

# QuEST Forum

## 2012 Strategic Initiatives

QuEST Forum's Strategic Initiatives utilize the skills and resources of the Executive Board to drive major initiatives that address the organization's strategic goals.

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### **Marketing Outreach** (formerly known as Executive Board Project #4)

Focused on expanding the knowledge of QuEST Forum and TL 9000 value beyond the traditional core audience and venues through various marketing efforts. In 2011 this initiative's accomplishments included:

- Defined a specific value proposition, identified key companies, trade shows and industry associations and developed marketing plans and customized presentations for each targeted segment.
- Developed placards promoting membership and TL 9000 certification to increase awareness of the QuEST Forum brand.
- Established and strengthened relationships with other trade associations such as ATIS, ETIS, TIA, TM Forum and CNCA, a Chinese governmental regulatory agency.
- Created new executive papers articulating the changing ICT industry and the role of QuEST Forum and TL 9000 registration in supporting continuous end-to-end quality in these challenging times.

In 2012, the initiative will continue to expand and augment its existing activities by focusing internationally, championing involvement and value delivery for new ICT industry market participants, engaging with government/regulatory agencies to realize the value of TL 9000 and performing an assessment of the overall branding and marketing material relative to targeted markets.

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### **Performance Data Reports** (formerly known as Executive Board Project #5)

The Performance Data Reports (PDRs) Strategic Initiative is tasked with improving the relevance, usefulness and accuracy of the PDRs. The overall satisfaction with PDRs continued to improve in 2011 with a 70% top box score which was 21 points higher than 2008. The 2011 accomplishments of this Strategic Initiative include:

- Published a third Industry Report which focused on Return Rates for the Wireless Product Family and showed a 45% improvement in the ERI monthly average over a two year period.
- Published a fourth Industry Report which detailed the five year trends for Edge Routers by studying Number of Problem Reports, Fix Response Time and Software Fix Quality.
- Provided summaries of all PDR Industry Reports for web publication.
- Presented the PDR papers at the TIA conference.
- Reviewed and updated Advisor reports to help improve the accuracy of data submitted to QuEST Forum.
- Trialed and finalized the Product Category Verification Process to ensure products were in the correct category.

- Updated Product Category Selection Guidelines to include the new verification process.
- Successfully transitioned the TL 9000 Measurement Trend Visualization tool to UTD.
- Added the average number of normalization units to the annual PDR reports to help users understand the volume of data reported and estimate the percentage of the market addressed.
- Conducted PDR workshops at regional conferences.
- Completed a PDR Webinar.
- Re-evaluated and prioritized “missing data” Product Categories and identified companies as possible targets to assist in expanding PDR coverage.
- Continued to pilot the Product Category Verification Process on Edge Routers, Operations Centers and Provisioning, resulting in PDR data improvements.

In 2012, the Performance Data Reports Strategic Initiative will continue publishing TL 9000 Industry Reports based on the PDRs, updating the PDR white papers in support of PDR usage and presenting workshops at regional conferences. The Strategic Initiative will also set up a structure for regional information sessions to support questions on TL 9000 measurements and PDRs, explore aggregation of TL 9000 measures across similar product categories and investigate new options and appropriate safeguards for flagging and isolating data integrity issues.

### **Network and Service Reliability** (formerly known as Executive Board Project #6)

Charged with engaging service providers and now suppliers globally to focus on operational improvements and network efficiencies that will enhance the quality of service delivery and experience for its customers, the 2011 accomplishments of this initiative include:

- Provided monthly benchmarking reports on operations quality to all participating members. These reports were used to focus efforts and improve services.
- Continued to engage organizations to participate in the study with additional participants pending.
- Expanded the study to 12 measures with two measures under review with the IGQ Work Group for inclusion in the TL 9000 Measurements Handbook.
- Shared the results! Presented at each regional Best Practice Conference in 2011 including an overview of the study and its results as well as best practices and the benefits of participating in the study.

In 2012, the focus of this initiative will expand the areas of study to include Wireless and Managed Services such as outsourced Network Operations and NOC/NRC functions. These new study areas will leverage the current and 2012 planned measures and expand the measurement sets where appropriate.

### **Measurements for Next Generation Networks** (formerly known as Executive Board Project #9)

Focused on enhancing TL 9000 measurements to effectively address converged, next generation, IP-based communication networks. Accomplishments in 2011 included:

- Achieved global participation with over 20 QuEST Forum member companies participating.
- Developed six potential Handbook Measurements for Fulfillment, Software Services and Laboratory Pre Deployment which included benchmark studies with 15 member organizations.

- Developed a Security Measurements Guidance document consisting of two measurements developed by the team and 30 measurements recommended by Security Standards Organizations.
- Developed six new Performance measurements for the Supplemental Measurement Library.
- Worked closely with the India Hub on Next Generation Software measurements.
- Collaborated with external standards organizations on Sustainability and Reliability.

In 2012, the team will begin the second phase of this initiative. This will include measurement development based on contributions from the Network and Service Reliability team in the area of Performance and a strong focus on Wireless measurements.

## **Market Segmentation**

Launched in 2011, this initiative focused on identifying actionable recommendations to improve value to new, potential, and existing members in the various industry ICT segment areas. The 2011 highlights include:

- Conducted one-on-one dialogs with senior executives of current, previous, and prospective QuEST Forum member companies to understand current and upcoming quality and ICT industry challenges.
- Established global market segment leaders to support the specific quality needs of ICT in industries such as cable and utilities.
- Collected data via customized questions from new, potential and former members.
- Mapped overall recommendations as well as common and segment specific strengths and gaps into current and/or new strategic initiatives.

Recommendation currently in the implementation phase include:

- Creation of Region and segment specific webinars with liaisons providing technology education in changing communication industry articulating the relationship to QuEST Forum and TL 9000 metrics.
- Identification of opportunities for new members to volunteer and address quality requirements in their market segments.
- Building additional industry liaisons in each of the ICT segments enabling members to realize further collaboration and consistency.
- Addressing ICT quality concerns and best practices in the various industry segments through customized papers.
- Implementation of a process and framework that will help drive continuous value to current and potential new ICT industry members.

In 2012, the initiative will continue to find opportunities to drive member participation, maximize value to the growing QuEST Forum membership base in existing and new market segments, as well as establish further synergies with expanding TL 9000 registrants.