
QuEST FORUM NEWSLETTER
September 2008

SUCCESSFUL BEST PRACTICES CONFERENCE

Denver, Colorado USA: 15 - 19 September 2008

More than forty presenters shared valuable best practices for suppliers, producers and service providers in the telecom industry with around 200 attendees. With a varied program including high level Keynote speakers, executive panels, presenters, and workshops sharing proven methods for quality enhancement, attendees took away practical strategies for improving processes to maximize quality in their businesses. This international conference included representatives from India, Sweden, Japan, Nigeria, Canada, Mexico, and the United States; highlights included Keynotes by Tom Stanton from ADTRAN, Rod Naphan from Fujitsu, and Amador Lucero from Qwest.

Going forward the highly acclaimed programs of the Best Practices Conference will continue, but they will be tailored to the specific challenges and conditions found in each geographic area. In order to minimize redundancy and maximize value for members and attendees, beginning in 2009, Best Practices Conferences will be held in each of the QuEST Forum global regions. The new schedule includes the EMEA Best Practices Conference tentatively scheduled for April 2009 in Madrid, Spain, the Americas Best Practices Conference planned for Orlando, Florida, USA, in September, and the APAC Best Practices Conference in Shanghai, China in October. Companies seeking the latest information about best practices in telecommunications will now be able to meet with colleagues in their own back yard.

TL 9000 TESTIMONIAL FROM DYNIS

Faced with the need to integrate two business cultures after a corporate acquisition, Dynis decided to pursue TL 9000 certification. During the next twelve months, Dynis, with the support of BIZPHYX, was able to implement a new integrated Quality Management System and achieve cost reductions by removing duplicate expenditures and overhead redundancies. As a result, Dynis received a return on their investment from the merger sooner than projected. They received their TL 9000 certification on 18 July 2006. [Read more](#) about Dynis and how TL 9000 enabled them to succeed.

2008 ANNUAL MEMBER VALUE SURVEY LAUNCHED 8 SEPTEMBER

The annual Member Value Survey, developed by the Oversight Work Group and Walker, a QuEST Forum member company, was distributed to the members of QuEST Forum on 8 September. The survey is designed to determine the most important benefits of membership and identify the strengths of QuEST Forum as well as areas needing improving for planning purposes. The questionnaire focused on major programs, initiatives, and resources including TL 9000, best practices, performance data reports, work groups, and regional hub activities. The survey closed on 26 September and Walker will provide the results to QuEST Forum following tabulation and analysis.

QUEST FORUM BENCHMARK STUDIES

QuEST Forum is expanding its Benchmark Study program to better serve our growing membership. In addition to the monthly PDR TL 9000 Benchmark Data, the IGQ Work Group Benchmark Study Team has been performing selective TL 9000 Benchmark Studies on Product Categories of specific interest to members.

TL 9000 Benchmark Study Teams

There have been three TL 9000 Benchmark Studies completed on Product Categories:

- PC 3.2.2.1.2.1 SONET/SDH Transport Systems,
- PC 3.2.2.1.2.2 WDM/DWDM/Optical Amplification, and
- PC 3.3.1 Base Station Equipment (BSE) Wireless Transmission.

And currently two new Studies have been launched on

- PC 1.2.2 Access Multi-service, and
- PC 1.2.9.2 Edge Routers.

Participating study organizations included ADTRAN, Alcatel-Lucent, Cisco, Fujitsu, Genband, Huawei, Juniper, Motorola, Nortel, Tellabs and ZTE.

If you are interested in joining a Study Team or starting a new TL 9000 Study Team, please contact the IGQ TL 9000 Benchmark Leader Jack Pompeo at jpompeo@huawei.com.

CUSTOMER SATISFACTION BENCHMARK

QuEST Forum is conducting a study to document how member companies conduct their customer satisfaction and loyalty programs. The study will focus on how companies listen to their customers, learn from their feedback, and leverage their insights to make improvements. By collecting this information, QuEST Forum will be able to provide a benchmark of current practices and share best practices.

The Study was launched in early September and if you are interested in participating, please contact John Wronka the Chair of IGQ at jwronka@alcatel-lucent.com.

NETWORK OPERATIONS RELIABILITY CENTERS BENCHMARK STUDY

QuEST Forum is looking for Service Providers to participate in a Global Benchmark Study of Best Practices in Network Operations Reliability Centers. This study is being initiated at the request of Service Operators in India and China. If you would like to participate, please contact Fraser Pajak at fraser@pajak@telus.com.

INPUTS ON REVISED TL 9000 HANDBOOKS DUE BY 17 OCTOBER

The Integrated Global Quality (IGQ) Requirements & Measurements Work Group has submitted the TL 9000 Requirements Handbook Draft Release 5.0 for full QuEST Forum review. If you have already made suggestions, thank you for your input. Additional recommendations would be appreciated.

The draft includes recommendations from various IGQ sub-teams and embeds a few key concepts from CMMI and TS 16949 (Automotive Quality Standard), such as an increased focus on Risk Management and Design for Manufacturability. It also includes approved "Suggestions" solicited earlier this year, and some strengthened wording on the use of design measures from the In-Process Measurements sub-team. Recommendations and rationale provided by the all the sub-team leaders and all the IGQ members were invaluable in this effort.

While the draft includes proposed changes to the 2008 version of ISO 9001, they are not finalized and adjustments will be incorporated once the final 2008 version is available. They were included while in process to allow a reasonably complete review through the inclusion of both the TL 9000 "Adder" and ISO 9001:2008 changes.

The TL 9000 Requirements Handbook Draft Release 5.0 can be found [here](#). The "review comment" template including instructions can be found [here](#). All comments are due by 17 October. The draft R5 handbook can be reviewed with or without red lines by selecting "Final" or "Final Showing Markup" in the display option box below the main menu in MS Word.

To be useful, submitted comments must be very specific and supported with a concise and sound rationale.

Feel free to contact the QuEST Forum or IGQ Work Group leadership if you have any questions.

John Wronka, IGQ Chair, Alcatel-Lucent, jwronka@alcatel-lucent.com
Betty Schlackman, IGQ Vice-Chair, AT&T, ms0987@att.com
Rossanne Day, IGQ Secretary, Motorola, Qrd000@email.mot.com
Richard Morrow, SME, University of Texas–Dallas, rmorrow@utdallas.edu

WORK GROUP LEADERSHIP CHANGES

Irv Briks, AT&T has been elected the Vice Chair of Oversight for the remainder of 2008. Due to bylaw restrictions, Irv subsequently resigned as the Chair of TBE. QuEST Forum thanks Irv for his many years of service and leadership with TBE.

Ed Bryan, ADTRAN, Inc. will assume the position of the Chair of TBE for the balance of 2008. Ed previously capably served as the Vice Chair of TBE.

Joan Lynn, TELUS Communications was appointed the Secretary of the Americas region for the final months of 2008. An active volunteer for the Americas Region, Joan assisted with the successful 2008 Americas Regional Conference.

CALL FOR NOMINEES FOR 2009 EXECUTIVE BOARD ELECTIONS

QuEST Forum is soliciting candidates from **all** regions to be potential members of the QuEST Forum Executive Board for 2009. There are **10** open seats on the Board to be filled, including the Vice Chair to be filled by a Supplier. Nominees for the Board should be officers or senior members of a full member organization with a significant industry presence.

The open Board positions and terms are as follows:

- **Four (4) Open Positions for Service Providers** – TWO Year Terms ending 31 December 2010
- **Four (4) Open Positions for Suppliers** – TWO Year Terms ending 31 December 2010
- **One (1) Open Position for Service Providers** defined as a SMALL COMPANY – One year remaining on a TWO Year Tem ending 31 December 2009. [Click here](#) to download the definition of a “small” company.

Nominations for the 2009 Executive Board are due TUESDAY, 7 OCTOBER 2008 and should be submitted by the organization's QuEST Forum Primary Voter to Kelly Stafford at kstafford@questforum.org. Kelly will confirm receipt of nomination with sender.

The Nomination Submission Packet details all of the information that should be included in the nomination and can be downloaded by clicking [here](#).

NEW TL 9000 CERTIFICATIONS

Congratulations to recent TL 9000 certificants: **iDirect, OptoWiz, Ltd, Posttelink Inc, ADC Professional Services, Compal Networking, ADV Telecom and ViaSystems EMS – Shenzhen.**

NEW QUEST FORUM MEMBERS

Please join us in welcoming **Telcobuy.com LLC**, a Full Member Supplier from the Americas Region, and **GTL Limited**, a Full Member Supplier from the APAC region.

EXECUTIVE BOARD MAJOR PROJECTS UPDATES

Executive Board Project #1 – Operational Efficiencies

Work continues in implementing the ASABA Group recommendations. These include the creation of an enterprise-wide project management system, the establishment of a QuEST Forum Product Development Roadmap, updating the QuEST Forum Strategic Marketing Plan including the development of new marketing collateral, and reviewing and updating the QuEST Forum Balanced Score Card.

The Management Team moved into their new offices in Plano, Texas USA on September 25th. They are to be commended for continuing to provide full support under difficult circumstances during the transition into their new location. The superior Best Practices Conference and very productive Work Group meetings and Pre-Conference Workshops, make it evident that the dedicated QuEST Forum Management Team is providing great service to our membership.

The strategic planning sessions at the Board of Directors meeting in Denver, Colorado, USA resulted in the calendar year 2009 QuEST Forum Strategic Objectives. Three of the 2008 Executive Board projects have been deemed completed to an operational mode so they no longer require Executive Board oversight. These are Executive Board Project #1, (Operational Efficiencies), Executive Board Project #2, (Website Redesign), and Executive Board Project #4, (Marketing and Communications). Executive Board Project #3 (Membership and TL 9000 registrations) and Executive Board Project #5 (Performance Data Report Improvement) will be continued into 2009 along with two new Executive Board initiatives. The first is to more fully engage Network Operators/Service Providers. Since Network Operators for Asia have requested benchmarking for key Network Centers, a benchmarking study will be initiated for Network Reliability Centers. This will lead to other benchmarking efforts and to potential additions to our TL measurements and requirements. The second initiative is more fully engaging the Regional Hubs. We need to utilize the talent of all QuEST Forum global companies to make our products and services even better. These projects will be further developed with a charter before they are implemented.

Operational Efficiencies 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

The project has gained traction in September as Board Members committed to specific company recruitment. During the Best Practices Conference in Denver, the project leadership was gratified when the Board Members signed up to recruit and offer suggestions for improvement. The data sheet will be updated and shared with the Board soon.

The delegation from QuEST Forum who visited India reported to the Board that the visit was a success. The management of GTL, one of the businesses visited, has recently joined QuEST Forum. Four other companies had expressed interest and will be candidates to recruit over the next few months.

The Japan hub updated the Board of Directors with news that there has been significant recruitment progress there. Three out of the eleven companies identified as prospects have indicated interest and QuEST Forum and TL 9000 will be introduced in special sessions at the 2008 CEATEC conference in Japan in a few weeks. This event has a history of successfully raising the visibility of QuEST Forum.

Each hub continues to pinpoint new candidates for membership and certification. A total of 208 companies globally have been identified for either QuEST membership or TL 9000 registration or both. Out of this number, 10 have joined the QuEST Forum and 29 are TL 9000 registered/certified. An example is Telcobuy.com, who was the recipient of new member initiatives by QuEST Forum and has just become a member.

A delegation of QuEST Forum members is planning a visit in October to recruit new companies from China, and begin preparations for the 2009 APAC Conference in Shanghai. Board members will be expected to commit to recruitment levels for 2008, as the project charter requires.

Membership and TL 9000 Registration 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 for tracking, analyzing, and improving member participation. 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, Hub, and Other. 2008 data is now being 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. Beginning with 2008, data will include sub-team participation as well. A weighting has been established to evaluate the significance of the many opportunities to participate in QuEST Forum. There will be a first draft listing target companies to focus on in the next deliverable of the project, closely followed by feedback from preliminary company contact discussions. Initial target companies have been selected and discussions with regional hub teams took place at the Denver Best Practices Conference to determine how the hubs can help to increase participation in QuEST Forum opportunities.

Member Participation Leads:

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

Trevor Putrah, KGP Telecommunications, taputrah@kgptel.com

Executive Board Project #4 – Marketing Communications

The Executive board project #4 – Marketing and Communications has been focusing on improving and updating the marketing collateral and support materials to help recruit new members and to raise interest in TL 9000 registrations. This included updating the Strategic Marketing Plan and the Product Road map. In addition this team is engaged in a co-marketing arrangement with AdvancedTCA and members will be speaking at that event. There is detailed info on this event on the QuEST Forum website.

Marketing/Communications Leads:

Gary McMullin, Telmar Network Technology, Gary.McMullin@telmarnt.com

Ashok Dandekar, Fujitsu, Ashok.Dandekar@us.fujitsu.com
Pierre Cyr, Alcatel-Lucent, pierre.cyr@alcatel-lucent.com
Don Irvine, QuEST Forum, dirvine@questforum.org

Executive Board Project # 5 – Performance Data Report Improvement

Progress continues on this initiative's three-part plan to improve performance data reports: 1) Improve PDR accuracy
2) Maximize PDR usage value 3) Expand PDR scope.

Focus continues on Action Item #2: Maximize PDR usage value. At a pre-conference presentation at the Best Conferences Conference on September 15th, Tom Yohe described “How to Use the PDR” based on a draft white paper. Topics included how to extract, display, and validate PDR data and use it to set targets and determine action, as well as PDR industry trend statistic definitions.

The presentation was well received, and a copy of the draft whitepaper was distributed at the conference. It will also be posted on the web as part of the Best Practices Conference proceedings. Comments from session attendees and from participants in the IGQ Work Group where the paper was discussed will contribute to its finalization. To make a comment on the whitepaper, go to the members-only section of the QuEST Forum website. Go to >Workgroups, >IGQ, >expand subteams, >select PDR Evaluation >Subteam, >files/documents >open document - draft_Version_0.8_How_To_Use_The_PDR.doc

The paper is designed to help new and even experienced PDR data users maximize the value of the PDR data. Inputs will make it even more valuable as a tool in helping companies use the data to improve performance. Suggestions are welcome.

PDR data accuracy is being significantly improved by these efforts, but even more work remains to be done to ensure proper implementation of any fixes and long term solutions. As always, anyone interested in joining this effort is encouraged to contact us.

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: Productive Workshop - Düsseldorf – 4 and 5 September

Forty-four attendees participated in the EMEA Workshop held in Germany at the Park Inn Düsseldorf-Süd on 4 – 5 September. Representatives from countries across Northern Europe as well as Spain and Israel were in attendance. Richard Morrow, TL 9000 Measurements Administrator from QuEST Forum, judged it to be a “well-structured interchange on the practicalities of implementing measurements within a company.” Speakers Ken Koffman of BigBand Networks, Garry Clamp of Huawei, and Jean-Marie Vital of Alcatel-Lucent provided useful information and responded to many questions. There was a lively, productive interchange throughout the program as well as during the two networking lunches and the dinner held in the hotel on Thursday evening. All pronounced the workshop a resounding success.

APAC: Successful QuEST Forum Trip to India

A delegation from QuEST Forum visited India from 18 – 22 August to promote TL 9000 and quality measurements in Telecommunications. The travelers included Jehangir Ardeshir, Tata, Satyendra Kumar, Infosys, S.M. Bala, Wipro, Akhila Ramachandran, Infosys, Kiran Lele, Tata, George Verghese, UL India, Debutosh Paul, DNV India, Shunichi

Fujii, Fujitsu, Ashok Dandekar, Fujitsu, and Don Pickens and Don Irvine representing the QuEST Forum Management Team.

During quick visits to Mumbai, Hyderabad, Chennai, and New Delhi, presentations were given to an average of two companies per day. In addition, leaders from the Department of Telecommunications and the Telecom Regulatory Authority of India participated in productive discussions with the group.

After the trip, Ashok Dandekar, Chair of the Global Workgroup and Director of Quality Management at Fujitsu, reported to the Executive Board about the whirlwind expedition. He affirmed that the India hub has excellent growth potential due to the fact that many companies are interested in improving performance measurements. However, Ashok counselled the India hub leadership and the QuEST Forum delegation to be diligent in their follow up with all the organizations visited in order to reap the desired results. Overall, the trip produced positive results. The companies contacted have a high interest in TL 9000 and are viable candidates for future membership and.

Many thanks to Tata, Infosys, Wipro, Reliance, DNV, and UL for establishing the logistics and necessary arrangements for the trip .

APAC: Visit and One-Day Measurements Workshops Planned for 21 – 25 October

One-day workshops are being planned for both Shanghai and Shenzhen, China in October. In addition to the workshops, QuEST Forum will visit company leaders and government officials in both areas to answer questions and provide information about the value of TL 9000.

SUGGESTIONS OR ARTICLE IDEAS?

If so, please contact QuEST Forum at information@questforum.org.