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QuEST Forum Newsletter - August 2011

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Americas Best Practices Conference

2011 Americas Best Practices Conference, 13 - 14 September, Seattle, WA

The [2011 Americas Best Practices Conference](#) will be held 13 – 14 September 2011 in Seattle, Washington and will focus on the theme “Integrated Communications: The Next Quality Paradigm.” Designed to provide learning and networking opportunities through a thought-provoking blend of keynote speakers, panel discussions, executive sessions and pre-conference workshops, the 2011 Americas Best Practices Conference is the pre-eminent event dedicated to communication technologies professionals.

[Register Now](#) [View the Agenda](#)

[Visiting Seattle with QuEST Forum](#)

A fact sheet about the conference, hotel and surrounding area to help you plan your trip.

[Hotel Reservations](#)

The QuEST Forum room rate is guaranteed until either 1) the contracted block of rooms has been filled or, 2) if reservations are made before 26 August 2011, whichever occurs first.

QuEST Forum would like to thank the current sponsors of the 2011 Americas Best Practices Conference.

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Telecom, TeleCommunication Systems, Inc. (TCS), Teltech
Communications
Small Business Breakfast: BIZPHYX, Inc., KARLEE
Tuesday Break: Cisco

For information on sponsorship opportunities, please contact Rebecca
McVeigh at rmcveigh@questforum.org or +1 972-423-0268

**2011 APAC Best Practices Conference - Registration Opens 7
September**

The [2011 APAC Best Practices Conference](#) will be held 8 – 10
November 2011 in Beijing, China and will center around the theme
“Integrated Communications: The Next Quality Paradigm.” Mark your
calendars and make plans to attend. Registration will open 7
September 2011.

QuEST Forum would like to thank the current sponsors of the 2011
APAC Best Practices Conference.

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2011 Member Value Survey Results

QuEST Forum is very encouraged that the overall member value score improved again to 73% from 65% in 2009 and 69% in 2010. The results of the 2011 Member Value Survey have been summarized and presented to the Executive Board and Leadership Council. The QuEST Forum Board is very focused on continuing to improve the value of membership. Currently, four recommendations have been made based on the input provided by the QuEST Forum membership. These are:

- The likelihood of membership renewal is at an all time high of 87%.
 - Continue strong Regional focus.
- Continue to drive improvements in perceptions of the relevancy, usefulness and accuracy of the Performance Data Reports.
- Align products and services with the unique needs of each region.
- Enhance perceptions of the business impact of TL9000 registrations.
 - Key outcomes QuEST Forum members are looking to obtain from TL 9000 registration are an improved customer experience, gains in operational efficiency, and winning new business.

A detailed presentation of the results will be provided to the Work Groups in September. Thanks again to all who participated in the survey.

Overview of India Hub One Day Symposium

The QuEST Forum India hub hosted a one day symposium on 22 August in Bangalore. The theme of the symposium was in line with the charter of the India Hub which is measurement systems for future telecom networks with a focus on software measurements. The day started with opening remarks by SM Bala, Vice President, Wipro Technologies, Co Chair - India Hub, and QuEST Forum Executive Board Contributor. This was followed by the keynote address by Dr. Douglas Harris, Associate Dean, Research Professor and Executive Director of the CyberSecurity and Emergency Preparedness Institute (CSEPI) at The University of Texas at Dallas who touched upon the history of QuEST Forum and the partnership with UTD for the secure site for the Performance Data repository. The work done on the Passive Network Infrastructure measurement by Sudhir R of GTI was also

presented.

The second key note address was authored by Hariharan M, Global Head of Delivery Excellence, Cognizant Technology Solutions and presented by Lakshminarayanan. Titled “Intelligent Measurements” it dealt with a metrics program designed to be futuristic. Anand Swaminathan of Infosys Technologies presented the work done in their organization on leveraging software metrics to attain better customer satisfaction.



After lunch there was a panel discussion on the paradigm shift in practices and methodologies that can make them the key influencers of telecom business success. Moderated by Jagdish Ramaswamy, Chief Quality Officer of Wipro Ltd, the panel included GR Viswanath of Bharti AirTel representing the telecom service providers, Vishal Gupta of Ericsson India representing the views of telecom suppliers, Dr. Doug Harris representing research and academia and Manoj Dighe of Wipro Technologies providing a business and delivery perspective. A comprehensive coverage of all aspects of telecom industry were touched upon in this interesting session.



TL 9000 audits through the ASRP way was the topic chosen by Rajeswari and Venkateswari of TCS and they explained how their organization is using the provisions to derive the much needed benefits from assessments. A case study on organizational efficiency improvement through TL 9000 in Sasken was presented by Sandeep Joshi followed by a presentation on the pilot study to include two software measures by Wipro towards product quality and product reliability. This was presented by Nirupama Palyam and Sujoy Sinha of Wipro.

Over 38 members of the India Hub participated in the day's events and the session concluded with the vote of thanks by the session coordinator Padmini of Wipro.



The India Hub is providing vibrant leadership leading QuEST Forum activities in India and promoting the use of TL 9000. QuEST Forum thanks the India hub for their diligent planning and Wipro for hosting this important event at their campus in Bangalore.

QuEST Forum E-Learning

Fulfill your TL 9000 education requirements at your own pace and without the hassle of travel. QuEST Forum offers the following online TL 9000 courses:

- TL 9000 Essentials for Everyone E-Learning

- TL 9000 Release 5.0 Requirements Delta E-Learning
- TL 9000 Release 4.0 Requirements Delta E-Learning
- TL 9000 Release 4.5 Measurements Delta E-Learning
- TL 9000 Release 4.0 Measurements Delta E-Learning
- TL 9000 Requirements E-Learning
- TL 9000 Measurements: Common and Hardware E-Learning
- TL 9000 Measurements: Outage E-Learning
- TL 9000 Measurements: Software E-Learning
- TL 9000 Measurements: Services E-Learning

[Click here](#) to read the course descriptions and/or purchase the courses.

Small Business Subteam Update

Attend the Small Business Pre-Conference Workshop on 12 September at the 2011 Americas Best Practices Conference to gain valuable growth strategy tips and insights from industry veterans who lead successful Small Businesses.

Small Business Panel: Growth Strategies for Small Business

Sue Clancy, President & CEO
BIZPHYX

JoAnn Brumit, CEO
KARLEE

Betty Manetta, President & CEO
Argent Associates

Katrin Hilner, President & CEO
PC Networks

Ken Davis, Principal
Maximize Communication Group

Ron Greenwood, President
Global Energy & Technology

Save the Dates - QuEST Forum 2011 & 2012 Events

2011 QuEST Forum Events

13 - 14 September 2011, [Americas Best Practices Conference](#)
Seattle, Washington, USA

15 - 16 September 2011, Work Group Meetings
Seattle, Washington, USA

8 - 10 November 2011, [APAC Best Practices Conference](#)
Beijing, China

15 - 18 November 2011, Work Group Meetings
Richardson, Texas, USA

2012 QuEST Forum Events

30 - 31 January 2012, Leadership Summit
Richardson, Texas, USA

1 - 3 February 2012, Work Group Meetings
Richardson, Texas, USA

3 - 5 April 2012, APAC Best Practices Conference
New Delhi, India

15 - 17 May 2012, Work Group Meetings
San Jose, California, USA

11 - 13 June 2012, EMEA Best Practices Conference
Madrid, Spain

10 - 12 September 2012, Americas Best Practices Conference
Chicago, Illinois, USA

13 - 14 September 2012, Work Group Meetings
Chicago, Illinois, USA

20 - 23 November 2012, Work Group Meetings
Atlanta, Georgia, USA

To view the online QuEST Forum calendar in its entirety, [click here](#) or go to the "Meetings" tab on the QuEST Forum website, www.questforum.org, and choose "Calendar" from the left hand menu.

Strategic Initiatives Updates

Marketing Outreach

The purpose of this project is to expand the marketing of QuEST Forum and TL 9000 beyond the traditional core audience and venues. Targeted market segments include cable, enterprise (OEMs and

campus networks), non-telecom networks (smart grid/utilities and alternative carriers such as Google), and small suppliers. For each segment, the team has defined a specific value proposition, identified key companies, trade shows and industry associations and developed marketing plans and customized presentations. The team is also championing involvement and value delivery for targeted segments with the Membership & Recruitment Strategic Initiative, providing expanded support to international groups/hubs, and working on engagement with governmental agencies to build support for TL 9000.

Since the last report the team has completed work on the content for a revision of a QuEST Forum promotional brochure aimed at small suppliers, a new brochure on the Next Generation Network Strategic Initiative, and the next draft of the executive level paper noted below.

Tasks currently in progress include:

- An executive level paper on the challenges facing the industry and how QuEST Forum and TL 9000 will help address those issues. This effort is being led by Uma Chandrashekhar with Steve Welch and Steve Pickett as principle contributors.
- Development of publicity materials for new TL 9000 Certifications similar to new members material developed last year.
- Annual review and update of marketing material.
- Supporting "Needs Assessment" for consultant and private network (smart grid, etc.) segments.
- Supporting marketing initiatives related to promoting the Best Practices Conferences around the world.

The inventory of speakers and presentations for use supporting both new market initiatives and other QuEST Forum needs is being continually updated. If you or someone from your company is giving a presentation at a non-Forum event, please let the team know so the details may be captured in the inventory.

Marketing Outreach Team:

Lead: Steve Pickett, Telmar Network Technologies,

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PDR's

One of the areas the PDR team has been investigating is reviewing "floors" used in PDR industry statistic calculations. Generally speaking, for data from a specific certification to be included in the Worst In Class, Best In Class and Industry Average statistics, the data must be greater than 2% of the sum of all the denominators in the certification's product category. However, for certain measures and product categories, "floors" have been set such that if exceeded, the data will be included regardless if the 2% rule is met. The purpose of having these floors is to make more certifications eligible for inclusion in the PDR statistics, especially for newer entrants in a product category with large volumes. UTD did a special run of data for one product category and measurement to see the differences in the number of certifications included in the industry statistics with and without the floors. The team is currently looking at the data to determine if some adjustments can be made to the floors to increase eligibility, while still providing a robust estimate for each of the PDR statistics.

PDR's Team:

Lead: Ken Koffman, JDSU, Ken.Koffman@jdsu.com
IGQ Co-Chair/PDR Evaluation Sub-team Lead: John Wronka, Alcatel-Lucent, jwronka@alcatel-lucent.com

Network & Service Reliability

Phase 1 & 2 are complete.

Phase 3 (In progress) - The team continues to work the Next Generation Networks-Performance sub-team to review the measures proposed for the supplemental library and suggestions have been made for normalization. The team has reviewed a churn metric and the participants are determining if they have the correct data to create a study. The team will also be working through the comments from the IGQ work group.

Phase 4 (In progress) Work continues on identifying SMEs for the Wireless and Managed Services sub-teams. JumpStart sessions have been scheduled to provide an overview of the study and measures to the new SMEs.

Phase 5 (In progress) - The team is working through the IGQ comments for the MTRS and GSI measures to be prepared for final review during the face-to-face meeting at the Americas Best Practices Conference .

Network and Service Reliability Team:

Lead: Fraser Pajak, TELUS Communications, fraser.pajak@telus.com

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Tim Harden, AT&T, th8261@att.com

Don Pickens, QuEST Forum, dpickens@questforum.org

Measurements for Next Generation Networks

The intention of this initiative is to develop a set of network measurements, including network performance, designed for Next Generation networks. Over the next five years, existing communication networks will be evolving into an IP-based architecture, which encompasses a high degree of software in network elements. The objective of this project is to create a roadmap and guide the implementation of TL 9000 Measurements for the future IP-based network.

Next Generation Measurements (NGN) sub teams have developed specific recommendations in the areas of Fulfillment, Pre Deployment, Reliability, Software, Sustainability, Performance and Security. Benchmark studies are in the data collection phase to test measurement effectiveness and further develop each measurement for consideration in the next Measurements Handbook (Pre Deployment, On Time Delivery to Supplier Promised Date and Software measurements for Product Category 7.2.2). The Performance sub team, working with the Network Reliability and Benchmarking team, is making good progress developing network performance measurements. The Security sub team has developed recommendations for new security requirements and a security measurements guidance document is nearly complete.

Measurements for Next Generation Networks Team:

Lead: Tim Harden, AT&T, th8261@att.com

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Upcoming QuEST Forum Sanctioned Training Courses

Listed below are upcoming QuEST Forum sanctioned training courses. Please visit the Provider's website for more information and registration details.

TL 9000 Implementation
5 – 7 September, Seoul Korea
[Bizpeer](#)

TL 9000 Auditing
14 – 17 November, Seoul Korea
[Bizpeer](#)

TL 9000 Requirements
5 September, Hemel Hempstead UK
[Excel Partnership](#)

TL 9000 Requirements
6 September, Hemel Hempstead UK
[Excel Partnership](#)

TL 9000 QMS Auditing
7 – 9 September, Hemel Hempstead UK
[Excel Partnership](#)

Please note that all information is subject to change. Check the provider's website to confirm class offerings, dates and locations.

New Members

QuEST Forum is pleased to welcome the new members that were added in August: **Versacom LLC**, Americas Small Supplier and **TriNet Communications Inc.**, Americas Small Supplier.

New TL 9000 Registrations

Congratulations to the newest TL 9000 registrants: **2 Wire, Inc. d/b/a Pace Americas**, **Loop Telecommunication International, Inc.**, **Tekelec**, **The Sanberg Group, Inc.** and **Walker and Associates, Inc.**

QuEST Forum's Jenny Wall

[Jenny Wall](#) is the Coordinator of Special Programs in the CSEPI Institute. She is responsible for coordinating all conferences and projects for the CSEPI Institute. She assists the Executive Director and Center Directors with management and travel affairs of the office. She

is the Administrator for the E-Plan system. This system is webbased and provides First Responders and other emergency preparedness personnel with on-site hazardous chemical information for facilities around the U.S.

Jenny was previously employed at NEC America, Inc. for thirteen years in various responsibilities. Her last official role held at NEC America, Inc. was for the General Manager of the department. She attended St. Francis College.

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