and QuEST Forum member companies to their list of top suppliers. The top suppliers identified by board members as not TL 9000 certified and/or not QuEST Forum members will become the major recruiting candidates for that board member. Utilizing candidate information provided by earlier project activity, board members will also review potential 'strategic' candidates that may not be identified on a board member target list. The team is currently developing a letter outlining this request.

Recognizing the importance of global involvement in Executive Board Project #3's activities, Don Irvine will be the team's interface with the Global Work Group in order to ensure support of these efforts within all the hubs.

Project #3 Executive Board Leads:

Trevor Putrah, KGP Telecommunications, [taputrah@kgptel.com](mailto:taputrah@kgptel.com)

Dave Stahl, Tellabs, [david.stahl@tellabs.com](mailto:david.stahl@tellabs.com)

JoAnn Brumit, KARLEE, [jabrumit@karlee.com](mailto:jabrumit@karlee.com)

Tim Harden, AT&T, [th8261@att.com](mailto:th8261@att.com)

Ed Rohlfs, ADTRAN, [ed.rohlfs@adtran.com](mailto:ed.rohlfs@adtran.com)

Tanya Penny, Verizon, [tanya.penny@verizon.com](mailto:tanya.penny@verizon.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 team has identified 14 America's Hub companies that had no participation during 2008 and Q1 2009. That list, complete with contact information, has been distributed to the America's Hub team and will be discussed at the next Americas' Hub meeting. Mentors will also be assigned to contact the non-participating companies and encourage them to begin to explore the value of attending meetings and signing up for sub-teams.

We will keep score on how many companies change their status by the end of the year. This same process will be followed for the EMEA Hub and the APAC Hub and Regions. Additionally, during the EMEA Best Practices Conference, Ed Rohlfs will participate in a panel discussion on "Creative Participation" and this will be an excellent opportunity to encourage EMEA participation.

Executive Board Lead:  
Ed Rohlfs, ADTRAN, [ed.rohlfs@adtran.com](mailto:ed.rohlfs@adtran.com)

## **Executive Board Project #5 – PDRs**

Last month this team summarized major actions already taken to improve QuEST Forum TL 9000 performance data reports. These improvements, together with the tremendous amount of data captured in our repository, have allowed us to start detailed analysis of industry performance. Upon review by QuEST Forum Subject Matter Experts, clear trends have emerged. These findings will provide the objective data necessary to support creation of the first QuEST Forum "Industry Report" and this article will give you a glimpse of some of the preliminary observations.

Specifically for On Time Delivery, we studied PDR Industry statistical trends (e.g. Industry Average, Best-In-Class, Worst-In-Class) for a sample of ten "representative" product categories. These product categories were picked from various families including switching (packet), transmission (wireless), support systems, power, handsets, subassemblies and even components. In addition, to complete the overall picture of the elements that comprise the end-to-end telecom experience, installation (at the "back end") and development "services" (at the "front end") were also included. Upon review of the data covering 2007 & 2008, some interesting observations were revealed.

- Noteworthy, eight of these ten categories showed increases in performance, and some were significant.
- Categories including edge routers, BTS, power and wireless handsets show dramatic relative percent increases (130%, 50%, 13% and 20%) respectively. This is welcome news as these are key elements in providing high speed mobile data access, a major growth area in the industry.
- In addition, the variability of results as measure by the standard deviation across the 10 categories over this time period was cut in half.

Stay tuned for other study finds as this work progresses.

Project #5 Executive Board Lead:

[Ken Koffman](mailto:ken.koffman@bigbandnet.com), BigBand Networks, [ken.koffman@bigbandnet.com](mailto:ken.koffman@bigbandnet.com)

IGQ Co-Chair/PDR Evaluation Subteam Lead

[John Wronka](mailto:jwronka@alcatel-lucent.com), Alcatel-Lucent, [jwronka@alcatel-lucent.com](mailto: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) specifically from the 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 providing commitment to the study is growing each month! From the EMEA region, Wind and British Telecom (BT) have joined the study including SME participation from both organizations. There is also interest from some of the NA SNO (Service and Network Operations) members to join the study and formal executive commitment is pending.

The SME calls are now held weekly on Wednesday at 9 AM Central. The SMEs have agreed to a code of conduct for the duration of the study. Several organizations have submitted a metrics list to the study. Current efforts are to classify the metrics into functional groupings. Once this exercise is complete, the SMEs will start working on metrics definitions. Also joining the weekly SME calls are QuEST Forum benchmarking SMEs who are providing guidance to help move the study forward.

*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](mailto:fraser.pajak@telus.com)

Amador Lucero, Qwest, [amador.lucero@qwest.com](mailto:amador.lucero@qwest.com)

Tim Harden, AT&T, [th8261@att.com](mailto:th8261@att.com)

Dave Sanicola, The Desara Group, [Dave.Sanicola@DesaraGroup.com](mailto: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 and long term plans to address regional needs. The initial activities were focused in EMEA with the Executive Visit and the EMEA Best Practices Conference scheduled in Paris.

Focus has now shifted to the Greater China Hub (APAC) and the Indian Hub (APAC). The Greater China Hub is actively preparing for the QuEST Forum Executive visit to Beijing and Shanghai scheduled in July as well as the APAC Best Practices Conference in Shanghai this October. Both of these events will be crucial in the continued growth and effectiveness of these regions. The Americas region is leveraging the successful Best Practices Conference processes as it plans its conference in September.

The EMEA QUEST Forum Executive visit was a great success and a QuEST Forum 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 and their subsidiaries in QuEST Forum. Also on the tentative itinerary are visits to key government agencies, Trade Associations, and other key suppliers crucial to the success of QuEST Forum's mission in APAC.

The continuing development of the China and India Hubs will focus on an Executive Mentoring program. There has been excellent participation during the APAC Hub calls and the input received from the Japan hub on workgroup activity and the Validation Audit has helped to strengthen the communication with the hubs.

Project #7 Executive Board Lead:

Kevin Calhoun, Corning Cable Systems, [kevin.calhoun@corning.com](mailto:kevin.calhoun@corning.com)

Supported by:

Shunichi Fujii, Fujitsu, [fujii.shunichi@jp.fujitsu.com](mailto:fujii.shunichi@jp.fujitsu.com)

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### **Everett McNair, Draka Communications - Americas elected to the QuEST Forum Executive Board**

Congratulations to [Everett McNair, Draka Communications - Americas](#) on his recent election to a Supplier Director position on the QuEST Forum Executive Board.

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### **Tanya Penny, Verizon elected to the QuEST Forum Executive Board**

Congratulations to [Tanya Penny, Verizon](#) on her recent election to a Service Provider Director position on the QuEST Forum Executive Board.

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### **New QuEST Forum Members**

QuEST Forum welcomes new member, **Saudi Telecom (STC)**, Service Provider, EMEA Region.

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### **New TL 9000 Registrations**

Congratulations to the newest TL 9000 registrants: **Trans Global Communications, Chicago Tech, Inc, Goodtel Co. Ltd, Sysmall, Netfive** and **Hitron Technologies**.

Congratulations to the organizations that have added new locations: **Vivotek, Juniper Networks** and **Motorola**.

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## Update Company and Personal Profiles in the Portal

To ensure that you receive QuEST Forum communications, please [login](#) to the portal and review your profile.

Additionally, if you are the Primary or Alternate Administration for your company, please also review your organization's profile as well as the users associated with your company. Please remove the users who are no longer employed by your organization so that we can maintain an accurate email distribution list. Thank you for your assistance. If you have any questions, please email [information@questforum.org](mailto:information@questforum.org).

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## QuEST Forum's Kelly Stafford, Director, Membership and Administration

[Kelly Stafford](#) is the Director, Membership and Administration for QuEST Forum. She joined QuEST Forum in October 2007 and oversees the Membership Department as well as writing all of QuEST Forum's communications and marketing materials. Kelly holds a Master of Public Affairs with an emphasis on non-profit management and a BA from The University of Texas at Dallas and has over seven years of experience managing the day-to-day operations of a trade association. Kelly's experience, as well as her versatility, ability to adapt, and desire to do the best job possible, is of great benefit to QuEST Forum.

While known for her organizational and planning skills, Kelly also has a creative side. She has won numerous awards for her artwork and photography at both the state and national level. Currently, Kelly is channeling her creativity into designing and building furniture and making elaborate birthday cakes for all of the little ones in her life.

Born and raised in Dallas, Kelly resides in Frisco, Texas with her husband, Jim and their two year old daughter, Aubrey. She spends her spare time trying to anticipate what Aubrey will attempt to destroy next, posting to her blog and reading her way through the 300,000+ titles available on her Kindle.

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## Suggestions or Comments on the QuEST Forum Newsletter?

Please email [information@questforum.org](mailto:information@questforum.org). We look forward to hearing from you.

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