



6<sup>th</sup> Annual **Best Practices Conference**

Note: Early registration is available on Monday 12 September 15:00 – 18:00 Bayshore Foyer

13 – 14 September, 2005  
San Jose, California

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6<sup>th</sup> Annual

# Best Practices Conference

# DAY 1

07:00 – 17:00	<b>Registration – Bayshore Foyer</b>			
07:00 – 07:50	<b>Breakfast – Cascade/Sierra Rooms</b>			
07:00 – 07:45	<b>Optional Workshop 1 – San Jose Room – TL 9000 Overview</b>		Dave Sanicola – Vice President, Excel Partnership	
08:00 – 08:30	Conference Opening Remarks – <b>Siskiyou/Donner Pass Rooms</b>		George Dowell – QuEST Forum Chair and Vice President, Supply Chain Services, Verizon	
08:30 – 09:00	Keynote – IP Next Generation Networks Enabling Service Provider Success – <b>Siskiyou/Donner Pass Rooms</b>		John Chambers – President and CEO, Cisco Systems	
<b>Session 1</b>	<b>Driving Customer Satisfaction – Moderator: George Dowell – Verizon</b>			<b>Siskiyou/Donner Pass Rooms</b>
09:05 – 10:25	Focus for Excellence: Customer Satisfaction Tied to Company Objectives and Incentives		Brete Bigley – Director, Global Quality, JDS Uniphase	
	Using Customer Feedback to Promote a Culture of Quality		Lisa Arnold – Quality Systems Engineer, Cisco Systems	
	Moving from Satisfaction Surveys to a Customer Loyalty Management Program Delivers Richer, More Actionable Customer Information		Noah Grayson – VP Consulting Services, Walker Information Systems Susan Podzimek – Director of Customer Advocacy, Motorola, Inc.	
10:25 – 10:50	<b>Break – visit sponsor exhibits – Bayshore Foyer</b>			
<b>Session 2</b>	<b>Use of Data to Improve Performance – Moderator: Raghu Rau – Motorola, Inc.</b>			<b>Siskiyou/Donner Pass Rooms</b>
10:50 – 12:10	Proving the Value: Case Studies in Early Warning		Greg Spraker – Warranty Strategist, SAS Institute, Inc.	
	Eliminating Failure Costs in Measures Management		Tony Korycki – Head of Performance Measurement, BT Global Services	
	Using the Balanced Scorecard to Create the Right Balance Between Proactive and Reactive Six Sigma Projects		Rod Bothwell – Director of Quality, Motorola, Inc.	
12:10 – 13:15	<b>Hosted Lunch – Cascade/Sierra Rooms</b>			
13:15 – 13:45	Keynote – <b>Cascade/Sierra Rooms</b>		Tom Soroka – Director, Engineering & Technology, U.S. Telecom Association	
	<b>Session 3 – Tools &amp; Techniques for Continuous Improvement</b> Moderator: Ron Ostrowski – Cisco Systems		<b>Session 4 – Best Practices in the Wireless World</b> Moderator: Marty Lustig – Former QuEST Forum Board Member	
	<b>Siskiyou Room</b>		<b>Donner Pass Room</b>	
14:00 – 15:20	Using Benchmarking to Identify Best Practice Quality Programs	Lonnie Johnston – Senior Manager Process Excellence, Sprint	Quantifying Customer Pain Points in Wireless Business – Using Survey and Internal Customer Data for Understanding Drivers of Defection and Prioritizing Action Plans	John Ward – Senior VP, Ipsos Loyalty Brian Jones – Senior Market Research Analyst, Sprint
	Alicat: Developing a Proactive Process for Analyzing Parametric Data Collected During Testing	Edward Lisay – Senior Quality Management Associate, Lucent Technologies		
	Automated Analysis Toolset	Roxanne Simpson – Global Network Product Support Engineer, Nortel		
15:20 – 15:50	<b>Break – visit sponsor exhibits – Bayshore Foyer</b>			
	<b>Session 5 – Managing Change</b> Moderator: Richard Woodruff – Belgacom		<b>Session 6 – Implementing TL 9000 throughout the Supply Chain</b> Moderator: Don Pickens – QuEST Forum COO	
	<b>Siskiyou Room</b>		<b>Donner Pass Room</b>	
15:50 – 17:10	Use of Project Review Gates to Improve Quality and Cycle Time	Ashok Dandekar – Director of Quality, Fujitsu	Application of TL 9000 Principles in Selection of Emerging Technology: Benefits in Selection of FTTP Supplier	Matthew Elmore – Senior Sourcing Process Leader, Verizon
	Managing the Ultimate Change – The 2004 Hurricane Season	Irv Briks & Dave Drovetta for Eric Turpin & Scott Williams	Quality Challenges in Emerging Network Architectures	Chris Conley – Director Lucent Global Quality, Lucent Technologies
	Service Differentiator: Implementing Virtual Project Management (VPM)	Michael Moore – President/CEO, Universal Solutions, Inc.	Partnering with a Small Business and Winning	Jules Fijux – Division Quality Manager, Superior Essex Communications LP
17:10 – 17:15	Closing Remarks		Closing Remarks	
18:00 – 21:30	<b>Evening Event in the Cascade Room – Ticket Required</b> <i>Network with friends and colleagues at this informal event which features a wine tasting, hosted bar, dinner buffet and light entertainment. Dress is casual.</i>			

Conference Attire: Business. All sessions are Pacific Time. Please see Session Summaries for an overview of sessions and workshops.

07:00 – 17:00	<b>Registration – Bayshore Foyer</b>			
07:00 – 07:50	<b>Breakfast – Cascade/Sierra Rooms</b>			
07:00 – 07:45	<b>Optional Workshop 2 Carmel Room</b>		<b>Optional Workshop 3 Donner Pass Room</b>	
	What to expect of your Registrar (Playing on a level field)	Frank Sidorowicz – TL 9000 Program Manager, TÜV	Economic Case for Quality – What's New	Paul Palmes – Quality Assurance Director, Northern Pipe Products, Inc.
The Registration Audit: Partnering for a Continual Best Practices Approach	Dawn Perry – Manager Global TL 9000 Programs, Cisco Systems Vikas Jain – Manager Corporate Quality, Cisco Systems Craig Casillas – Product Manager TMS, TÜV			
08:00 – 08:05	Opening Remarks		Don Pickens – COO, QuEST Forum	
08:05 – 08:35	Keynote – <b>Cascade/Sierra Rooms</b>		Dr. Terumi Chikama – Corporate Vice President & Group President, Photonic Systems Group, Fujitsu	
08:45 – 10:05	<b>Session 7 – Realizing Benefits from TL 9000 Measurements</b> Moderator: Shunichi Fujii– Fujitsu Siskiyou Room		<b>Session 8 – The Living Supply Chain</b> Moderator: Amein Punjani – Amerit Consulting Donner Pass Room	
	SBC's Web-based Tools for Capturing & Reporting TL 9000 Problem Reports	Tracy Barker – Director Purchasing, SBC	The Living Supply Chain – A Competitive Advantage	Jo Ann Brumit – CEO/Chairman, KARLEE Joan Kerr – Executive Director Supplier Diversity, SBC Lynn Scott – Senior Director of Supplier Diversity, Alcatel Tim Bush – VP Customer Supply Chains, Sanmina-SCI Kurt Grimminger –VP Operations, WWT/Telcobuy
	TL 9000 Metrics Reporting, Trending, and Analysis System: A One Stop Shop	Ellen Cohen & Robert Brownlie – Members of Technical Staff, Lucent Technologies		
Using the TL 9000 Performance Data Reports to Drive Improvement	Tom Yohe – Manager Metrics Reporting, Alcatel			
10:05 – 10:30	<b>Break – visit sponsor exhibits – Bayshore Foyer</b>			
10:35 – 11:55	<b>Session 9 – Implementing TL 9000 &amp; Realizing the Benefits</b> Moderator: John Wronka – Lucent Technologies Siskiyou Room		<b>Session 10 – Establishing and Managing Strategic Partners – A Collaborative Approach</b> Moderator: Everett McNair – Corning Cable Donner Pass Room	
	The Value of Effective TL 9000 Implementation	Bob Clancy – President, BIZPHYX	Recognizing Supplier Excellence – The Final Element of Life Cycle Based Supplier Performance	Elaine Bauer Zabriskie – Manager of Quality, Supply Chain Services, Verizon
	Sprint North Supply – The Journey to Excellence Continues	Dave Drovetta – Manager Quality Assurance & Technical Services, Sprint	Next Generation Supply Chain Strategy	Philipp Jung – Vice President, A.T. Kearney Shivani Parekh – Principal, A.T. Kearney
Successful Deployment of TL 9000 Quality Management Systems at Motorola	Usha Shah – Senior Director Corporate Quality, Motorola, Inc. Lindsey Waddell – Product Development Manager, KEMA	Strategic Sourcing Best Practices for Post-Warranty Maintenance Support Contracts: Reducing Costs Year Over Year While Sustaining Quality of Service	John Greer – Director Strategic Sourcing, Edge Data & Switching, Verizon	
11:55 – 13:00	<b>Hosted Lunch – Cascade/Sierra Rooms</b>			
13:15 – 14:35	<b>Session 11 – Realizing Benefits from Implementing TL 9000</b> Moderator: Ashok Dandekar – Fujitsu Siskiyou Room		<b>Session 12 – Methods for Establishing &amp; Managing Strategic Partners</b> Moderator: Kevin Calhoun – Corning Cable Donner Pass Room	
	ISO9001/TL 9000 Compliance in a Large Organization – Balancing Process Standardization with Customization	Ajitha Narayanan – Director Quality Systems, Lucent Technologies Indira Kuruganti – Member of Technical Staff, Network Operations Software, Lucent Technologies	Develop a Supplier Rating Using Attribute Data	Dave Drovetta – Manager, Quality Assurance & Technical Services, Sprint
	Using a Program Management Office to Provide an Integrated Approach for Managing Business Processes through the Implementation of TL 9000 and ISO9001 Registrations	GeNienne Samuels – Manager, Quality Integration, Verizon	Achieving Supply Chain Cost Reduction through Leading-Edge Strategic Sourcing Programs and Processes	Mark Hummel – Director, Strategic Sourcing, SBC
It Starts at the Top – Executive Leadership Crucial to the Success of TL 9000 Registration	Maria D. Cruz – Executive Director, Supplier Diversity and Quality Management, Verizon	Cost Reduction in Network Implementation through Partnership Between Public Utility and Competitor	Denis Bordeleau – Senior Manager, Technology Research, Bell Canada	

*Continued on the next page*

*Conference Attire: Business. All sessions are Pacific Time. Please see Session Summaries for an overview of sessions and workshops.*

14:35 – 15:00	<b>Break – visit sponsor exhibits – Bayshore Foyer</b>			
	<b>Session 13 – Best Practices in Product Quality Assurance</b> Moderator: Marty Lustig – Former QuEST Forum Board Member Siskiyou Room		<b>Session 14 – Process Re-Design to Improve Performance</b> Moderator: Don Pickens – QuEST Forum COO Donner Pass Room	
15:00 – 16:20	Innovative Code Reviews to Improve Discovery of Coding Defects and Reduce Costs	Mallika Chellappa – Technical Manager, Lucent Technologies	Circuit Board Inventory Rationalization at BellSouth	Hena Bar – Manager Supply Chain Analysis, BellSouth
	Delivering Best-in-Class Software Quality via OEM Integration Methodology	Omar Alsaied – Optical Networks Data Integration, Nortel	E-Business Transformation: Automating the Procure-to-Pay Process	Phillippe Deconinck – Expert Program Manager, Belgacom
	Supplier Product Assurance through Accelerated Stress Testing & Reviews	Robert Kotlowitz – Distinguished Member Technical Staff, Lucent Technologies Kenneth Ng – Technical Manager, Lucent Technologies	A Quality Improvement Story: Re-Design of the Fleet Bill Payment Process	Richard Abramovich – Manager Fleet Operations, SBC
16:20 – 16:30	Closing Remarks		Closing Remarks	

## Upcoming QuEST Forum Events

**Workgroup Meeting**  
8 – 10 November, 2005  
Scottsdale, Arizona

**Asia Pacific Annual Conference**  
1 – 3 December, 2005  
Beijing, China

**Annual Forum Meeting**  
7 – 10 February, 2006  
San Diego, California

**3rd Annual EMEA Conference**  
26 – 28 April, 2006  
Prague, Czech Republic



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# Best Practices Conference

## Workshop Summaries

### Workshop 1

#### *TL 9000 Overview*

**Dave Sanicola – Vice President, Excel Partnership**

The session is for conference attendees who have no prior experience of TL 9000. Providing basic information on the objectives, principles and key characteristics of the TL 9000 Requirements and Measurements, this briefing will enable attendees to understand references to TL 9000 in the conference presentations.

### Workshop 2

#### *What to Expect of your Registrar (Playing on a Level Field)*

**Frank Sidorowicz – TL 9000 Program Manager, TÜV**

#### *The Registration Audit: Partnering for a Continual Best Practices Approach*

**Dawn Perry – Manager Global TL 9000 Programs, Cisco Systems**

**Vikas Jain – Manager Corporate Quality, Cisco Systems**

**Craig Casillas – Product Manager TMS, TÜV**

Cisco Systems and TÜV America join together for a two-part presentation on co-developed shared best practices with the goal to improve the quality of the registration audit experience. These best practices extend throughout all phases of the external audit process from planning through post-audit assessments. This presentation will also help companies understand what their Registrar should be providing them and will highlight certain areas including Registrar qualifications, auditor qualifications, audit report content and audit day calculations (whether covering a single site or a number of sites across the globe).

### Workshop 3

#### *Economic Case for Quality – What's New*

**Paul Palmes – Quality Assurance Director, Northern Pipe Products, Inc.**

Presenting the case for economic benefit through quality management to top executives is difficult, particularly in promoting enterprise-wide QMS/EMS implementation as the organization's primary business model. ISO 10014 bridges the gap between financial and quality professionals and speaks directly to top management. This presentation will introduce the draft document as a tool to assess financial opportunities and reporting methodologies from both the financial and quality disciplines. Attendees will learn how to use the Standard to their organization's best advantage by providing a construct for demonstrating the economic case and specific examples using case studies.



6<sup>th</sup> Annual

# Best Practices Conference

DAY 1

## Session Summaries

### Session 1

#### Driving Customer Satisfaction

Moderator: George Dowell – Verizon

##### *Focus for Excellence: Customer Satisfaction Tied To Company Objectives and Incentives*

###### **Brete Bigley – Director, Global Quality, JDS Uniphase**

No method or measurement was in place within JDS Uniphase to assess Customer performance, define focus areas for driving excellence and tie satisfaction results to provide an incentive in the company. This presentation outlines how management developed a comprehensive Customer Satisfaction process, cross-functional teams implemented the process, key customer contacts were identified, participation was sustained and what results were achieved.

##### *Using Customer Feedback to Promote a Culture of Quality*

###### **Lisa Arnold – Quality Systems Engineer, Cisco Systems**

This presentation shows how a Cisco Systems product team used Customer Satisfaction results to launch quality initiatives that lowered defects by 42% and significantly improved customer satisfaction. This case study examines: design of the Customer Satisfaction Survey; the relationship between satisfaction and operational engineering data; the environment of change; measures of success; and lessons applied to the customer satisfaction process for other product teams.

##### *Moving from Satisfaction Surveys to a Customer Loyalty Management (CLM) Program to Deliver Richer, More Actionable Customer Information*

###### **Noah Grayson – VP Consulting Services, Walker Information Systems**

###### **Susan Podzimek – Director of Customer Advocacy, Motorola, Inc.**

Motorola presents how they have revamped the way they collect feedback from customers, so that it is collected more efficiently and distributed more broadly, feedback is more meaningful and actionable, so that resources are dedicated to high impact initiatives and building more loyal relationships with customers. The business impact of customer loyalty will be demonstrated by sharing industry data from the Walker Loyalty Report. The authors of this study will demonstrate a significant link between customer loyalty and financial performance.

### Session 2

#### Use of Data to Improve Performance

Moderator: Raghu Rau – Motorola, Inc.

##### *Proving the Value – Case Studies in Early Warning*

###### **Greg Spraker – Warranty Strategist, SAS Institute, Inc.**

Early Warning systems provide tremendous opportunity for bottom line cost savings and improved customer satisfaction. This presentation shows how manufacturers have used warranty, call center and other data sources to identify field issues earlier, and on the return on their investments. A great deal of focus is put on techniques to reduce the time taken to correct product issues once they are detected. Early warning techniques can be used to identify field issues sooner, starting the problem solving process weeks or months earlier.

##### *Eliminating Failure Costs in Measures Management*

###### **Tony Korycki – Head of Performance Measurement, BT Global Services**

In developing a data warehouse for customer service and networks, BT Global Services identified major issues with complexity of measures development and understanding of key performance indicators. This presentation outlines how it took on board critical concepts and best practices relating to measurement definition, governance and mapping, built a consistent process to manage measures and is deploying improved methods to eliminate development failures and costs.

##### *Using the Balanced Scorecard to Create the Right Balance between Proactive and Reactive Six Sigma Projects*

###### **Rod Bothwell – Director of Quality, Motorola, Inc.**

This presentation outlines a structured approach to a Balanced Scorecard process that results in appropriate short-and long-term projects, including a step-by-step recipe for scorecard planning and governance. Businesses cannot devote 100% of their resources to fire-fighting. By utilizing Six Sigma techniques to build the scorecard, defining critical projects and using the scorecard for performance management, Motorola Networks has been able to make substantial improvements in product quality, customer loyalty and TL 9000 metrics performance.

## Session Summaries

### Session 3

#### Tools & Techniques for Continuous Improvement

Moderator: Ron Ostrowski – Cisco Systems

#### *Using Benchmarking to Identify Best Practice Quality Programs*

**Lonnie Johnston – Senior Manager Process Excellence, Sprint**

This presentation will demonstrate the approach Sprint used to benchmark over 30 companies focusing on their structure and implementation of corporate quality programs. Included are systems approaches such as Baldrige, approaches to process management including Six Sigma and other components of a quality program such as training and tracking of benefits.

#### *Alicat: Developing a Proactive Process for Analyzing Parametric Data Collected During Testing*

**Edward Lisay – Senior Quality Management Associate, Lucent Technologies**

This presentation demonstrates how Lucent Technologies has used parametric data collected during test to: improve yields, lower test times, increase throughput, reduce repair time, identify areas for design improvement and lower warranty servicing costs. The presentation will include an explanation of the steps in developing and implementing a proactive data analysis process and the statistical techniques and tools employed. The benefits of improvement opportunities identified through our methodology will be depicted.

#### *Automated Analysis Toolset*

**Roxanne Simpson – Global Network Product Support Engineer, Nortel**

This presents the initiative behind the Automated Analysis Tool; creating a tool concentrating on improving the issue identification process and customer satisfaction, with a new issue identification schema and communication framework. The tool was integrated with the existing customer issue reporting tool and Nortel's network collection tool (netRx), creating a toolset that: automatically identifies issues and communicates the solutions, empowers the customer facing organization and improves performance.

### Session 4

#### Best Practices in the Wireless World

Moderator: Marty Lustig – Former QuEST Forum Board Member

#### *Quantifying Customer Pain Points in Wireless Business – Using Survey and Internal Customer Data for Understanding Drivers of Defection and Prioritizing Action Plans*

**John Ward – Senior Vice President Ipsos Loyalty**  
**Brian Jones – Senior Market Research Analyst, Sprint**

Understanding what pain points cause customers to defect offers the insight needed to prioritize action plans and improve customer satisfaction and reduce churn in a potentially cost effective manner. This presentation describes how specific tools such as the TURF (Total Unduplicated Reach & Frequency) and the Disconnect and Loyalty Impact Simulator enabled Sprint to quantify the costs associated with areas of discontent. Combining database information and survey data led to prioritized improvements in the customer satisfaction process.

#### *Improving Overall Customer Satisfaction through Root Cause Analysis and Continuous Improvement in the Wireless Arena*

**Gary Owens – Former Chief Executive Officer, ACCENT Marketing Services, LLC**

The presentation will discuss how tools and techniques of root cause analysis and corrective action have been utilized successfully in several contact centers, and how improvements have been made in a broad array of areas. Specific areas addressed include, identification, measurement and tracking of operational variables, evaluation of results, and goal setting.

## Session Summaries

**Session 5****Managing Change****Moderator: Richard Woodruff – Belgacom*****Use of Project Review Gates to Improve Quality and Cycle Time*****Ashok Dandekar – Director of Quality, Fujitsu**

A systematic approach with clear-cut definitions, responsibilities, and quality criteria for deliverables helped Fujitsu manage its product life cycle effectively. It helped reduce cycle time and improve quality. This presentation describes how the lifecycle efficiency was improved by creating specific checklists for each project gate. These were tied into the project plan so that the project team knew exactly what was expected and when. After successful implementation of this practice, the process was replicated across divisions and product lines with excellent results. A sample gate checklist will be shared and the process of developing them will be described. The presentation will describe how challenges were overcome and tips will be provided on common pitfalls and how to avoid them.

***Managing the Ultimate Change – The 2004 Hurricane Season*****Irv Briks & Dave Drovetta on behalf of:****Eric Turpin & Scott Williams – Fleet Managers, BellSouth**

This presentation will explain how a best practice support program was developed to ensure the continued operation of critical emergency equipment following major disasters. Discussion includes how portable equipment, specialized vendors and emergency procedures were effectively deployed to provide both flexibility and resources to meet requirements. The presentation will conclude with a description of how the program successfully delivered results during the 2004 Hurricane season.

***Service Differentiator: Implementing Virtual Project Management (VPM)*****Michael Moore – President / CEO Universal Solutions**

To address the infrastructure issues of a small to a medium size business, a dynamic Virtual Project Management system was created to insure the wheel continues to turn even though a spoke (people) may change along the way until the project goes across the finish line. As a company grows from small size to medium size, the infrastructure required to keep customers, vendors and internal project managers all on the same page becomes very different. Keeping up with critical details, including budgets, becomes very difficult to achieve utilizing static Excel Spreadsheets or even MS Project. This presentation will describe the implementation, usage and benefits of their VPM approach.

**Session 6****Implementing TL 9000 through the Supply Chain****Moderator: Don Pickens – QuEST Forum COO*****Application of TL 9000 Principles in Selection of Emerging Technology: Benefits in Selection of FTTP Supplier*****Matthew Elmore – Senior Sourcing Process Leader, Verizon**

This presentation is a case study of how Verizon incorporated TL 9000 principles in its selection of Motorola as a supplier of Fiber-to-the-Premises (FTTP) product. Typical of emerging technologies, FTTP product selection was challenged by evolving requirements that had broad impacts across Verizon's organizations. Despite this, TL 9000 objectives and measures provided a solid baseline for tracking progress and measuring success. Included in the case study is background information on the FTTP project, an overview of the objectives, procedures for tracking progress, and a quantitative and qualitative evaluation of Verizon's performance against its objectives.

***Quality Challenges in Emerging Network Architectures***  
**Chris Conley – Director Lucent Global Quality, Lucent Technologies**

Competition, price pressure and convergence continue to drive telecommunications equipment suppliers to a diverse and extended supply chain that includes contract manufacturers, OEMs, complex component suppliers and others. Many are not TL registered and some have a non-carrier grade legacy. At the same time, the quality expectations for the new blended services promised from next generation networks remain high. Based on Lucent Technologies supplier assessments, suppliers that are TL registered experience fewer corrective action requests than their non-TL registered counterparts. This presentation will discuss their methodology (including a Lucent Supplier Capability Assessment (LSCA) tool), the findings, and the major opportunity to improve future telecommunications quality by expanding TL 9000 registration to an extended supply chain.

***Partnering with a Small Business and Winning*****Jules Fijux – Division Quality Manager, Superior Essex Communications LP**

Diamond P Enterprises (DPE), an MBE company, had a major contract that included a TL 9000 Registration clause. This presentation will show how they partnered with Superior Essex Communications LP to help with this seemingly unobtainable goal. The result was that DPE achieved their registration, satisfied their contractual requirements without incurring an increase in cost, adding resources, or having to create a formal Quality Department and achieved the MBE Supplier of the Year Award from Verizon. Additionally, Superior Essex was able to establish a Joint Improvement Process that focused on Product Quality and On Time Delivery with almost immediate and measurable results.

## Session Summaries

### Session 7

#### Realizing Benefits from Implementing TL 9000 Measurements

**Moderator: Shunichi Fujii – Fujitsu**

#### ***SBC's Web-based Tools for Capturing and Reporting TL 9000 Problem Reports***

**Tracy Barker – Director Purchasing, SBC**

Learn how SBC used an existing System to automate the tracking, recording, and measurement of TL 9000 problem reports received from clients and how Procurement leveraged their call center operation as the 'one stop shop' for the needs of multiple functions. The presentation will provide a detailed process overview and quantitative results of the Systems solution.

#### ***TL 9000 Metrics Reporting, Trending, and Analysis System: A One Stop Shop***

**Ellen Cohen & Robert Brownlie – Members of Technical Staff, Lucent Technologies**

This presentation demonstrates how Lucent Technologies has used the TL 9000 Trend Reporting System as a strategic tool to achieve 'Best in Class' status. The presentation will include an explanation of the steps in developing and implementing a common tool across all products to support all TL 9000 measurements and requirements for trend data validation, industry trend analysis, and the monitoring of internal targets. Additionally, benefits of a strategic TL 9000 reporting tool will be reviewed and analyzed.

#### ***Using the TL 9000 Performance Data Reports to Drive Improvement***

**Tom Yohe – Manager Metrics Reporting, Alcatel**

This presentation describes how to access and use the TL 9000 Measurements Performance Data reports to drive improvement in product performance and customer satisfaction. Examples of how the data can be used internally and also with customers to set targets are provided, along with the results of those activities. In addition, the mathematics behind the calculations of Industry Average, Best-in-Class and Worst-in-Class will be explained to enable the audience to effectively use the full set of measurements data.

### Session 8

#### The Living Supply Chain

**Moderator: Amein Punjani – Amerit Consulting**

#### ***The Living Supply Chain – A Competitive Advantage***

**Jo Ann Brumit – CEO/Chairman, KARLEE**

**Joan Kerr – Executive Director Supplier Diversity, SBC**

**Lynn Scott – Senior Director of Supplier Diversity, Alcatel**

**Tim Bush – VP Customer Supply Chains, Sanmina-SCI**

**Kurt Grimminger –VP Operations, WWT/Telcobuy**

A key challenge to the telecommunications industry is how to gain competitive advantage through the supply chain. The panel will demonstrate "best practices" of how diversity brings true value; and contains an overview of the value proposition represented by the advantages of a living supply chain that consists of both large and small diverse suppliers.

## Session Summaries

**Session 9****Implementing TL 9000 and Realizing the Benefits**  
Moderator: John Wronka – Lucent Technologies***The Value of Effective TL 9000 Implementation***  
**Bob Clancy – President, BIZPHYX**

The process for achieving TL 9000 registration can provide optimal value to a company if it is implemented effectively. How success depends on management embracing the eight quality management principles will be discussed in this presentation. In addition, the presentation will cover the lessons learned throughout the implementation experience and how applying these practices can result in shorter implementation intervals and higher added value.

***Sprint North Supply – The Journey to Excellence Continues*****Dave Drovetta – Manager Quality Assurance & Technical Services, Sprint**

This presentation discusses the progress made within the groups at Sprint North Supply who have successfully achieved registration. The focus is on three areas, efficiency of the implementation process for subsequent departments, changes in process and audit findings, and TL Metrics & financial performance. Through this discussion, the audience will be able to assess how TL 9000 compliance has positively impacted their business.

***Successful Deployment of TL 9000 Quality Management Systems at Motorola*****Usha Shah – Senior Director of Corporate Quality, Motorola, Inc.****Lindsey Waddell – Product Development Manager, KEMA**

The audience will be taken through Motorola's pre-TL status, TL QMS planning, implementation phase and verification process using the 3rd party registrar KEMA. Various examples of continuous improvements, illustrations, and impact on business results will be included. In addition the value of the Registrar's role throughout the process and examples of how to use audit findings as a learning tool will be discussed.

**Session 10****Establishing and Managing Strategic Partners – A Collaborative Approach**

Moderator: Everett McNair – Corning Cable

***Recognizing Supplier Excellence –The Final Element of Life Cycle Based Supplier Performance*****Elaine Bauer Zabriskie – Manager of Quality, Supply Chain Services, Verizon**

This presentation will describe how the Verizon Supplier Excellence Awards became the best-in-class supplier incentive program for recognizing supplier excellence and partnerships. The discussion will include details regarding the benchmarking, communication processes and the results of the program. Further the presentation will show how the suite of performance metrics can be applied to virtually any product or service that is currently managed by Verizon.

***Next Generation Supply Chain Strategy*****Philipp Jung – Vice President, A.T. Kearney****Shivani Parekh – Principal, A.T. Kearney**

This presentation is based on a joint study conducted by A.T. Kearney and Stanford's Global Supply Chain Forum with participating companies such as Lucent, Cisco, Ericsson and Palm: Communications and High Tech companies are striving to establish truly flexible and synchronous, yet customized, global supply chains to achieve cost reduction for their existing products and solutions and to achieve rapid speed to scale for their new products and solutions while managing inherent extended supply chain risks. Yet, few, if any, CHT supply chains today exemplify all of these characteristics. This presentation will discuss insights and best practices in achieving the vision of flexible and synchronous supply chains.

***Strategic Sourcing Best Practices for Post Warranty Maintenance Support Contracts: Reducing Costs Year over Year While Sustaining Quality of Service*****John Greer – Director Strategic Sourcing, Edge Data & Switching, Verizon**

The Verizon Strategic Sourcing Organization will discuss how it collaborated with clients to develop specific tenets for maintenance agreements to reduce operating expenses while maintaining quality. These tenets represent a distinct change in how maintenance agreements are structured. The presentation will make the case for restructuring the approach towards technology maintenance. The methodology employed in the development of the maintenance tenets will be shown and the results demonstrated through case data will show actual versus perceived level of supplier support and costing.

## Session Summaries

### Session 11

#### Realizing Benefits from Implementing TL 9000

Moderator: Ashok Dandekar – Fujitsu

#### ***ISO9001/TL 9000 Compliance in a Large Organization – Balancing Process Standardization with Customization*** Ajitha Narayanan – Director Quality Systems & Indira Kuruganti – Member of Technical Staff, Network Operations Software, Lucent Technologies

Striking the right balance between process standardization and process customization is featured in this presentation. The experience at NOS-Lucent is summarized in lessons learned and shows that organizations can master this “trade-off” by using a tiered approach to implementation.

#### ***Using a Program Management Office to Provide an Integrated Approach for Managing Business Processes through the Implementation of TL 9000 and ISO 9001 Registrations***

**GeNienne Samuels – Manager Quality Integration, Verizon**

This presentation shows how Verizon's Quality Integration (QI) team deployed a TL/ISO Program Management Office (PMO) providing a centralized resource for TL 9000 knowledge, cost-effective consulting and training services, vendor management and quality forums..

#### ***It Starts At the Top – Executive Leadership Crucial to the Success of the Registration***

**Maria D. Cruz – Executive Director Supplier Diversity and Quality Management, Verizon**

A significant challenge faced by all organizations implementing TL 9000 is having top management lead the initiative. This presentation will provide guidance through the sharing of our best practice to successfully engage top management in leading the Quality Management System.

### Session 12

#### Methods for Establishing and Managing Strategic Partners

Moderator: Kevin Calhoun – Corning Cable

#### ***Develop a Supplier Rating Using Attribute Data*** Dave Drovetta – Manager, Quality Assurance & Technical Services, Sprint

A simple method for using attribute data to develop a supplier rating will be shared. Using this method has allowed Sprint Products Group to reduce and eliminate incoming inspections as well as provide product management with a consistent method of ranking suppliers.

#### ***Achieving Supply Chain Cost Reduction through Leading-edge Strategic Sourcing Programs and Processes***

**Mark Hummel – Director Strategic Sourcing, SBC**  
Project SCORE (Sourcing COSt REduction) is SBC's approach to mining savings opportunities and driving them to bottom line business results through an innovative Strategic Sourcing process. This presentation addresses the challenges, best practices, measurements of success and keys to successfully delivering incremental improvement in supply chain cost reduction.

#### ***Cost Reduction in Network Implementation through Partnership between Public Utility and Competitor*** Denis Bordeleau – Senior Manager Technology Research, Bell Canada

Public Utilities must look at a new methods and processes in network construction to reduce overall cost. This presentation demonstrates how a partnership between Bell Canada and Hydro-Québec has been extended to all Public Utilities in Quebec reduce cost in underground network implementation on the public domain.

## Session Summaries

### Session 13

#### Best Practices in Product Quality Assurance

**Moderator: Marty Lustig – Former QuEST Forum Board Member**

#### *Innovative Code Reviews to Improve Discovery of Coding Defects and Reduce Costs*

**Mallika Chellappa – Technical Manager, Lucent Technologies**

Based on test data, it was found that a scheme to conduct sample code reviews on certain types of code and 100% code review on others would pay back in both defect discovery and efficiency. Multiple instances of defects in code were efficiently removed. This approach led to a high return on investment of finding and fixing defects in Code review, over finding and fixing them during system tests.

#### *Delivering Best-in-Class Software Quality via OEM Integration Methodology*

**Omar Alsaied – Optical Networks Data Integration, Nortel**

A key dimension in the selection of software Original Equipment Manufacturers (OEMs) is to ensure that the OEM/ODM S/W quality to adheres to Nortel standards. This presentation will outline the process to integrate suppliers' S/W into products and describe how collaboration with suppliers is key to ensure standards are maintained

#### *Supplier Product Assurance through Accelerated Stress Testing and Reviews*

**Robert Kotlowitz – Distinguished Member Technical Staff & Kenneth Ng – Technical Manager, Lucent Technologies**

Lucent developed a new platform program for supplier product assurance based on evolving internal best practices and recognized industry guidelines for stress testing of key OEM electronic products. This presentation demonstrates how this approach can reduce production faults and improve out of box yields through early detection of weaknesses during product development.

### Session 14

#### Process Re-Design to Improve Performance

**Moderator: Don Pickens – QuEST Forum COO**

#### *Circuit Board Inventory Rationalization at BellSouth Hena Bar – Manager Supply Chain Analysis, BellSouth*

This presentation demonstrates how BellSouth Telecommunications streamlined and standardized its inventory management practices for high value circuit boards deployed in technician vehicles and local warehouses and created a sustainable process for on-going management. It will describe the sophisticated modeling and analysis methods used. In addition it will include the key factors to a successful implementation.

#### *E-business Transformation – Automating the Procure-to-Pay Process*

**Phillippe Deconinck – Expert Program Manager, Belgacom**

Getting materials or services sourced, ordered, shipped, received, invoiced and paid in a very short cycle time is a reality. Five years of experience will be shared in this demonstration of how Belgacom controls and continues to improve procurement and logistics.

#### *A Quality Improvement Story – Re-design of the Fleet Bill Payment Process*

**Richard Abramovich – Manager Fleet Operations, SBC**  
This best practice will demonstrate how the SBC Fleet Team used quality tools and techniques to deploy and improve a new fleet bill payment process. Highlighted in this presentation will be the team's utilization of a new image system to create a process that reduced paper handling of invoices, reduced mail delays, increased payment cycle time, provided better tracking of receipts to system invoices and allowed greater visibility to receipts.