

QuEST Forum June 2008 Newsletter

QuEST Forum is Moving

The transition of the QuEST Forum Management Team from Spear One to our own offices is nearly complete. The new QuEST Forum phone number (see below) is now operational, and the new offices are scheduled to be occupied by late July. Mail service is in place immediately. Going forward, please use the following contact information when corresponding with QuEST Forum.

QuEST Forum

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Plano, TX 75074 USA
Main Phone : +1 972-423-7360
information@questforum.org

To ensure a prompt response, please update your address book(s). Additionally, questions and comments may always be submitted 24/7 via the "[Contact](#)" feature on the QuEST Forum and TL 9000 websites.

Americas Regional Conference 2008 Recap 2-6 June 2008 Calgary, Alberta, Canada

QuEST Forum continued its focus on "Raising Standards, Bridging Technologies, Building Value" at the annual Americas Regional Conference which began on the 2nd of June in Calgary. The majority of the 107 participants came from north of the Rio Grande River, but Argentina and Mexico were also represented. Two attendees even came from Japan.

Pre-conference workshops held on Monday afternoon focused on introducing participants to QuEST Forum services and processes related to TL 9000. Speakers on Tuesday and Wednesday stressed quality concerns in wireless media and entertainment, and quality issues related to convergence in services. Work Group meetings were held on Thursday and Friday.

Participant, Art Morrical from Alcatel-Lucent, said, "I have attended many QuEST Forum conferences and this was the best one I have been to yet. All the speakers described the way convergence has been affecting the industry. Sharing their experiences and knowledge helped make it easy to see what's new and to understand what will work to improve quality."

Ninety seven percent of the survey respondents said that they were very satisfied or satisfied with this QuEST Forum event and 91% were very or extremely likely to recommend this conference to others. In addition to the value provided by the conference sessions, participants enjoyed a demonstration by show horse jumpers along with dinner at Spruce Meadows in Calgary. This event offered excellent networking opportunities to complement the content gleaned from the meetings. Overall, this year's

event will be remembered as an enlightening conference that provided attendees with information and ideas to implement upon returning home.

2008 QuEST Forum Best Practices Conference Denver, USA - 15 - 19 September 2008

Right on the heels of the very successful Americas Conference in Calgary, the Staff and Volunteer Leaders at QuEST Forum are preparing for an exciting Best Practices Conference (BPC) this September. Please make plans now to attend.

This is historically our most popular annual event because the program includes success stories and lessons learned while implementing TL 9000, using benchmarking, delving into issues concerning converging technologies and dealing with related network reliability issues. At the 2007 BPC, the overall mean approval rating was 4.5 on a five point scale. One survey respondent said that the most valuable part of the conference was “seeing how TL9000 is applied across all areas of business.” He appreciated the great opportunities to hear healthy discussions between service providers, suppliers and liaisons in the industry.

The 2008 program will build upon knowledge gained during the last eight conferences relating to enhancing quality and implementing the TL 9000 standards. Past participants have included process excellence leaders, supply chain experts and telecom senior management staff and operations, engineers, IT professionals, and customer service and network services managers. Program contributors have included Adtran, Alcatel-Lucent, AT&T, Cisco Systems, iDirect Technologies, Intel, Motorola, Nortel, Telcordia, Tellabs, Telmar, TELUS, and Wipro Technologies, among others.

This conference is intended to help attendees learn practical skills that will assist them in improving business results and quality integration for operations and indeed throughout the supply chain. In Denver, participants will be provided with useful tips and helpful knowledge to take back to their organizations to improve performance.

Again please plan to attend. More information about the program will be coming soon. Registration for this event will be available beginning in early July. For more information about the conference, go to www.questforum.org.

Kay Byfield Joins QuEST Forum

QuEST Forum is pleased to announce that Kay Byfield joined the team as Marketing and Communications Manager on the 16th of June. This is the last step in carrying out the current staffing recommendations from the ASABA study.

Kay will use her expertise and enthusiasm for our products to facilitate our marketing communications. She holds an MBA in Marketing and is on the Executive Board of the Dallas/Fort Worth chapter of the American Marketing Association. Her role will be to assist Don Irvine, Director of Product Development, to promote our products and services, build membership and visibility, and increase member satisfaction. Her email address is kbyfield@questforum.org.

New TL 9000 Registrations

Please join us in congratulating the following organizations:

- Anixter Communications (Shanghai) Co., Ltd.
 - Fluke Networks
 - GLOBAL PCS INC./MTI Group
 - HCI, Inc.
 - MERCURY
 - Nixon Dedicated Services (Div. of Nixon Power Services)
-

New QuEST Forum Members

QuEST Forum extends a warm welcome to **The Desara Group**. The Desara Group is a Full Member located in the Americas Region.

Executive Board Major Projects Updates

The members of the Executive Board of QuEST Forum have taken the lead on several major initiatives to improve member value and grow the organization. Each member of the Board has volunteered their time, talents and energy to lead major projects in furtherance of the strategic plan for 2008. It should be noted that all major projects were initiated due to the 2007 Member Value Survey and are aimed at improving member value and satisfaction. QuEST Forum is responded to this great feedback. Our membership will see continued improvements in many key areas.

Below is a summary of each Project to date. Your comments and participation are always welcome; please contact the Project Leads with questions.

Project #1 – Operational Efficiencies The team continues to make progress in the implementation of the ASABA Group recommendations on improving QuEST Forum operational efficiencies. The enterprise wide project management system is deployed and continues to gain adoption for tracking board initiatives and working committee activities. The implementation team is currently focusing on the analysis of Working Committee, staff structure, and Executive Board terms and structure. We want to insure clear responsibilities and accountability. Upcoming milestones include the completion of the QuEST Forum Product Development Roadmap, Balance Scorecard review/updating and the completion of the full time staffing transition. The Hiring of Marketing Communications Manager is now complete. We will continue to update you on our progress.

Project #1 Lead:

Don Pickens, COO, QuEST Forum, dpickens@questforum.org

Project #3 – Membership and TL 9000 Registrations Participation in this project is starting to gain momentum at the Regional Hub level. In North America 81 suppliers have been identified and JoAnn Brumit is acting as the recruitment leader for 11. John Brots' and Dave Ayers' teams are also perusing 17 companies each. Board Members will lead the recruitment efforts of the remaining prospects. In Latin America, several Suppliers and Service Providers have been identified. Fourteen companies have been identified in India and recruitment efforts are being led jointly by Tata and Infosys teams. Input from EMEA, China, Korea and Japan is pending. Additionally, marketing materials have been finalized and shared with Tiger Team members across all regions. Lastly, Nortel recently hosted a COTS (Commercial-Off-the-Shelf) exposition for suppliers. A special session on "Benefits of TL 9000 and QuEST Forum" was presented during the exposition. The session was well attended and a good set of potential candidates for TL 9000 registration and QuEST Forum membership were identified.

Project #3 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 in order to track, analyze, and improve member participation.

There are several ways members can participate in QuEST Forum, including through annual meeting attendance, work groups, regional hubs, sub teams, and sponsorships. The team will focus on collecting the right data to understand and measure current participation, and they will then work with the appropriate regional hubs to put plans of action in place to improve member company participation where there are gaps.

As of mid June, a timeline has been developed along with the appropriate milestones and deliverables. In addition, a database has been developed to serve as a tracking tool for participation in the various Forum opportunities.

QuEST Forum believes that increased member participation will result in increased member satisfaction. The increase in member satisfaction will not only solidify companies as long term members but will also result in referrals to expand membership. The goal is to continually drive more value to QuEST Forum member companies, and making certain companies are taking advantage of the wide range of opportunities to participate within QuEST Forum is one of the ways we can accomplish that goal.

Member Participation Leads:

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

Trevor Putrah, KGP Telecommunications, taputrah@kgptel.com

Project #4 – Marketing/Communications The purpose of this project is to oversee and enhance the marketing and overall communications efforts of QuEST Forum. The Strategic Marketing Plan was presented to the Leadership Council and the Global Com Work Group at the Americas Conference in Calgary. The Strategic Marketing Plan is available for any member to review on the Members Web Portal. It is located under Marketing Materials_ Files/Documents_ FS157. The 2008 Insights and Intentions brochure is also available in soft copy for download on the members portal. It can be emailed as a recruiting tool along with the recruiting presentation. It is located under Marketing Materials_ Files/Documents_ New Member Orientation. Additionally, while Executive Board Project #2 - Web Site Redesign - has been completed, the task of keeping the new site up to date is the responsibility of the Marketing and Communications team under the direction of Executive Board Project #4 and Oversight.

The new Marketing and Communications Manager, Kay Byfield, was selected and started full time with QuEST Forum on June 16, 2008. We are pleased to have Kay on our team and have already seen some positive results on our web site and with content on the newsletter. Kay can be contacted via email; kbyfield@questforum.org. Don Irvine and Kay Byfield now give the QuEST Forum a professional marketing staff.

Work continues on the updating of the marketing collateral. There will be an active marketing campaign to promote the Best Practices Conference. Work with the EB #3 and EB #5 groups will continue and get stronger. The marketing activities will continue under EB #4 and the role of GlobalComm will change accordingly.

Project #4 Lead:

Gary McMullin, Telmar, Gary.mcmullin@telmarnt.com

Project # 5 Performance Data Report Improvement Last month we highlighted “Action 3” in this initiative’s three part plan to improve performance data reports: 1) Improve PDR accuracy 2) Maximize PDR usage value 3) Expand PDR scope. While considerable progress continues in all the actions, we’d like to focus this month’s article on Action 2.

The heart of this action is the creation of a “How to use the PDR” document, supported by workshops and ultimately enhanced tools. The PDR Evaluation Subteam of the IGQ Work Group developed an outline for this document and is in the process of completing it. The document will leverage an existing workshop that has been presented at QuEST Forum events that describes PDR data extraction/display, the industry statistics (monthly average, best-in-class, worst-in-class, and industry average) including definitions and smoothing rules.

But from here the document will cover other very important aspects of maximizing the usage and value of the data. It will answer questions such as: How do I “position” my product’s data with respect to the industry trends? How valid is the comparison of my results with the trend data - Are my key competitors included in the data? How much of the addressable market is covered? What are some tips for using the data to set targets? What are typical types of data “anomalies” that exist? How can these be addressed? What are some tips for tracking performance? When do I take action?

We expect a draft in the July time frame, and we’ll be looking for eager volunteers to review and trial it. And it’s not too late to join the writing team if you feel that there are some best practices or experiences you’d like to share on any of the topics above.

It is the team’s plan to hold a workshop prior this year’s Best Practices conference in Denver. This pre-conference workshop will review all elements of the “How to use the PDR document” and will be an excellent opportunity for QuEST Forum members and TL 9000 registrants to obtain hands on learning and ask questions of our SME’s.

Please contact us if you’d like to join making a difference in how we can help the TL 9000 community get the most out of the performance data.

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

Solicitation of Nominations for Vice Chair of the Americas Region

QuEST Forum is holding a Special Election to fill the position of Vice Chair for the Americas Region and is now accepting nominations from Full Member Companies in the Americas Region for this position.

[Click here](#) for a description of the role and responsibilities of the Vice Chair as well as complete instructions for submitting a nomination. Please note that nominations are due 10 July 2008.

If you have any questions regarding this leadership role or the process for submitting a nomination, please contact Kelly Stafford at kstafford@questforum.org.

2008 Member Value Survey

The 2008 Member Value Survey will be deployed later this summer. We have been actively addressing the issues raised by members in the 2007 survey and while efforts are still ongoing, we are confident that we have increased the value of membership. Visible signs of change include the new web site, a revamped staff structure and dedication to achieving operational efficiencies, a new focus on the PDRs and a renewed concentration on membership recruitment and retention as well as a dramatic increase in the marketing and communications efforts of the Forum.

With the impending launch of the survey and the upcoming elections, it is imperative that we have complete and accurate information on you and your company in the member portal. Therefore, please login to review and update your personal and your company's profiles. If you have any questions, please use the "[Contact](#)" feature on the website and we will assist you.

Need TL 9000 Handbooks?

In response to feedback received from Members and TL 9000 Users, we have simplified the ordering process for the TL 9000 Requirements and Measurements Handbooks. There is now a direct link labeled "[Buy Handbooks](#)" under the [Handbooks Tab](#) on the TL 9000 home page as well as on the [Requirements Handbook page](#) and the [Measurements Handbook page](#). Additionally, an explanation of the terms of use for soft copies (site licenses) can also be found under the Handbooks Tab.

May 2008 Newsletter Links and Email Addresses

- Email Don Pickens, dpickens@questforum.org
 - Email Dave Ayers, dayers@nortel.com
 - Email John Brots, john.brots@tellabs.com
 - Email JoAnn Brumit, jabrumit@karlee.com
 - Email Ed Rohlfs, ed.rohlf@adtran.com
 - Email Trevor Putrah, taputrah@kgptel.com
 - Email Kay Byfield, kbyfield@questforum.org
 - Email Gary McMullin, gary.mcmullin@telmarnt.com
 - Email Ken Koffman, ken.koffman@bigbandnet.com
 - Email John Wronka, jwronka@alcatel-lucent.com
 - Email Kelly Stafford, kstafford@questforum.org
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Do You Have Newsletter Suggestions or Article Ideas?

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