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QuEST Forum Newsletter - March 2011

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May Work Group Meeting Registration

The QuEST Forum May meetings will be held 16 – 19 May 2011 in Richardson, Texas at the Hyatt Regency North Dallas. The Leadership Council will meet on 16 May followed by Work Group and Strategic Initiative meetings on the 17 – 17 May.

[View the Agenda](#)

The Leadership Council should plan to attend these meetings as well as anyone already involved in a Work Group, Strategic Initiative: Network and Service Reliability or Strategic Initiative: Measurements for Next Generation Networks or those interested in becoming involved.

[Register Today](#)

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

The QuEST Forum group rate is US\$129 + tax. The "cut-off date" for accepting reservations into this room block is Sunday, 24 April 2011. Reservation requests made after this date will be accepted at the hotel's prevailing rate, based on availability.

[Make Hotel Reservations](#)

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

Item Sponsors:

Leadership Council Lunch: AT&T

Tuesday AM Break: AT&T

Tuesday PM Break: AT&T

Wednesday AM 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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TIA 2011: Inside the Network

While at the [QuEST Forum Work Group meetings](#) this May in Dallas, please plan to also join TIA at [TIA 2011: Inside the Network](#), the Summit and Exhibition being held at the Gaylord Texan. The Telecommunications Industry Association (TIA) and QuEST Forum are pleased to offer QuEST Forum Members complimentary passes to the Exhibit Floor and educational sessions. Please use code **QUEST2011** when registering [online](#). In addition, shuttles will be available between the QuEST Forum May Work Group meetings and the Gaylord at designated times.

Please take a look at the [TIA program](#) and the [QuEST Forum meeting schedule](#) to determine when you will be able to attend the TIA meeting and send an email to Rebecca McVeigh at rmcveigh@questforum.org by 15 April detailing your plans.

TIA is also extending invitations to QuEST Forum members to attend the VIP Dinner Thursday evening, May 19, and hear from FCC Chairman Julius Genachowski. You need to be a QuEST Forum member and registered for TIA 2011, to receive the invitation. Please let us know if you are interested in receiving an invitation to the VIP Dinner Thursday evening by emailing exhibits@tiaonline.org.

This event is TIA's annual meeting for telecoms suppliers and service providers to learn, conduct business and understand trends relating to Network security, reliability and sustainability in the coming years. Please review the virtual brochure (see link below) and if you have any questions about this program and the special benefits offered to QuEST Forum members, feel free to contact Taly Walsh, VP of Networking at TIA at twalsh@tiaonline.org or 703/907-7744.

[Click to view TIA 2011: Inside the Network virtual brochure](#)

EMEA Best Practices Conference, 6 - 8 June 2011, Rome, Italy

Information on the hotel for the [EMEA Best Practices](#) conference is posted on the [QuEST Forum website](#) under the "[Meetings](#)" tab. The hotel is currently accepting reservations for the QuEST Forum meeting. Please remember to use the QuEST Forum booking reference located on the website when reserving your room. The QuEST Forum room rate is guaranteed if reservations are made before 16 May 2011. After that date, reservations will be accepted at the group rate based on availability.

Please note that registration for the conference will open 4 April 2011.

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

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Sector Supply

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

QuEST Forum Executive Visit to India Hub

QuEST Forum conducted an executive visit to India in mid-February. Don Pickens, COO of QuEST Forum, Don Irvine, Chief of Staff and Director of Marketing for QuEST Forum, Kojima-San, Fujitsu-QuEST Forum Director, Uma Chandrashekhar, Alcatel-Lucent-QuEST Forum Director, Ashok Dandekar, Fujitsu-Co-Chair of GBE Work Group and Richard Morrow, UTD participated in the executive visit.

The executive visit was very successful and rewarding. The QuEST Forum delegates met with senior level executives from Airtel, Aircell, GTL Limited, GTL Infrastructure, GTL Global towers, VIOM, Tech Mahindra, Tejas, Wipro, Cognizant, Etisalat, Reliance, DOT, and TRAI. Many of these companies are in the process of getting TL certified.

The delegation also met with the India Hub. The India Hub understands the value of TL 9000 and QuEST Forum and has concrete plans for ensuring that TL is fully accepted and used in India. The communications market is exploding in India and QuEST Forum is

pleased to assist in the quest for quality.

QuEST Forum Executive Visit to Greater China Hub

QuEST Forum conducted an executive visit to the Greater China Hub 21 – 25 March. Don Pickens, COO of QuEST Forum, Don Irvine, Chief of Staff and Director of Marketing for QuEST Forum, and Kojima-san, Fujitsu – Director, QuEST Forum participated in the executive visit. Meetings were held with MIIT, CEPREI, CNCA, Huawei and HKQAA.

Don Pickens and Don Irvine met with MIIT in Beijing on Monday, 21 March. Qian Hang, Director Dept Science & Technology and Yue Liansong, Bureau of Telecom Administration represented MIIT. On Tuesday, 22 March, Don Pickens and Don Irvine met with CEPREI, secretary of the Greater China Hub, in Guangzhou. Mr. Han, Mr. Peng and Ms. Wang Hua gave a tour of the CEPREI office and participated in the meeting on QuEST Forum and TL 9000. As with MIIT, discussions focused on making TL 9000 a sector standard and the need for senior level involvement. On Wednesday, 23 March, Don Pickens participated in a TL 9000 workshop conducted by CEPREI in Shenzhen. Over 60 students from several companies attended the workshop in Shenzhen. Mr. Peng, CEPREI and Long Yi, ZTE also presented at the workshop.

While in Shenzhen, meetings were held with CNCA, Huawei and HKQAA. Mr. Sheng Fei and Mr. Lin Feng represented CNCA and introduced Don Pickens and Don Irvine to Mr. Che Wenyi, Deputy Chief Administrator, CNCA and Mr. Zhao Zongbo, Secretary General China Certification & Accreditation Association. For Huawei, a QuEST Forum Member, Mr. Davis Yang, Director, QuEST Forum and Leo Lu and Jack Pompeo met with Don Pickens, Don Irvine, Kojima-san and Ken Koffman. In a separate meeting, PC Chan, HKQAA and Secretary of the Greater China Hub met with Don Pickens, Don Irvine and Kojima-san.

The executive visit concluded with QuEST Forum speaking at the Sino-American Quality Summit hosted by ASQ China. The Summit was organized by ASQ China in conjunction with the Shenzhen Quality Association. One portion of the meeting was dedicated to Communications and Don Pickens, Davis Yang and Kojima-san represented QuEST Forum on this panel. The summit was well attended with over 150 attendees.

QuEST Forum would like to thank the Greater China Hub for facilitating the executive visit and Kevin Wu with ASQ. The trip was very insightful and showed how QuEST Forum can improve on its presence and effectiveness in China. There is a need for more Chinese language literature on both QuEST Forum and TL 9000. There are also no active

TL 9000 consulting groups participating in China and not enough TL trainers. Both CEPREI and HKQAA can train, but the Chinese government prohibits them from consulting. As a result, there is not a good path to TL 9000 implementation for companies in China.

TL 9000 Experts

QuEST Forum offers individuals an opportunity to be recognized for their knowledge and use of the TL 9000 Quality Management System at two levels. The TL 9000 Practitioner level of recognition is for people who have successfully completed either the TL 9000 Implementation or TL 9000 Auditing course plus any needed release-related delta courses and have been involved with a TL 9000 implementation. In addition to meeting the requirements of the TL 9000 Practitioner, the TL 9000 Expert must be actively involved in a QuEST Forum Work and/or Regional Group and also meet additional experience and other requirements.

The following individuals have achieved TL 9000 Expert certification.

- Tom Yohe, Telmar Network Technology
- Kenneth Koffman, BigBand Networks
- Irving Briks, AT&T Inc.
- Jennifer Simcox, BIZPHYX, INC.
- Bob Clancy, BIZPHYX, INC.
- Sheronda Jeffries, Cisco Systems
- Frank Sidorowicz, Orion Registrar, Inc.
- David Sanicola, The DESARA Group, Inc.
- John Russell, Telcordia Technologies
- Charles Morton, Alcatel-Lucent
- Karen Rawson, The DESARA Group, Inc.
- Gary McMullin, Phoenix Telecom Solutions, Inc.
- Rossanne Day, Motorola Mobility
- John Wronka, Alcatel-Lucent
- Christine Ferrara, Motorola Mobility
- Isao Uchida, Technofer.Ltd.Japan
- Davide Ceruti, Cisco Systems
- Diane Faglon, STAT-A-MATRIX
- Nancy Bell, Alcatel-Lucent
- Rodolfo Stecco, QA - Quality Austria
- Laura Coplon, Tellabs

Detailed requirements for obtaining and maintaining either of these certifications are listed in the document [TL 9000 Individual Certification Requirements](#). There is a \$25 fee for the first year of certification and a \$10 per year fee annually to maintain certification. Applications for the TL 9000 Practitioner and Expert certifications should be submitted

[online.](#)

Sheronda Jeffries Represents QuEST Forum at the ASQ Audit Division Conference

In late 2010, Sheronda Jeffries attended the ASQ Audit Division Conference at Walt Disney World Resort in Orlando, FL and conducted two presentations promoting TL 9000 and QuEST Forum. One presentation was titled "The Evolution of a Standard - What is TL 9000" and the other introduced QuEST Forum's Validation Audit process, "How Good is the 3rd Party Certification Process?".

Both presentations were very well received. "The Evolution of a Standard - What is TL 9000" presentation scored an average of 4.67 out of 5.00 or better with regard to topic and presenter skill/knowledge. Likewise the Validation Audit presentation scored quite well, with a 4.93 out of 5.00 for presenter skill/knowledge.

Interestingly during both presentations, the majority of the attendees confirmed that they were not familiar with TL 9000 and were not aware of QuEST Forum. There was also significant interest among the attendees at the Validation Audit presentation to learn the outcome of the Validation Audit process and the attendees were disappointed to learn that if they are not a QuEST Forum member, they may not learn the outcome of the Validation Audit process. Based upon feedback, this may be a wonderful opportunity to market QuEST Forum's intellectual property to a wider, broader quality audience.

In addition to conducting the presentations, Sheronda distributed copies of QuEST Forum's Insights and Intentions brochure.

ASQ or the American Society for Quality, is a QuEST Forum partner and is a large, global membership organization devoted to quality and continuous improvement.

Sheronda presently serves as Regional Councilor for Region 11b of ASQ's Audit Division and is a Senior Member of ASQ.

Updated Code of Practice for TL 9000 Certification Bodies Completed

The update to the Code of Practice for TL 9000 Certification Bodies" (formerly titled "Code of Practice for TL 9000 Registrars") has been completed. QuEST Forum would like to thank all those who volunteered their time and knowledge.

The new document itself is available through the link on the [Requirements Guidance](#) page on the TL 9000 website, www.tl9000.org

Company and Personal Profiles in the QuEST Forum/TL 9000 Portal

If you are an administrator of your company's profile in the QuEST Forum and TL 9000 portal, please take a minute to review and update the users associated with your company profile as well as contact information for the organization. QuEST Forum and TL 9000 users should also review the information associated with their personal profile to ensure that it is current.

Thank you for your assistance with this important matter. Up-to-date contact information helps to ensure that QuEST Forum communications reach the appropriate individuals in a timely manner. If you have any questions or need assistance, please use the "[Contact Us](#)" feature on the QuEST Forum or TL 9000 websites.

Updated Security Presentation Now Available

The presentation that details how the TL 9000 data is kept secure has been updated. Key points outlined in the presentation are:

- Ten years of ISO 27001 (formerly BS 7799) data security certification.
- No one sees the raw data being submitted except for the submitter.
- Redundant systems are physically secure and constantly monitored.

To view and/or download the presentation, [login](#) to the Portal, choose "Marketing Materials" from the left-hand menu, and then click on the "Files/Documents" link in the middle of the page. A new window titled "QuEST Forum File Manager" will open. In this window, click on the file titled "QuEST_Forum_UTD_System_Security.ppt" to view or save.

Save the Date - 2011 QuEST Forum Best Practices Conferences and Meetings

Mark your calendars and make plans to attend the 2011 QuEST Forum Best Practices Conferences and meetings

16 - 19 May, Leadership Council and Work Group Meetings
Richardson, Texas, USA

6-8 June, EMEA Best Practices Conference
Rome, Italy

13 - 14 September, Americas Best Practices Conference
Seattle, Washington, USA

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

8 - 10 November, APAC Best Practices Conference
Beijing, China

15 - 18 November, Work Group Meetings
Richardson, Texas, 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.

2011 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. In addition in 2011 the team will be championing involvement and value delivery for targeted segments in partnership with the Membership and Recruitment initiative, formerly known as Executive Board Project #3, as well as providing expanded support to international groups/hubs, and working on engagement with governmental agencies to build support for TL 9000.

Tasks currently in progress are:

- Completion of a new brochure describing the Network Operations Center benchmarking project
- Finalization of a one page summary of the NPR/FRT white paper

- Work on materials on the activities of the Next Generation Networks Measurements strategic initiative
- 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.
- Helping to build momentum in EMEA through our liaison relationships
- Developing a one page TL 9000 impact summary based on the NPR/FRT paper
- Working on setting up meetings with PG&E Operations, FT (we had the meeting with DT, Telecom Italia, and Ono

The inventory of speakers and presentations that support 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 that the details are captured in the inventory.

Marketing Outreach Team:

Lead: Steve Pickett, Telmar Network Technologies,

steven.pickett@telmarnt.com

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

JoAnn Brumit, KARLEE, jabrumit@karlee.com

Chris Frey, Accenture, christopher.e.frey@accenture.com

Mark Barnes, KGP Telecommunications, mbarnes@kgptel.com

Dave Dwyer, KGP Telecommunications, ddwyer@kgptel.com

Sue Clancy, BIZPHYX, Inc., sclancy@bizphyx.com

Bryan Glutting, ACS Solutions, bglutting@acssolutions.com

Ashok Dandekar, Fujitsu, ashok.dandekar@us.fujitsu.com

Uma Chandrashekhar, Alcatel-Lucent, umac.shekhar@alcatel-lucent.com

Mike Fargano, Qwest Communications, michael.fargano@qwest.com

Don Pickens, QuEST Forum, dpickens@questforum.org

Don Irvine, QuEST Forum, dirvine@questforum.org

Kelly Stafford, QuEST Forum, kstafford@questforum.org

PDR's

The PDR Subteam has been busy finalizing the third Industry Report. This report follows the previous reports on on-time delivery, and problem reports/fix response time which both showed significant quality improvement. Stay tuned for the publication of newest paper focusing on return rates for the wireless product family.

The team has also begun to brainstorm ways to provide webinars on PDRs for the regions. To this end, the team has already had several informal sessions with the China and Indian Hubs to answer questions on various TL 9000 measurements

Finally, based on a proposal presented to IGQ at the February face-to-face meeting, the team is evaluating various proposals to provide more information on the PDR reports regarding the amount of normalization units provided in industry averages. The team will move cautiously, but the intent is that such information would be useful to PDR users in understanding the amount of the addressable market that is included in the PDR data, as well as the percentage of the submitted PDR data that is included in the PDR industry averages.

PDR's Team:

Lead: Ken Koffman, BigBand Networks, ken.koffman@bigbandnet.com
IGQ Co-Chair/PDR Evaluation Sub-team Lead: John Wronka, Alcatel-Lucent, jwronka@alcatel-lucent.com

Network and Service Reliability

Phase 1 and 2 are complete.

Phase 3 is currently in progress. The team is working with UTD to establish the Change Management measures sandbox. They are also working on data submissions to participate in the Customer Call Ratio study. The team welcomed several new members during the first quarter and current work activities include preparing the GSI documentation for IGQ review and establishing a working list of measures for 2011. The team has also discussed a study on power plants and its impact on network reliability.

Phase 4 is in progress. The team is refining their "Jump Start" or overview presentation and identifying potential gaps.

Phase 5 is in progress. Under discussion is the roll up of results for the various measures as well as considerations for domestic and global network elements.

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
Dave Sanicola, The Desara Group, Dave.Sanicola@DesaraGroup.com
Don Pickens, QuEST Forum, dpickens@questforum.org

Measurements for Next Generation Networks

The intent of this initiative is to develop a set of measurements 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 T1 9000 Measurements for the future IP-based

network.

Next Generation Measurements (NGN) sub teams have developed specific measurement recommendations in the areas of Fulfillment, Pre Deployment, Reliability and Software. Benchmark studies are being launched in March to test measurement effectiveness for consideration for the next Measurements Handbook or Supplemental Measurements Library. Additionally, NGN Sub teams are developing measurement proposals in the areas of Performance and Security. If your company is interested in participating in a Next Generation Measurement benchmark study, contact Beth Ford at ef2124@att.com for details.

Measurements for Next Generation Networks Team:

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

Ken Koffman, BigBand Networks, ken.koffman@bigbandnet.com

Mariano Legaz, Verizon, Mariano.legaz@verizon.com

Trevor Putrah, KGP, taputrah@kgptel.com

Don Pickens, QuEST Forum, dpickens@questforum.org

Fraser Pajak, Telus, Fraser.Pajak@telus.com

Steve Welch, sgwelch@swbell.net

New Members

QuEST Forum is pleased to welcome the new members that were added in March: **Tempest Telecom Solutions, LLC**, Americas Small Supplier, **Dell Mobility**, Americas Large Supplier, **GENBAND**, Americas Large Supplier, **Tech Mahindra Limited**, APAC Large Supplier, and **Fiberhome Telecommunication Technologies Co., Ltd.**, APAC Large Supplier.

New TL 9000 Registrations

Congratulations to the newest TL 9000 registrants: **Andrew - Wireless Innovations Group**, **ALTA Telecom**, **Byers Engineering**, **KNK Telecom**, **PICS Telecom International Corp**, **Billion Electric Co., Ltd.**, **MitraStar Technology Corporation**, **ZJRCTECH**, **PPI Inc.**, **Advnatech Co., Ltd.**, **Lantiq GmbH**, **Dowslake Microsystem Corporation**, and **OFS Denmark**.

QuEST Forum's Rebecca McVeigh Earns her Certified Meeting Professional Certification

[Rebecca McVeigh](#) QuEST Forum's Director of Meetings and Events

recently earned her Certified Meeting Professional (CMP) certification. The foremost certification of the meetings, conventions and exhibitions industry, the CMP program recognizes individuals who have achieved the industry's highest standard of professionalism. The requirements for certification are based on professional experience and a written examination.

Rebecca has been with QuEST Forum since June 2007. She is responsible for the coordination and logistics of all QuEST Forum events and is the QuEST Forum Management Team liaison for the GBE Work Group. Rebecca's career spans 20+ years within the meeting planning industry. Originally from Wyoming, Ohio, Rebecca now lives in Grapevine, Texas with her husband Mel and enjoys spending time with her sons and grandchildren

QuEST Forum's SM Balasubramanian

[S M Bala](#) graduated from University of Madras, India in Electronics and Communication Engineering in 1976 and did his Masters in Electrical Engineering from IIT, Madras, India in 1978.

He has more than 32 years of industry experience in the development and implementation of Telecom network systems, captive lab operations for global telecom giants, competency development for software services, product and process quality assurance of R & D services for global product and services organizations, in various capacities.

His experience includes more than 16 years in the R & D Division of ITI Ltd, a Public Sector Telecom Organisation in India in the design, development and deployment of Telecom Network Systems for the Indian Public Telephone network as well as the private Telecom networks of defense and major infrastructure sectors in India. His specialization was in the areas of hardware and software subsystem development for switching systems.

SM Bala joined Wipro in July 1995 to set up the Captive Labs and the Offshore Development Center for a North American Telecom major. During his tenure in this role, he championed the setting up of captive Telecom labs for switching systems, optical broadband systems, access networks and enterprise networks for various telecom customers of Wipro.

This was followed by a brief stint as Head of Competency Development for Telecom Solutions in the area of technical training, prospect development and knowledge management. Subsequently, he spent nearly 3 years in account management in the product verification

division taking care independent verification and validation of software and hardware systems of different technologies for multiple markets.

In the Mission : Quality function for the last 8 years, he is responsible for the process quality, certifications, customer engagement measurements, operational excellence and continuous improvement initiatives. Currently, he leads the function for the R & D services business units of Wipro and China and Japan geographies, covering more than 25,000 employees worldwide. He is also a Master Black Belt of Wipro in the Six Sigma methodology that has responsibility to identify and facilitate solutions to organisation level needs.

His other interests include industry academia interactions, collaborative research, knowledge management and modeling business processes and optimization.

SM Bala is a member of the Board of the Quest Forum, a Dallas based organisation for the quality of Telecom products and services. He has delivered key note speeches in many international conferences as executive speaker and panelist primarily in the areas of IT and R & D partnerships, Quality systems and distributed software development. He drives the participation of India Hub in the Executive Board projects of Quest Forum in defining the measurement systems in TL 9000 quality standards for the next generation networks.

He also works with educational institutes such as Wharton Business School and London Business School in research into the success factors in R & D outsourcing. He is a member of the program committee of the International Conference on Global Software Engineering and has authored a section as a guest author in an IEEE book under publication, on global software development from the perspective of a supplier in IT outsourcing engagements.

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