



**QuEST Forum Newsletter  
November/December 2009**

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**2010 QuEST Forum Executive Board**

**Chair**

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

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President, AT&T Supply Chain and Fleet  
Operations  
AT&T

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Vice President, National Service Infrastructure  
Support  
TELUS Communications

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QuEST Forum

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General Manager, Corporate Quality  
BT

Ken Koffman  
Global Corporate Quality Officer  
BigBand Networks

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Global Quality Officer  
Fujitsu

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Senior Vice President and Group Head  
Infosys Technologies, Ltd.

Mariano Legaz  
Vice President, Strategic Sourcing & Purchasing to  
Pay Systems  
Verizon

Amador Lucero  
VP, National Operations & Engineering  
Qwest Communications

Arun Malik  
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Bharti Airtel, Ltd.

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Executive Strategic Operations  
Cisco Systems, Inc.

Trevor Putrah  
Chief Operating Officer  
KGP Telecommunications

Pankaj Sethi  
President, Corporate Services  
Tata Teleservices Limited

Carlos Solari  
VP, Quality Assurance, Security and Reliability  
Alcatel-Lucent

David Stahl  
Vice President, Quality and Technical Services  
Tellabs

Zhang Wei Hua  
Chairman & General Manager  
China Telecom Shanghai

### **Executive Contributors**

Shiloh Coleman  
Vice President & General Counsel  
Sector Supply

Ed Rohlfs  
Vice President, Global Quality and Customer  
Satisfaction  
ADTRAN, Inc.

Shunichi Fujii  
General Manager, Global Quality  
Fujitsu

Dave Sanicola  
Managing Partner  
The Desara Group

Steve Welch  
QuEST Forum Chairman 1997, 1998

### **2010 QuEST Forum Leadership Council**

#### **Global Work Group**

Chair: Rod Bothwell, The DESARA Group  
Vice Chair: Ashok Dandekar, Fujitsu  
Secretary: Bob Clancy, BHIZPHYX

#### **IGQ Work Group**

Chair: John Wronka, Alcatel-Lucent  
Vice Chair: Betty Schlackman, AT&T  
Secretary: Rossanne Day, Motorola

#### **Oversight Work Group**

Co-Chair: Irv Briks, AT&T

#### **TBE Work Group**

Chair: Vinny Arrigali, Cisco

Co-Chair: Ed Bryan, ADTRAN  
Co-Secretary: Joe Kunzer, Tellabs  
Co-Secretary: Tom Yohe, Telmar

Vice Chair: Art Morrical, Alcatel-Lucent  
Secretary: Joan Lynn, TELUS Communications

### **Americas Region**

Chair: John Russell, Telcordia  
Vice Chair: Joan Lynn, TELUS Communications  
Americas Secretary: Jennifer Simcox, BIZPHYX  
Latin America Secretary: Rodolfo Stecco, IRAM

### **APAC Region**

Co-Chair: Ashok Dandekar, Fujitsu  
Co-Chair: TBD

### **Greater China Hub**

Co-Chair: Zhang Wei Hua, China Telecom  
Shanghai  
Co-Chair: Xu Feng, ZTE  
Co-Secretary: William Wong, HKQAA  
Co-Secretary: Dr. Wan Juyong, CEPREI

### **India Hub**

Chair: Satyendra Kumar, Infosys Technologies, Ltd.  
Vice Chair: Arun Malik, Bharti Airtel Limited  
Co-Secretary: Akhila Ramachandran Jha, Infosys  
Technologies, Ltd.  
Co-Secretary: TBD

### **Japan Hub**

Chair: Shunichi Fujii, Fujitsu

### **Korea Hub**

Secretary: Junil Song, Korea Quality Assurance

### **EMEA Region**

Chair: Johannes Schuck, Alcatel-Lucent  
Vice Chair: Gary McMullin, Sector Supply  
Secretary: Alan Rutterford, Excel Partnership UK

### **Member Representatives**

Service Provider: Beth Ford, AT&T  
Supplier: Sheronda Jeffries, Cisco

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## **QuEST Forum 2010 Membership Dues**

Please remember that the 2010 membership dues are due 1 January 2010. The 2010 membership dues invoice was sent to the designated billing contact.

In 2010, QuEST Forum will continue to focus on expanding both membership and TL 9000 registrations, enhancing the performance data reports, building the Network Reliability benchmarking, and making sure that TL proactively enhances both measurements and requirements necessary to manage complex networks that continue to evolve. Current initiatives were very successful in 2009 and the membership overwhelmingly supports the continuation of these efforts in 2010 as well as adding additional key initiatives.

Your company's continued membership and participation in QuEST Forum for 2010 is vital to the fulfillment of these goals. Since QuEST Forum is a unique blend of service providers and suppliers dedicated to the pursuit of global product and service quality and performance excellence, every member company's participation is necessary to ensure the association's future success and growth.

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## **QuEST Forum Code of Conduct**

As preparations are made for the New Year, QuEST Forum would like to remind everyone of the expectation that its members and staff conduct themselves ethically and in a manner conducive to collaboration.

[Click here](#) to download the complete QuEST Forum Code of Conduct.

We look forward to working with you in 2010.

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### **Register Now: 2010 Leadership Summit and Work Group Meetings**

Registration is now open for the [2010 Leadership Summit and Work Group Meetings](#), 1-5 February in Dallas, Texas USA.

[Register Now](#) [Download the Schedule](#)

While there is no registration fee for the Leadership Summit and Work Group Meetings, we ask that you register by 22 January 2010 to ensure accurate numbers for planning purposes.

[Make Hotel Reservations](#)

Please note that the deadline to receive the QuEST Forum room rate is 12 January 2010.

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### **Save the Dates: 2010 Meetings and Event Calendar**

Mark your calendars and plan to attend the Best Practices Conferences and Work Group Meetings in 2010.

3 – 5 February	Work Group Meetings	Dallas, Texas, USA
20 – 22 April	EMEA Best Practices Conference	Berlin, Germany
18 – 20 May	Work Group Meetings	Dallas, Texas, USA
21 – 22 September	Americas Best Practices Conference	Atlanta, Georgia, USA
23 – 24 September	Work Group Meetings	Atlanta, Georgia, USA
26 – 28 October	Work Group Meetings	Dallas, Texas, USA
9 – 11 November	APAC Best Practices Conference	Beijing, China

To view the 2010 calendar in its entirety, [click here](#). Please note that since we are still in 2009, the calendar view will default to 2009. To view the 2010 calendar, select “2010” in the drop-down box next to “Select Year” and click the “Go” button.

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### **BroadSoft Testimonial**

“Quality and customer service are important tenets at BroadSoft. As a world-wide leader of VoIP application software, BroadSoft already had a robust quality management infrastructure in place. Despite numerous industry awards and a stellar client list, which includes nine of the top 10 and 15 of the top 25 largest carriers worldwide, BroadSoft was often asked to objectively prove the quality of its software. TL 9000 gave us the perfect vehicle to address the question.

BroadSoft partnered with BIZPHYX to implement a quality management system which met the requirements of TL 9000. During the one year implementation, we improved our existing processes through review, documentation, and iteration; adopted TL 9000 metrics as a measure of BroadSoft's performance; and increased management and employee focus on quality by formalizing existing practices into a quality management system

BroadSoft achieved certification in September 2009. This milestone publically demonstrates our commitment to focus on, and continuously improve, quality. It allows BroadSoft to easily demonstrate to customers, partners, and prospects that our products are backed by one of the best teams in the business. The adoption of continuous improvement techniques helps us focus on ways to better serve our customers. Ensuring standard business practices across multiple locations guarantees a consistent, positive customer experience and positions us for sustained growth. Finally, achieving certification allows BroadSoft to differentiate our products and business practices in an increasingly-crowded marketplace.”

-- BroadSoft

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### **PDR Calculation Schedule Moved Up in 2010**

Performance Data Reports will be available sooner in 2010 approximately one week earlier than in prior years. This earlier delivery is a result of the actions taken by Executive Board Project #5 to improve the value of the PDRs. Their efforts have increased the number of on-time data submissions making an earlier calculation possible. The due dates for submitting data are available at [http://tl9000.org/alerts/data\\_submissions.html](http://tl9000.org/alerts/data_submissions.html). The code to put registrations on probation or suspension for late or missing data submission will be run the next business data after the data is due and the PDRs will be calculated and posted the next business data after that.

Also, the file type of the PDRs will change from 'txt' to 'csv'. The structure of the data in the file is not changing so any processing programs that were written to utilize the PDRs 'txt' file will still work unchanged. Making the change to a 'csv' file means that the data does not have to be converted from text after it is copied into Excel. The 'csv' file does not have to be copied into Excel; it will open directly into Excel.

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### **TL 9000 Requirements Handbook Release 5.0**

The TL 9000 Quality Management System Requirements Handbook Release 5.0 became effective 15 November 2009. To buy Handbooks, hard copies or site licenses, go to [http://tl9000.org/handbooks/buy\\_handbooks.html](http://tl9000.org/handbooks/buy_handbooks.html)

To access the Delta training course go to <http://tl9000.org/training/elearning.html>. The Delta training is mandatory for any registrar auditor prior to conducting an official audit to the Release 5.0 Requirements Handbook.

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.

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### **Individual TL 9000 Certification**

The program to recognize individuals' knowledge and use of TL 9000 is now fully implemented. Certification is open to all qualified individuals involved with TL 9000 registrations, auditing, training, or consulting. To review the requirements, click on the Individual Certification link under the TL 9000 Registration tab on the TL 9000 web site. Please note that since the Requirements R5.0 Delta Training course is now available, it becomes a pre-requisite for individual Certification. Please let your co-workers know about this program to recognize individual TL 9000 knowledge and use.

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## **Board Project Updates**

### **Project #1 – Operational Efficiencies**

Executive Board Project #1 is focused on facilitating the implementation of the QuEST Forum Initiatives and the operational areas as recommended by the Asaba Group to continuously improve operational efficiencies. This is the second year of this initiative and the team has been active during 2009. The information gathered from the Environmental Scan survey was processed and a recommendation was made to the Executive Board to move this project from an Executive Board project to a standing committee. This recommendation was accepted by the Executive Board and will be implemented in 2010. This team will continue to identify and implement recommendations on improving QuEST Forum operational efficiencies including making sure clear accountability and responsibilities are identified.

The committee will also work with the Work Groups, Regions, and Executive Board projects to set up the objectives for the 2010 Balanced Scorecard.

Project #1 Lead:

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

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

QuEST Forum membership for November is 151. This is a gain on 8 net new members for 2009. TL 9000 registrations are up by 37 this month for a total of 1821. This exceeds the Green Goal (1791) and puts us in line for reaching our Blue Goal (1831) by year end.

Goals for net membership growth for 2010 were established as follows:

<u>Region</u>	<u>Green Goal</u>	<u>Blue Goal</u>
Americas	3	9
APAC	1	3
EMEA	1	3
Total	5	15

Goals will also be set for TL registrations and will include companies targeted by Executive Board Project #5.

A follow-up email has gone out to the Executive Board requesting that they review their top suppliers and identify potential candidates for QuEST Forum membership and TL9000 registration. Responses are due December 11.

Project #3 Executive Board Leads:

Leader: 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, [jabrunit@karlee.com](mailto:jabrunit@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)  
Mariano Legaz, Verizon, [mariano.legaz@verizon.com](mailto:mariano.legaz@verizon.com)  
Don Irvine, QuEST Forum, [dirvine@questforum.org](mailto:dirvine@questforum.org)

## **Member Participation**

We are continuing to improve the process of collecting and validating the data for member participation. We are also preparing for 2010 goal setting and base lining the validated data by matching against the list of 2009 paid members and ensuring the companies are correctly aligned with the hubs where they are headquartered.

The 2009 results are nearly complete with solid participation results against our goals. The percent participating goals were met at the stretch blue level overall for the Americas and APAC. EMEA is currently slightly under the green goal but only needs a couple more companies to participate to make the goal. The percent active goals have been met at the green level overall for the Americas and APAC. EMEA has met the blue goal for active participation.

This has been a good project and required a great deal of engagement and support by the QuEST Forum staff, many QuEST Forum members and especially the Hub Leadership teams.

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

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

In last month's newsletter we discussed the need for providing better guidance on selecting product categories. At the recent IGQ face-to-face meeting in Phoenix, the PDR subteam got together to review the initial draft of a guidelines selection document. The final version is expected in December, and plans for deployment will be rolled out next year. The document reiterates some of the information in the handbooks on selection guidelines, but it also provides more explanation, and includes answers to some common misunderstandings.

At the same time, the team is planning its work for 2010. One areas mentioned in the last article was improving some of the PDR tools. See a related article on this in the newsletter regarding some changes and improvements that have already been made

Project #5 Executive Board Lead:  
Ken Koffman, BigBand Networks, [ken.koffman@bigbandnet.com](mailto:ken.koffman@bigbandnet.com)  
IGQ Co-Chair/PDR Evaluation Sub-team Lead  
John Wronka, 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: Cincinnati Bell joined the study as an observer and Huawei joined as an NRC outsourcing provider.

The SME calls continue every Thursday at 8 AM Central with scheduling into 2010. The SMEs met during a face-to-face workshop on November 12 and 13 in Scottsdale, AZ. The end result of this workshop was finalization of the Global Service Impact (GSI) measurement including a set of service product categories which will be further refined to include emergency and wireless services. The SMEs will work towards data collection and submission for January 2010.

Phase 3 – Publish study results. Incorporate into the Measurements and Requirements TL handbooks.

Update: Pending the MTTR data submissions, initial results are expected for review late December/early January. Data on the first Metric is being entered.

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. This year as part of this initiative, QuEST Forum has planned and accomplished Executive Delegation visits to EMEA and APAC. The purpose of these two visits was to recruit new members/TL 9000 registrations and encourage more active participation in QuEST Forum activities.

Work continues on getting the Asia (India and China) Hubs more involved at the Executive Board level. Also there is continuing plans to make strategic appointments and work for increased participation across all the regions. The APAC Best Practices Conference held in Shanghai was supported by the Greater China hub. While attendance was good but not as good as hoped, the conference significantly raised awareness of opportunities within China. This group will be working to strengthen the participation and influence of the Greater China hub.

The renewed engagement by the India Hub is going well and the task of strengthening this hub continues. We are looking forward to increased participation from Tata and Bharti-Airtel.

There has been excellent participation during the APAC Hub calls and the input received from the Japan hub on Work

Group activity. The Validation Audit has helped to strengthen the communication with this hub.

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)

Zhang Wei Hua, China Telecom (Shanghai), [zwh@shtel.com.cn](mailto:zwh@shtel.com.cn)

Xu Feng, ZTE, [xu.feng@zte.com.cn](mailto:xu.feng@zte.com.cn)

Satyendra Kumar, Infosys Technologies, Ltd., [satyendra\\_kumar@infosys.com](mailto:satyendra_kumar@infosys.com)

Steve Dickens, BT, [steve.c.dickens@bt.com](mailto:steve.c.dickens@bt.com)

Don Irvine, QuEST Forum, [dirvine@questforum.org](mailto:dirvine@questforum.org)

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

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## New Members

QuEST Forum is pleased to welcome the new members that were added in November and December: **3M Communication Market Division**, Americas Region, **Hewlett Packard**, Americas Region and **Cognizant Technology Solutions India Pvt. Ltd.**, APAC Region.

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## New TL 9000 Registrations

Congratulations to the newest TL 9000 registrants: **Charles E. Singleton Company of Florida**, **Gaw Associates, Inc.**, **R&B Network Services, Inc.** and **CoAdna Photonics**.

Congratulations to the organizations that have added new locations: **ADVA Optical Networking** and **Astec Power Phils, Inc.**

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## QuEST Forum's Tim Harden

[Tim Harden](#) is President-Supply Chain and Fleet Operations for AT&T Services, Inc. He is responsible for all related global functions, including strategic sourcing, purchasing, supplier quality and supplier diversity programs, supply chain logistics and distribution, and fleet management. Prior to his current assignment, Mr. Harden was President and CEO of AT&T West and previously, he served as President of Network Services for AT&T Southwest and has gained broad telecommunications experience from a series of executive assignments within SBC and Pacific Telesis. Mr. Harden joined Pacific Bell in 1982 from Caterpillar Tractor Company. He graduated from the U.S. Naval Academy in Annapolis, MD with a Bachelor of Science degree in Engineering and Operations.

In his leisure time, Mr. Harden likes to play golf and vacation with family. His family is scattered across the United States and he enjoys traveling to spend time with the children and his four granddaughters. Mr. Harden and his wife also enjoy volunteering and helping others as well as opening their home and using their talents to help neighbors, friends and those in need.

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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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