



**QuEST Forum Newsletter  
May 2010**

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**Executive Board Project #4 – Marketing Outreach**

QuEST Forum’s dedication to serving the needs of the communication technologies industry is unwavering. In support of QuEST Forum’s efforts to provide leadership in the global drive for quality, Executive Board Project #4 was recently initiated and titled Marketing Outreach. Lead by Executive Board Contributor, [Steven Pickett](#), President and CEO of Telmar Network Technology, Executive Board Project #4’s purpose is to expand the marketing of QuEST Forum and TL 9000 beyond the traditional core audience and venues. Strategies that will be utilized to achieve this goal include:

- The development of marketing plans and associated marketing material targeted to specific technologies not currently well represented within QuEST Forum and TL 9000 such as cable, enterprise (OEMs & campus networks), non-telecom networks (smart grid/utilities & alternative carriers – Google), and non-member wireless companies.
- The use of speaking engagements at non-QuEST Forum events, either through talks by QuEST Forum representatives or inclusion of messaging in presentations by member companies.
- Leveraging existing strategic liaison agreements and developing others as needed along with exploring the marketing efforts of these partners for practices that could be utilized by QuEST Forum and identifying opportunities for joint marketing.

The team organized quickly and began working towards its goals. As reported in the April Newsletter, Andy Whitt, Director, National Switching for Verizon and an active member of QuEST Forum’s Executive Board Project #6 presented at the ATIS NRSC Meeting. His presentation covered the NRC Benchmarking Study sponsored by Executive Board Project #6. The presentation was well received and generated considerable interest. Tim Harden, AT&T and Don Pickens, COO, QuEST Forum also presented at KGP Telecommunications’ 2010 Pinnacle Conference. (See article below for additional details.)

For information on Executive Board Project #4’s activities in the month of May, please see the update under the article titled “Executive Board Project Updates”. If you have any questions about QuEST Forum or our activities, please let us know by utilizing the “[Contact Us](#)” feature on the [QuEST Forum website](#). We look forward to hearing from you.

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## **Tim Harden, AT&T and Don Pickens, QuEST Forum Present at KGP Telecommunications' 2010 Pinnacle Conference**

[Tim Harden](#), President, AT&T Supply Chain and Fleet Operations, AT&T and [Don Pickens](#), COO, QuEST Forum spoke to nearly 40 independent telephone companies and other service providers and suppliers at a conference hosted by KGP Telecommunications and sponsored by a number of QuEST Forum OEM supplier member companies. Their joint presentations explained the purpose and goals of QuEST Forum as well as outlining the benefits of QuEST Forum membership and TL 9000 certification.

The presentations were well received and eight of the companies in attendance expressed interest in joining QuEST Forum. Don Pickens has personally followed up with each of the interested companies and one of the organizations, Twin Valley Telephone, Inc. joined QuEST Forum in May. As Tim Harden noted the independent operating companies face many of the same challenges as the large service providers and as a result would benefit greatly from membership and involvement in QuEST Forum.

QuEST Forum would like to thank [Trevor Putrah](#) with KGP Telecommunications for the opportunity to present. Speaking opportunities such as this allow QuEST Forum to reach market segments that historically have not participated in the Forum's activities. If you know of an opportunity to present QuEST Forum's message, please contact Don Irvine at [dirvine@questforum.org](mailto:dirvine@questforum.org).

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## **2010 EMEA Best Practices Conference**

The [2010 EMEA Best Practices Conference](#) has been rescheduled for 13 - 14 July 2010 in Berlin, Germany. An Executive Board meeting and associated events as well as a KPI Work Group Meeting will take place on 12 July 2010.

Attendees registered for the April conference will have their registration automatically transferred to the July conference dates unless a refund is requested. Refund requests should be sent by Friday, 28 May to [information@questforum.org](mailto:information@questforum.org). If you were not registered for the EMEA Best Practices Conference in April and would like to attend the conference in July, registration is now open.

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

If you will be attending the EMEA Best Practices Conference in July, you must book (or rebook) your hotel reservation directly with the hotel by 30 June 2010 to receive the QuEST Forum room rate of €130 single/double. To book a room:

- Call the hotel reservation department at (49) (30) 20270 or
- Click on the [hotel reservation link](#) on the [EMEA Best Practices Conference Hotel page](#).
- Remember: You must identify yourself as a QuEST Forum attendee to receive the reduced room rate.

QuEST Forum would like to thank the current sponsors of the 2010 EMEA Best Practices Conference and would welcome additional sponsors

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**Qwest Communications    Sector Supply**

Item Sponsors

Executive Roundtable and Networking Event: AT&T, Cisco  
Executive Board Dinner: AT&T  
Meeting Kit: ADTRAN

For information on [sponsorship opportunities](#), please contact Rebecca McVeigh at [rmcveigh@questforum.org](mailto:rmcveigh@questforum.org) or +1 972-423-0268.

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## **15 November 2010 R5.0 Requirements Implementation**

Remember all TL 9000 audits on or after 15 November 2010 must be conducted against the R5.0 Requirements Handbook. All audits still using the R4.0 Requirements Handbook must be fully completed prior to 15 November 2010.

The R5.0 release contains two new requirements, twenty five modified requirements, and two requirements with expanded scope. To prepare for the transition from R4.0 Requirements to R5.0 Requirements, you need to purchase copies of the new Handbook ([http://www.tl9000.org/handbooks/buy\\_handbooks.html](http://www.tl9000.org/handbooks/buy_handbooks.html)) as well as have your lead internal auditors take the online delta training course (<http://www.tl9000.org/training/elearning.html>).

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## **2010 Member Value Survey – We want your feedback!**

At the beginning of May, we launched our annual Member Value Survey. The goal of conducting the survey is to continually increase the value of membership in QuEST Forum. The survey will focus on key programs, initiatives, and resources such as best practices, performance data reports, TL 9000, work groups, and regional group activities.

QuEST Forum is committed to acting on the feedback we receive from our members to continually improve QuEST Forum's products and services. Your feedback is important and will be put to good use. As with previous surveys, a strong team has been assembled to review the feedback received and furthermore, one of our members, Walker Information – a professional consulting firm – is conducting the study as a contribution to support QuEST Forum.

The amount of time required to complete the survey depends on your level of involvement but should not exceed 15 minutes. We want to hear from everyone who is a member of QuEST Forum. Please take the time to let us know what you think.

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## **May 2010 QuEST Forum Meetings**

Over 70 member volunteers participated in the Leadership Council, Work Groups and Executive Board Projects #6 and #9 meetings the week of 17 May in Richardson, Texas USA. The meetings were very productive, and we would like to thank all of the volunteers for donating their time and expertise for QuEST Forum's benefit. The next face-to-face Work Group meetings will be held in conjunction with the September 2010 Americas Best Practices Conference in Atlanta, Georgia.

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## **Executive Board Project Updates**

### **Executive Board Project #3 – Membership and TL 9000 Registrations**

QuEST Forum membership is up to 157 and as a result Executive Board Project #3 has met their 2010 green goal. The number of members delinquent in paying their annual dues stands at 22, with five stating their intent to drop their membership. Work by the Executive Board has resulted in fewer than normal outstanding dues and good progress continues to be made in the retention of members. No members have been removed from the membership roll since

Executive Board Project #3 will continue to pursue all the delinquent and at-risk accounts. Executive Board Project #3 has also requested support from the Regions and Hubs when they or members of the Executive Board do not have a relationship with the at-risk companies.

Eight Executive Board and Executive Contributor companies have submitted their Top-Supplier candidate lists to Executive Board Project #3. The status of recruitment efforts are being provided by the companies who are actively recruiting the companies on their list. Members of the Leadership Council will also be asked begin participating in this process by submitting their top supplier lists.

Invitations have been sent for the C-Level event that will be held in conjunction with the EMEA Best Practices Conference rescheduled for July. Six guests have confirmed their attendance. All responses are due 6 June.

Members of Executive Board Project #3 are participating on Executive Board Project #4 to support development of enhanced marketing tools and programs for selected communications industry segments. David Stahl and Joe Kunzer also continue to support Executive Board Project #5.

Project #3 Team:

Lead: Trevor Putrah, KGP Telecommunications, [taputrah@kgptel.com](mailto:taputrah@kgptel.com)

Dave Stahl, Tellabs, [david.stahl@tellabs.com](mailto:david.stahl@tellabs.com)

JoAnn Brumit, KARLEE, [jabrumit@karlee.com](mailto:jabrumit@karlee.com)

Tim Harden, AT&T, [th8261@att.com](mailto:th8261@att.com)

Sue Clancy, BIZPHYX, [sclancy@bizphyx.com](mailto:sclancy@bizphyx.com)

Mariano Legaz, Verizon, [mariano.legaz@verizon.com](mailto:mariano.legaz@verizon.com)

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Jay Wilson, ADTRAN, [jay.wilson@adtran.com](mailto:jay.wilson@adtran.com)

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Don Pickens-QuEST Forum, [dpickens@questforum.org](mailto:dpickens@questforum.org)

Don Irvine, QuEST Forum, [dirvine@questforum.org](mailto:dirvine@questforum.org)

#### **Executive Board Project #4 – 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.

The team has completed a review of the existing marketing material in preparation for the development of marketing plans and associated marketing material targeted to the specific market segments not currently well represented within QuEST Forum and TL 9000. These underrepresented market segments include cable, enterprise (OEMs and campus networks), non-telecom networks (smart grid/utilities and alternative carriers such as Google), non-member wireless companies, independent Telco's and small suppliers. Each selected segment has a leader who is tasked with putting together the plan for that area.

In addition, upcoming non-QuEST Forum events are being identified where there possibilities of either talks by QuEST Forum representatives or inclusion of messaging in presentations by member companies. As an example, we have reached out to speakers from QuEST Forum member companies at the May National Cable and Telecommunications Association show.

Another area the team is working on is the leveraging existing strategic liaison agreements and developing others as needed to explore the marketing efforts of these partners for practices that could be utilized by QuEST Forum and identifying opportunities for joint marketing. Significant progress is being made with TIA through the help of Bryan Glutting. We will also be following up the work of Executive Board #6 to create a liaison agreement with ATIS to pursue

joint marketing opportunities, especially internationally.

Project #4 Team:

Lead: Steve Pickett, Telmar Network Technologies, [steven.pickett@telmarnt.com](mailto:steven.pickett@telmarnt.com)

Tom Yohe, Telmar Network Technologies, [tom.yohe@telmarnt.com](mailto:tom.yohe@telmarnt.com)

JoAnn Brumit, KARLEE, [jabrumit@karlee.com](mailto:jabrumit@karlee.com)

Chris Frey, Accenture, [christopher.e.frey@accenture.com](mailto:christopher.e.frey@accenture.com)

Don Irvine, QuEST Forum, [dirvine@questforum.org](mailto:dirvine@questforum.org)

Kelly Stafford, QuEST Forum, [kstafford@questforum.org](mailto:kstafford@questforum.org)

### **Executive Board Project #5 – PDRs**

As a follow-up to last month's newsletter, the partnership is continuing with UTD in exploring a "visualization" tool to show whether or not a particular performance data report (PDR) industry statistic is improving, degrading or not changing over time. While still in a concept phase, the tool has been trialed for product category family 1, for worst-in-class, best-in-class and industry average statistics.

The tool creates a two dimensional chart for each product category and industry statistic. The y-axis determines the "slope" or rate of change of the statistic over time, while the x-axis provides a measure of variability. Each TL measure id (e.g. npr1, frt2 etc.) is then plotted on the chart based on its "slope" and variability over 2008 and 2009, with an associated color/descriptor code.

This plot allows the user to quickly see which metrics improved, degraded or remained the same. Statistical methods have been applied to assess the variability and normalize the data. To reaffirm what was said last month, the tool is showing promise. However, the team continues to look at the data in order to identify better ways to summarize it, all with a goal to determine next steps for creating an industry report (similar to the successful on-time delivery report last year) and/or other actions to improve the data.

Project #5 Team:

Lead: Ken Koffman, BigBand Networks, [ken.koffman@bigbandnet.com](mailto:ken.koffman@bigbandnet.com)

IGQ Co-Chair/PDR Evaluation Sub-team Lead: John Wronka, Alcatel-Lucent, [jwronka@alcatel-lucent.com](mailto:jwronka@alcatel-lucent.com)

### **Executive Board Project #6 – Network Reliability**

The intention of this initiative is to develop a set of service provider metrics to enhance the TL 9000 Quality Management System (QMS). These enhancements will measure quality and services as managed by Network Operations Centers (NOCs) specifically from the Network Reliability Centers (NRCs).

Phases 1 and 2 of the program were completed in 2009 and the study is open to Service Providers who wish to join. The working committee will also be creating a formal introduction or "jumpstart" process for organizations that join the study going forward.

Phase 3 – Publish study results. Incorporate into the Measurements and Requirements TL handbooks.

Update: Data for MTTR has been submitted up to and including January 2010. The results are being reviewed by the participants. During the May workgroup meetings, the participants have included a PDR workshop as part of the agenda to better their understanding of the results.

The MTTR data submissions have transitioned to a monthly cycle. Once the initial Global Service Impact (GSI) data

results have been reviewed, the team will determine when monthly submissions will start.

The team is continuing its review and discussion on the Global Performance Impact (GPI) measure. Recently added to the measurement roadmap are Incident Rate and Average Downtime. These measures are closely aligned to GSI and use the same data set.

The SME calls continue every Thursday at 9 AM Central.

Phase 4 – Add more Network Centers for benchmarking. Begin studies. Have core team make suggested additions to TL 9000 Measurements and Requirements Handbooks.

Update: To be started.

The project sponsors will lead a workshop identify the next centers of study. The workshop will focus on operational centers that have the largest impact on network reliability. The workshop participants will develop a prioritized list of centers. This will result in a mini phase 1 and 2 to identify Subject Matter Experts (SMEs).

Phase 5 – Find and/or develop centers of excellence in network operations. Once these centers of excellence are identified, develop training on managing world class network centers. This should be a value added service and revenue source for QuEST Forum.

Update: Not yet started.

Project #6 Team:

Lead : Fraser Pajak, TELUS Communications (Lead), [fraser.pajak@telus.com](mailto:fraser.pajak@telus.com)

Amador Lucero, Qwest, [amador.lucero@qwest.com](mailto:amador.lucero@qwest.com)

Tim Harden, AT&T, [th8261@att.com](mailto:th8261@att.com)

Dave Sanicola, The Desara Group, [Dave.Sanicola@DesaraGroup.com](mailto:Dave.Sanicola@DesaraGroup.com)

Don Pickens, QuEST Forum, [dpickens@questforum.org](mailto:dpickens@questforum.org)

### **Executive Board Project #8 – Collaboration**

Executive Board Project #8 continues to look for collaboration opportunities throughout the Form. The team has successfully incorporated collaboration additions in Work Group meetings and in a limited capacity for Leadership Council and Executive Board meetings.

Executive Board Project #8 also continues to reach out to the Regions and Hub for input regarding the possible adoption of collaboration tools. The team provided a successful TL 9000 Measurement training session with India hub via WebEx and also provided a WebEx session for the EMEA board meeting.

Project #8 Team:

Lead: Ron Ostrowski, Cisco, [rono@cisco.com](mailto:rono@cisco.com)

Vinny Arrigali, Cisco, [varrigal@cisco.com](mailto:varrigal@cisco.com)

### **Executive Board Project #9 – Measurements for Next Generation Networks**

The intention of this initiative is to develop a set of measurements designed for Next Generation networks and to ensure that suppliers design these networks and support systems so that network operations have the tools necessary to provide excellent customer service. 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 as well as to ensure the equipment, software, and support systems provide the tools to manage both the maintenance

and provisioning of all services.

Executive Board Project #9 has good momentum toward the project plan. Sub teams have formed to review further define and rationalize proposed measurements. The Executive Board Project #9 Reliability sub team completed a comparison with ATIS standards work. Executive Board Project #9 met face-to-face in Dallas May 20th and May 21st. The first day included a joint Executive Board Project #6 / Executive Board Project #9 meeting to share ideas, progress and ensure alignment. The Executive Board Project #9 Reliability sub team shared its recommendations. The full Executive Board Project #9 team made excellent progress defining proposed Security and Performance measurements.

Project #9 Team:

Lead: Tim Harden, AT&T, [th8261@att.com](mailto:th8261@att.com)  
Ken Koffman, BigBand Networks, [ken.koffman@bigbandnet.com](mailto:ken.koffman@bigbandnet.com)  
Steve Dickens, British Telecom, [steve.c.dickens@bt.com](mailto:steve.c.dickens@bt.com)  
Mariano Legaz, Verizon, [Mariano.legaz@verizon.com](mailto:Mariano.legaz@verizon.com)  
Trevor Putrah, KGP, [taputrah@kgptel.com](mailto:taputrah@kgptel.com)  
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Steve Welch, Value Propositions, LLC, [sgwelch@swbell.net](mailto: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 Quality Management System Auditing, 28 – 30 June 2010, San Francisco, CA USA  
[SAI Global](#)

TL 9000 Quality Management System Implementation, 16 – 18 June 2010, Dallas, TX USA  
[SAI Global](#)

TL 9000 Requirements, 5 July 2010, Hemel Hempstead UK  
[Excel Partnership UK](#)

TL 9000 Measurements , 6 July 2010, Hemel Hempstead UK  
[Excel Partnership UK](#)

TL 9000 QMS Auditing, 7 – 9 July 2010, Hemel Hempstead UK  
[Excel Partnership UK](#)

TL 9000 Requirements, 12 July 2010, Singapore  
[Excel Partnership UK in association with EQS Asia](#)

TL 9000 Measurements, 13 July 2010, Singapore  
[Excel Partnership UK in association with EQS Asia](#)

TL 9000 QMS Auditing, 14 – 16 July 2010, Singapore

## [Excel Partnership UK in association with EQS Asia](#)

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 Members**

QuEST Forum is pleased to welcome the new members that were added in May: **ALTA Telecom, Inc.**, Americas Region Supplier, **ICBS**, Americas Region Supplier, **Neustar**, Americas Region Supplier and **Twin Valley Telephone, Inc.**, Americas Service Provider.

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### **New TL 9000 Registrations**

Congratulations to the newest TL 9000 registrants: **Zetasys Co., Ltd.**

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### **QuEST Forum's Arun Malik**

[Arun Malik](#) is Head Operational Excellence & Quality for Business to Business Operations of Bharti Airtel Ltd. He is responsible for the development and deployment of the Change Management Program and the Operational Excellence & Quality Program. He is also appointed the Dean for the Enterprise University, Education Wing of Bharti Airtel Ltd.

Arun's previous experience includes GM-Business Excellence, Escotel Mobile Communications Ltd.; Country Head, Quality Consultancy, AOTS, Japan; Director - HR & Head - Quality Management, Ranbaxy Laboratories Ltd. as well as working in manufacturing, customer service, project management and quality management functions in photocopier, tire and computer operations.

Arun has a BE in Electronics from NIT, Tiruchirapali, a MBA from IIPM and a Six Sigma Black Belt from Motorola University. His expertise in effective utilization of quality tools, change management practices, and process internalization has helped companies radically improve measurable performance in addition to customer and employee satisfaction. Arun has also conducted Executive Programs for prestigious institutions such as IIM-A, ISB-H, ISI, INQR, IPQC-Singapore, and BIS.

Arun received the DL Shah award for achieving and sustaining economies through Business Excellence initiative in the country for the year 2006-2007. This award is coordinated by The Quality Council of India and given by His Excellency, The President of India, Dr. A P J Abdul Kalam. He has also won Bharti Airtel's President Quality award in 2004, 2005, 2006 and 2007, Bharti Airtel's Chairman Business Excellence award in 2007 and 2008 and the award for Best Airtel Enterprise Unit for five years. Arun also received the Configuration of India Industry Best Project award in 2005, 2006 and 2007 as well as the Symbiosis Best Service Project award in 2006 and 2007.

In his leisure time, Arun and his wife contribute towards social causes such as supporting an NGO to reduce child mortality rate, managing an educational institution to support the underprivileged, managing a home at a spiritual location in North India and supporting green initiatives by maintaining a public park in Delhi. He likes to practice Yoga,

read and coach. You may reach him at [arun.kumarmalik@airtel.in](mailto:arun.kumarmalik@airtel.in) or [arunmalik18@gmail.com](mailto:arunmalik18@gmail.com)

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