

## QuEST Forum May 2008 Newsletter

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### TL 9000 Jump Start Program

In 2006, QuEST Forum introduced the Jump Start program to help organizations understand, launch and succeed in their TL 9000 implementation and registration endeavors. QuEST Forum member companies provide subject matter experts to share information and experience free of charge to help organizations begin their TL 9000 journey. The Jump Start program not only provides companies with practical information on TL 9000 and its benefits it also makes experts available to answer queries on implementing a new TL 9000 quality management system or improving a current registration.

Since its inception in November of 2006, five companies that participated in Jump Start either with questions about TL 9000 or by going through a Jump Start webinar, have successfully registered to TL 9000. While obviously Jump Start can't take all the credit for their achievements, it did give the companies a resource to use. In fact, the next article is a testimonial from HCI, Inc., the first company to utilize the expertise offered by Jump Start, on the benefits of TL 9000.

[Click here](#) to start your own Jump Start journey today.

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### Testimonial: HCI, Inc. on the Benefits of TL 9000

*In response to the requests for real world examples of the benefits of TL 9000, The QuEST Forum Newsletter will periodically feature the experiences of those organizations that have implemented TL 9000.*

**Steve Silagi, President of HCI, Inc.** HCI, Inc. is a Central Office Engineering and Installation service provider headquartered in Norco, CA. In April, the company was recommended for TL9000 Certification following the initial audit performed by the registrar team from SGS. HCI had previously enlisted the support of the Jump Start Mentoring Program sponsored by QuEST Forum to assist in the development of an effective quality management system.

Over the past year, with guidance from BIZPHYX, Inc. consultants, our management team has succeeded in developing and implementing a comprehensive quality management system designed to meet all appropriate requirements of TL 9000 standards.

Implementation of the TL 9000 quality system has benefited top management in clearly defining company goals. Our employees now have an elevated awareness of their role in providing high quality engineering and installation services. Customer satisfaction and continual improvement are now documented and tracked in a precise method and presented to all employees, ensuring their participation in the quality management system.

Processes and procedures have been put in place to focus efforts toward identifying problems and opportunities for improvement. The CAR/PAR process has been especially beneficial toward this aim. This process has fostered internal collaboration of management toward identifying root causes resulting in effective corrective and preventative actions. Through weekly scheduled staff meetings management continually monitors these processes.

Tracking performance measurements and trending analysis of results has been very helpful in setting objectives to improve "on time delivery" of services to our customers. This has helped focus attention on the development of better customer relationships.

Adopting TL 9000 at HCI has promoted teamwork on the part of our management team that has resulted in a sustained effort toward continual improvement. Achieving TL 9000 certification confirms HCI's ongoing commitment to deliver high

quality services to meet our customers' needs.

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## TL 9000: A Telecom Industry Success Story

[Bob Clancy](#), Vice-President, BIZPHYX for ISO Focus ([www.iso.org/isofocus](http://www.iso.org/isofocus))

When Bell Atlantic, Southwestern Bell, Nortel, Alcatel and other major telecommunications firms first began discussing an industry sector quality standard in 1996, the global cost of poor telecommunications quality was estimated to be about fifty million US dollars. Added to that, the deregulation of AT&T in North America had led to two major issues affecting telecommunications network quality, namely:

- a plethora of new suppliers introducing products into the network ; and
- the lack of a global standard for telecommunications product and service quality.

The industry was further stressed by . . . [Click here](#) to read this article in its entirety.

*This article first appeared in the March 2008 issue of ISO Focus magazine ([www.iso.org/isofocus](http://www.iso.org/isofocus)) and is reproduced with the kind permission of ISO Central Secretariat.*

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## New TL 9000 Registrations: 1 January 2008 – 31 April 2008

### Americas Region

1/4/2008	Verizon Communications Inc.
1/16/2008	TII Network Technologies
1/19/2008	Aguilar Engineering, Inc.
1/24/2008	Aeon Technologies
1/24/2008	Reliable Telecom Supply Inc
1/25/2008	INCREDITEK
1/31/2008	Intelliswift Software, Inc.
2/1/2008	Intraline, Inc.
4/4/2008	Frances Communications Installation
4/25/2008	ACR Quality Commuications
4/30/2008	Motive, Inc.

### APAC Region

1/7/08	IBM India Private Limited, Global Business Services - Global Delivery
1/10/08	CUDO COMMUNICATION CO.,LTD
1/26/08	Foshan Janifast Telecommunications Co., Ltd
1/29/08	Tejas Networks India Ltd.
2/3/08	Danriver Technology (GuangZhou) Inc.
2/5/08	Shenzhen Putian Yitong Technology Co.,Ltd.
2/8/08	Sterlite Technologies Limited
2/18/08	TIMO Technology Co., Ltd.
3/6/08	NARADA POWER SOURCE CO.,LTD
3/12/08	WIZ Communications
3/16/08	Bharti Airtel Ltd- Transport Network Group

3/19/08	HWABAEK CABLE Co., Ltd.
4/1/08	Netcom Africa
4/2/08	Cognizant Technology Solutions India Pvt. Ltd.
4/23/08	O-Sung Link Inc

## EMEA Region

2/1/2008	CTDI Nethouse Services Kft.
4/8/2008	3M Deutschland GmbH

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## Update: Executive Board Major Projects

The members of the Executive Board of QuEST Forum have taken the lead on several major initiatives to improve member value and grow the organization. Each member of the Board has volunteered their time, talents and energy to lead five major projects in furtherance of the strategic plan for 2008. It should be noted that all major projects are based on input from our members and are aimed at improving member value and satisfaction. Our membership will see continued improvements in many key areas.

Below is a summary of each Project to date. Your comments and participation are always welcome; please contact the Project Leads with questions.

**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. Upcoming milestones include the analysis of Working Committee Structure, Executive Board terms and structure, QuEST Forum Product development roadmap, Balance score card review, and the completion of the full time staffing transition. We will continue to update you on our progress.

Project #1 Lead: Don Pickens, COO, QuEST Forum, [dpickens@questforum.org](mailto:dpickens@questforum.org)

**Project #3 – Membership and TL 9000 Registrations** This project aims to recruit new members to Quest Forum, increase new TL 9000 registrations and ensure 'member involvement' in QuEST and TL 9000 activities. In May QuEST forum welcomes the America's supplier, The DESARA Group, Inc. and Reliance Communications, India as Full members. This project team has identified a prioritized list of candidates in each region to be recruited for QuEST membership and/or TL 9000 registration.

A tiger team consisting of members from every regional hub has been formed to assist in the global recruitment. If anyone is interested in joining and contributing to the project by actively recruiting candidate companies to be QuEST member or TL 9000 registration, please send an e-mail to the project leads with information. This project targets each board member and each regional hub leader to commit to recruiting at least one new QuEST member or to enlist a new TL 9000 registration. The project anticipates each regional group to identify the top ten candidates for membership, actively recruiting two companies for QuEST and at least two for TL 9000 registration, per region. The project team is actively interested in identifying more companies in China, India, Korea, EMEA, Japan and Latin America. Members interested in identifying key companies that would be interested in joining QuEST forum or be TL 9000 registered in these regions, may send e-mails to project leads.

Project #3 Leads:	Dave Ayers, Nortel, <a href="mailto:dayers@nortel.com">dayers@nortel.com</a>
	John Brots, Tellabs, <a href="mailto:johnbrots@cnn.com">johnbrots@cnn.com</a>
	JoAnn Brumit, Karlee, <a href="mailto:jabrumit@karlee.com">jabrumit@karlee.com</a>

In order for QuEST Forum members to take full advantage of all QuEST Forum has to offer, one item that continues to be very important is member participation. The Member Participation objective was developed in order to track, analyze, and improve member participation.

There are several ways members can participate in QuEST Forum, including through annual meeting attendance, work groups, regional hubs, sub teams, and sponsorships. The team will focus on collecting the right data to understand and measure current participation, and they will then work with the appropriate regional hubs to put plans of action in place to improve member company participation where there are gaps.

QuEST Forum believes that increased member participation will result in increased member satisfaction. The increase in member satisfaction will not only solidify companies as long term members but will also result in referrals to expand membership. The goal is to continually drive more value to QuEST Forum member companies, and making certain companies are taking advantage of the wide range of opportunities to participate within QuEST Forum is one of the ways we can accomplish that goal.

Member Participation Leads:	Ed Rohlf, ADTRAN, <a href="mailto:ed.rohlf@adtran.com">ed.rohlf@adtran.com</a>
	Trevor Putrah, KGP Telecommunications, <a href="mailto:taputrah@kgptel.com">taputrah@kgptel.com</a>

**Project #4 – Marketing/Communications** The purpose of this project is to oversee and enhance the marketing and overall communications efforts of QuEST Forum. Marketing and communications are very instrumental in generating growth in membership and conveying the value of QuEST Forum and being TL 9000 registered. Therefore, the collateral used to recruit members and the New Member Packet have been identified as two areas of high priority. The collateral material for use in recruiting new members has been updated. This material is in the new QuEST Forum format and colors and can be accessed on the member portal at *Marketing Materials – Resources\_Files/Documents\_Recruitment Materials*. The new Strategic Marketing Plan and the Product Roadmap are being developed and are scheduled for completion by June 30. The draft of the plan will be presented to the Leadership Council at the Calgary meeting. Recently, under the direction of Oversight, Sue Clancy lead a team that has developed a New Member Orientation Guide. This Guide has been reviewed with all the Regional Hubs for use to help get our new members the material and facts they need to get the most from their QuEST Forum membership. It will also help encourage members to become engaged with various activities at the beginning of their membership. The Presentation is available on the Membership portal under *Marketing Materials\_Resources\_Files/Documents\_Orientation Material*. The search is on for a marketing Communications Manager and it is expected to have a person in place by mid-June. Additionally, Project # 2 Web Site Re-Design has been completed and closed. A web site maintenance plan has been developed and is now under the direction of Executive Board Project #4.

Project #4 Lead: Gary McMullin, Telmar, [Gary.mcmullin@telmarnt.com](mailto:Gary.mcmullin@telmarnt.com)

**Project # 5 Performance Data Report Improvement** As mentioned last month, the 2007 QuEST Forum member survey identified the need to increase the value of Performance Data and Performance Data Report(s). These are a major differentiator between TL 9000/QuEST Forum and other quality systems and governing bodies.

The team continues to focus on three initiatives: 1) Improving PDR accuracy 2) Maximizing PDR usage value 3) Expanding PDR scope. Over the coming months, this article will highlight one of these, starting this month with initiative 3, “Expanding PDR Scope.”

Expanding the PDR scope emphasizes the identification of "high priority" product categories that do not have enough registered companies in them to provide the full set of PDR industry statistics (Monthly Average, Industry Average, Best-in-Class, Worst-in-Class). The more product categories that can provide this information, the more the data repository better represents industry performance. In some cases three or four companies are already registered in a category and the addition of one or two more registrations would make these valuable statistics available to all.

Expanding the PDR is about proactively “filling” “high priority” product categories using a systematic and achievable approach. Working with UTD, registration counts were extracted by Product Category. Some interesting statistics came from these counts – 57% of the 116 categories supported full PDR statistics, 17% had 3 or 4 registrations, with the remainder having 2 or less.

The 17% (20 categories) became the focus of the team’s effort, and the team also investigated registrations in-progress for these product categories. This list was further prioritized based on category criticality to the industry, creating a target list. Ultimately 13 categories were identified to pursue, but five (Application Servers, Hardware Development Service, Internet Access, Support Structures, and Microwave) already had sufficient registrations in progress or with test data submitted to the Forum. The remaining 8 became the “prioritized list” and included Active Subsystems, Radio Antennas, PON, CPE Routers, PBXs, Key Systems, Voice Service Providers, e-Business and Content Hosting.

With this prioritized list in place the team identified companies that “play” in these categories, with the goal of identifying 2 times the number of companies needed to publish the full PDR statistics. Some companies were already registered in other product categories and/or were QuEST Forum members.

This product category list, including companies to engage and recruit for each, was provided to the “Membership/TL Registration” team. This team will include these companies in their overall efforts for recruitment. Progress will be monitored and action taken as required with the end goal in mind: Increasing the number of product categories that support the full set of industry statistics.

Project #5 Lead: Ken Koffman, BigBand Networks, [ken.koffman@bigbandnet.com](mailto:ken.koffman@bigbandnet.com)

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### **Ninth Annual Best Practices Conference: Solicitation of Abstracts**

Working on an abstract and need more time? The deadline for submitting an abstract has been extended to 13 June 2008.

The Ninth Annual Best Practices Conference will be held in Denver, Colorado, USA, 15-17 September 2008.

QuEST Forum is soliciting 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. The links below will assist potential presenters prepare their presentation abstract for submission.

[Abstract Submission Information](#)

[Best Practices Conference Information](#)

For more information, please contact the QuEST Forum Administrator at +1-972-661-6420 or via email at [information@questforum.org](mailto:information@questforum.org).

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### **Special Election 2008: QuEST Forum Executive Board**

QuEST Forum is soliciting candidates from all regions to be potential members of the QuEST Forum Executive Board. There are 5 open seats on the Board to be filled. Nominations for the 2008 Executive Board Special Election are due by 9 June 2008. All submissions should be made by your organization’s QuEST Forum Primary Voter.

The open positions and terms are as follows:

#### **Open Positions for TERMS ending December 31, 2008**

- 3 Service Provider Director seats open
  - Maureen Merkle formerly with AT&T resigned her position on the Board.
  - Tim Houghton formerly with Bell Canada resigned his position on the Board.
  - Peter Stangl formerly with Vodafone resigned his position on the Board
- 1 Supplier Director seat open
  - Everett McNair formerly with Corning Custom Cable Systems resigned his position on the Board.

#### **Open Position for SMALL BUSINESS Service Provider –TERM ending Dec. 31, 2009**

- 1 Service Provider Director seat open
  - *A Small Business Service Provider is defined as a service provider with “less than \$100 million in annual sales, OR has fewer than 10,000 employees” (Article IV, Section 1 of the Bylaws of the QuEST Forum).*

Items required for submitting a nomination:

- > Nominees for the Board should be officers or senior members of a full member organization, with a significant industry presence.
- > The name of the nominee(s) and the position for which they are running.
- > A brief biography. [Click here](#) to download the standard QuEST Forum bio template.
- > The position statement. [Click here](#) to download the position statement.
- > Acceptance of the QuEST Forum Executive Board Position Statement Commitment & Guidance. [Click here](#) to download.

Submissions should be made by your organization's QuEST Forum Primary Voter and sent to Kelly Stafford at [kstafford@questforum.org](mailto:kstafford@questforum.org). Please clearly identify all correspondence by labeling the subject line of the email response as "QuEST Forum Executive Board Member Nominee Submission." Kelly will confirm receipt of the nomination submission.

*Note: The above solicitation is for a Special Election. The QuEST Forum annual election will occur later in the year to fill the seats vacated by the Directors whose terms expire at the end of 2008.*

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### **Email Addresses for QuEST Forum Staff**

The QuEST Forum staff are now all using QuEST Forum email addresses versus their former Spear One email addresses. The updated email addresses are listed below. To ensure a timely response, please update your address book accordingly.

Don Pickens, [dpickens@questforum.org](mailto:dpickens@questforum.org)  
Rob Darden, [robdarden@questforum.org](mailto:robdarden@questforum.org)  
Maryellen Basanda, [mbasanda@questforum.org](mailto:mbasanda@questforum.org)  
Don Irvine, [dirvine@questforum.org](mailto:dirvine@questforum.org)  
Rebecca McVeigh, [rmcveigh@questforum.org](mailto:rmcveigh@questforum.org)  
Donna Reed, [dreed@questforum.org](mailto:dreed@questforum.org)  
Kelly Stafford, [kstafford@questforum.org](mailto:kstafford@questforum.org)

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### **New QuEST Forum Members**

QuEST Forum is pleased to welcome the following new members for 2008.

#### **Americas Region**

2Wire, Inc. (Full Member)  
Network Hardware Resale (Full Member)  
Purcell Systems, Inc. (Full member)  
Sheilds Environmental (Full Member)  
Telect, Inc. (Full Member)  
Teltech Communications, LLC (Full Member)  
Worldwide Digital (Full Member)

#### **APAC Region**

SingTel Optus (Full Member)

#### **EMEA Region**

Smallpeice (Liaison Member)

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### **May 2008 Newsletter Links and Email Addresses**

- [Start your own Jump Start journey](#)
- [Email Bob Clancy, BIZPHYX](#)
- [TL 9000: A Telecom Industry Success Story \(Download Entire Article\)](#)
- [Email Don Pickens, QuEST Forum](#)
- [Email Dave Ayers, Nortel](#)

- [Email John Brots, Tellabs](#)
- [Email JoAnn Brumit, Karlee](#)
- [Email Ed Rohlf, ADTRAN](#)
- [Email Trevor Putrah, KGP Telecommunications](#)
- [Email Gary McMullin, Telmar](#)
- [Email Ken Koffman, BigBand Networks](#)
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- [Best Practices Conference Information](#)
- [Email Kelly Stafford, QuEST Forum](#)
- [Email Rob Darden, QuEST Forum](#)
- [Email Maryellen Basanda, QuEST Forum](#)
- [Email Don Irvine, QuEST Forum](#)
- [Email Rebecca McVeigh, QuEST Forum](#)
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### **Do You Have Newsletter Suggestions or Article Ideas?**

If so, please contact QuEST Forum at [information@questforum.org](mailto:information@questforum.org).

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