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QuEST Forum Newsletter - September 2011

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Register Now: 2011 APAC Best Practices Conference

The 2011 APAC Best Practices Conference will be 7 – 10 November in Beijing, China and will focus on the theme of Integrated Communications: The Next Quality Paradigm.

[Register Now](#)

A registration discount is available to all QuEST Forum Members and TL 9000 Certified Companies. You can also register now and pay in RMB at the conference and receive an official receipt.

[View the Preliminary Agenda](#)

The conference training sessions, workshops, and presentations will all be simultaneously translated into Chinese.

[Hotel Reservations](#)

The QuEST Forum room rate will be offered, based on availability, to attendees two (2) calendar days before 5 November, and two (2) calendar days after 10 November.

[Visiting Beijing with QuEST Forum](#)

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

The conference will emphasize TL 9000 QMS education.

- A TL 9000 **sanctioned training class** will be offered on 7 November and **attendees will receive certificates acknowledging their participation.**
- On 9 November an interactive workshop will cover how to select TL 9000 Product Categories.
- On 10 November there will be an interactive TL 9000 workshop on Measurements and PDR Data.

High quality conference speakers include:

- VIP speakers from MIIT and CNCA,
- Keynote and Executive Speakers from IBM, AT&T, Ericsson, China Telecom-Shanghai, Huawei, ZTE, Fujitsu, Wipro, Bharti-Airtel, Motorola Mobility, TELUS Communications, JDSU and Alcatel-Lucent,
- Professor from Peking University and

Register
APAC Best Practices
Conference

≈

Register
November Meetings

≈

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Has TL 9000 Improved
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TL 9000 Jump Start
Program

- Tim Harden, President Supply Chain and Fleet Operations, AT&T and QuEST Forum Executive Board Chair will open the conference with a presentation titled “Network Evolution and the Mandate for Quality”.

Conference attendees will:

- Learn about Network Performance and Service measurements being developed including benchmarking for Telecom Operators.
- Discover TL 9000 “Best Practices” shared by international and Chinese companies.
- Network in a relaxed and social atmosphere at a famous Beijing Restaurant.

[Click here](#) to download a flyer about the 2011 APAC Best Practices Conference in Chinese.

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

Diamond Sponsors



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Alcatel-Lucent



Item Sponsors

Tuesday Morning Tea Break: Cyber Security and Emergency Preparedness Institute

Executive Roundtable and Networking Event: Cyber Security and Emergency Preparedness Institute, Telmar Network Technology

Executive Board Dinner: BIZPHYX, Inc.

Small Business Breakfast: AT&T

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

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Registration Open: QuEST Forum November Meetings

The Leadership Council Work Groups: the Service Reliability Strategic

Initiative, Measurements for Next Generation Networks Strategic Initiative and NSPRC will meet the third week of November in Richardson, Texas.

[Register Today](#)

[View the Agenda](#)

(Please note that there is no registration fee for this event.)

[Make Hotel Reservations](#)

Hyatt Regency North Dallas
701 East Campbell Road
Richardson, Texas, 75081 USA

The QuEST Forum group rate is US\$129 + tax. The "cut-off date" for accepting reservations into this room block is Sunday, 23 October 2011. Reservation requests made after this date will be accepted at the hotel's prevailing rate, based on availability.

Who should attend the November Meetings?

- The Leadership Council should plan to attend.
- Any one already involved in a Work Group, the Network and Service Reliability Strategic Initiative or the Next Generation Networks Strategic Initiatives as well as those interested in becoming involved are strongly encouraged to attend these face-to-face meetings.

[View information](#) on the QuEST Forum Work Groups.

NSPRC Meeting Attendees

- Please note that there is no conference fee. Please register via the link below so that we have a record of your intended participation.
- Please book your room reservations directly with the hotel via the link below.
- A continental breakfast will be provided daily outside of the meeting room.
- Lunch will be on your own.

QuEST Forum would like to thank the current sponsors of the November Meetings.

Item Sponsors:

Leadership Council Lunch: AT&T
Tuesday Morning Break: AT&T
Wednesday Morning Break: AT&T
Thursday Morning Break: AT&T

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

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Overview: 2011 Americas Best Practices Conference

Over 210 people attended the Americas Best Practices Conference held 13 – 14 September in Seattle, Washington USA. Overall, attendees rated their overall satisfaction with the conference a 4.51 compared to 4.38 in 2010. The relevance of topics presented and the usefulness of topics presented were also rated higher in 2011 at 4.33 and 4.17 respectively compared to 4.18 and 4.06 in 2010. Attendees' satisfaction with useful networking opportunities continues to climb and reached 4.72 for 2011 compared to 4.6 in 2010. The QuEST Forum Staff continued their tradition of excellence with regards to the conference being well run and efficient and received a rating of 4.75 which was the same as 2010.



Four pre-conference Workshops were held on Monday, 12 September and focused on “Jump Start into TL 9000”, “New Member Orientation”, “Product Categories” and a “Small Business Panel”.



Tim Harden, President Supply Chain and Fleet Operations, AT&T Services, Inc. and the 2011 QuEST Forum Executive Board Chair opened the conference on 13 September. Tim spoke on “Network Evolution and the Mandate for Quality”. He was followed by the day’s Keynote, Will Ulaszek, Managing Director AT&T Telecommunications Industry, IBM who presented “An IBM Perspective on Cloud Computing Best Practices.” Executive Speakers, Best Practices presentations and a Workshop on the PDRs filled the rest of the first day. The evening concluded with a Networking Dinner Cruise and Award Ceremony. Attendees were surrounded by the majestic Cascade and Olympic mountain ranges as they glided through the Puget Sound aboard the Royal Argosy.





The second day of the conference began with a welcome and the “State of the Forum” presentation by Don Pickens, COO of QuEST Forum. Don was followed by the Keynote Address given by Corey Richardson, National Sales Director, Paladin Labs, Inc. who presented on “Leveraging Change to Create Success”. Executive Speakers and a variety of Best Practices presentations gave attendees many choices throughout the rest of the day. The Beer and Gear Networking Reception closed out the conference with refreshments and prizes.



QuEST Forum would like to thank all of those who attended and sponsored the 2011 Americas Best Practices Conference. We appreciate your dedication and participation and look forward to seeing you in Chicago in 2012.

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Overview: Greater China Hub TL 9000 Workshop

The Greater China Hub held a TL 9000 workshop on 23 September at CEPREI in Guangzhou. Over 50 attendees participated in the workshop. The workshop's agenda focused on the introduction of the TL 9000 Measurements Handbook Release 4.5, China Telecom Shanghai Branch's TL 9000 implementation experience and Quality Capability Maturity Model (QCMM) Measurements and TL 9000 Measurements.



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Summary Report: TL 9000 Users Survey

The latest annual summary report of the results of the TL 9000 Users Survey has been completed. Responses from 192 TL 9000 implementers were received over the last four quarters. Overall satisfaction with TL 9000 Certification is now up to 76% versus 73% in 2010 and 63% in early 2008.

The high level recommendations from the analysis have been included in the input material for this year's strategic planning process. These recommendations are:

- Investigate ways to improve response rate, especially non-member
- Continue to solicit data on % savings/reductions/revenue enhancements due to implementation of TL 9000 and methods to track (can't share cost data itself)
- Promote benefits and results of using TL 9000 as part of supplier selection
- Tie continual improvement requirements in TL to improving ability to innovate

Details concerning difficulties implementing specific requirements and measurements have been provided to the IGQ Work Group for consideration during the Handbook update process. A summary presentation has also been prepared and shared with the Oversight Work Group.

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2011 Americas Best Practices Conference Survey Drawing Winners

Congratulations to Cindy Kazee, Universal Network Development Corp., Askok Dandekar, Fujitsu and Alan Sableski, Shields Environmental, Inc. for winning the drawing for the \$50 gift cards offered as an incentive for completing the conference survey.

Many thanks also to all of the Americas Best Practices Conference attendees who complete the online conference survey. Your feedback and input is greatly appreciated and will be used to improve future Best Practices Conferences.

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Small Businesses: Are you in “The Danger Zone”?

The Small Business subgroup meets monthly by conference call to develop innovative solutions to practical small business problems, by utilizing QuEST Forum’s member companies’ Subject Matter Experts (SMEs) and the TL 9000 quality management system.

Join the call in October to learn about “*How to Avoid the Danger Zone*” relating to cash flow. Given the challenges that small businesses are facing right now with the economy and changes in lending trends, this is a very timely topic to discuss. Bob Boulanger, B2B CFO, will share valuable insights and answer your questions.

Special Thanks!

Thank you to all who participated in the Small Business survey. Your feedback is very important and the Small Business subgroup is working to provide more training and discussion on topics that interest you for 2012.

How to join the Small Business Subgroup:

- You must already be a member of QuEST Forum with a login and password. If you are a QuEST Forum member and do not have a login and password, click “Create a New User Account”, on the [login](#) page.
- [Log in](#)
- Click on “Executive Board”
- Click on “Sub Teams”
- Select “EB3”
- Click on “Sub Teams”
- Click on “Small Business Subgroup”
- Click “Join as Full Member”
- You are now a member of the Subgroup!

Questions concerning the Small Business Subgroup? Contact Melissa Brock - mbrock@karlee.com.

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Save the Dates: QuEST Forum 2011 & 2012 Events

2011 QuEST Forum Events

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

13 – 16 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.

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Updates: Strategic Initiatives

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 (such as OEMs and campus networks), non-telecom networks (such smart grid/utilities and alternative carriers like Google), and small suppliers. For each segment, the team has defined a specific value proposition, identified key companies, trade shows, & 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 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 published a special version of a QuEST Forum promotional brochure aimed at small suppliers, completed drafts of all three versions of the executive level paper noted below, managed the translation into Chinese of four marketing brochures (TL 9000 overview, Jump Start, QuEST Forum Membership flyer, and QuEST Forum Member Value overview) in preparation for this year’s Asia-Pac conference in Beijing.

Tasks currently in progress include:

- A set of executive level papers 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. The three papers are a two page high level document, a longer, more detailed “case study”, and a customizable version that can be targeted to specific market segments.
- 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 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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Bryan Glutting, ACS Solutions, bglutting@acssolutions.com

Uma Chandrashekhar, Alcatel-Lucent, <mailto:umac.shekhar@alcatel-lucent.com>

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Mike Fargano, QWEST, michael.fargano@qwest.com

Tom Yohe, Telmar Network Technologies, tom.yohe@telmarnt.com

PDR's

The PDR team was very active during this year's Americas Best Practices Conference in Seattle. Two workshops were given at the conference - one on product category selection guidelines, and one covering PDR team objectives and progress, discussion of industry reports demonstrating industry quality improvement and other topics. In addition the team presented a status update at both the Executive Board and IGQ Work Group meetings. Member value survey data continues to show progress in overall satisfaction with PDRs, however

more work will continue. The team is looking at providing more webinars in addition to workshops at conferences. Work on the fourth industry report is also entering final editing, with plans to present at the APAC Best Practices Conference in November.

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. During the September work group meetings, the team will be reviewing two new change management measures, GSP, the proposed churn measure as well as reviewing an outage template standards draft with ATIS.

Phase 4 (In progress) Both requests to create a wireless and managed services sub-teams are in progress.

Phase 5 (In progress) - The team has submitted the MTRS and GSI measures and they are under comment review by IGQ. The team presented the "Network & Service Reliability Benchmarking Study: Overview & Benefits of Participation" panel at the Americas Best Practices Conference.

Network and Service Reliability Team:

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

Amador Lucero, Qwest, amador.lucero@qwest.com

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 progress 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). A total of seven measurements are being

benchmarked and will be available for IGQ Comment Review in October. The Performance sub team, working with the Network Reliability and Benchmarking team, is developing network performance measurements for the Supplemental Measurements Library. The Security sub team has developed recommendations for new security requirements and recently completed a security measurements guidance document that will be sent to IGQ for Comment Review.

Measurements for Next Generation Networks Team:

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

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Steve Welch, sgwelch@swbell.net

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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 Auditing
14 – 17 November, Seoul Korea

[Bizpeer](#)

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

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New QuEST Forum Members

QuEST Forum is pleased to welcome the new members that were added in September: **DW Morgan Company**, Americas Small Supplier and **Technology Associates**, Americas Small Supplier.

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New TL 9000 Registrations

Congratulations to the newest TL 9000 registrants: **Compal Broadband Networks, Inc.**, **Flextronics Technologies India Private Limited (Flextronics Global Services)**, Bangalore, **Huawei Telecommunication (India) Co.**, **Jabil Hungary Ltd**, **Tekelec** and

Young Jin Chemical Co., Ltd.

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QuEST Forum's Bao Tran

[Bao Tran](#) has been the program manager of the CSEPI Institute for over seven years. He is a certified Project Management Professional with 25 years of managerial experience in new product development, telephony, wireless networks, 2.5G/3G technologies, and information technology. Bao holds a B.S.E.E. and MS in Engineering Management as well as graduating the Community MBA program from UT Austin. He is a member of Tau Beta Pi – National Engineering Honor Society, American Society for Engineering Management, and Project Management Institute.

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