
**QuEST Forum Newsletter
October 2008**

QuEST Forum Member Value

As 2009 approaches, it is time to renew your organization's QuEST Forum membership. While your membership obviously benefits QuEST Forum and the industry as a whole, we are confident that QuEST Forum also unequivocally provides reciprocal value to its member companies. Highlighted below are just a few of the ways that QuEST Forum membership strengthens your organization.

Marketing & Networking – The opportunity to network and collaborate with other suppliers and service providers is invaluable. QuEST Forum Members consistently testify that the business and knowledge they gained through networking with other members exceeded their expectations. Additionally, the opportunity to sponsor QuEST Forum events and showcase your products and services at the events allows your company to directly market to a captive and interested audience.

Leadership & Guidance – As members of QuEST Forum your company has the chance to collaborate with industry leaders and innovators and subject matter experts (SME's). The opportunity to share experiences, learn from visionaries throughout the global telecommunications industry and keep abreast of the technologies shaping and driving the industry defies measurement. Lessons learned from other industry experts can also increase the speed to market and reduce implementation mistakes.

Board Participation and Work Groups – Member companies can have their employee's elected to the Executive Board and other executive leadership positions within QuEST Forum as well as having the opportunity to participate in Work Groups. Serving in these leadership roles and participating in the Work Groups allows member companies to directly impact the TL 9000 standard and other valuable services provided by QuEST Forum.

If you have any questions about QuEST Forum or its activities, please call +1 972-423-7360 or email information@questforum.org.

The invoices for the 2009 Member Dues were sent to the bill-to-contact listed in your company's profile. For billing questions, please email accounting@questforum.org.

Improving the Usage of TL 9000 Performance Data Reports (PDR)

QuEST Forum is pleased to announce the availability of a white paper written to help new and even experienced PDR

data users maximize the value of the PDR data.

It is entitled “How to Use the QuEST Forum TL 9000 Performance Measurement Data Reports (PDRs)” and can be found at: http://tl9000.org/tl_resources/PDR_Usage.pdf

The paper provides an overview of PDR industry statistic definitions including Monthly Average, Industry Average, Best-in-Class (BIC) and Worst-in-Class (WIC). It also describes how to extract and report the data. From there the paper provides much more insight on how to validate the data and use it for setting realistic targets, monitoring performance and taking action. It focuses on numerous factors that should be considered before setting targets such as identifying your competition and key business drivers. It also addresses some frequently asked questions that arise when looking at PDR data. For example, what can cause spikes in data? How can BIC statistics be “perfect”? How can Worst-In-Class be so different than the Industry Average?

The paper was a direct result of the 2008 Executive Board Project # 5 Performance Data Report Improvement (see accompanying article on Executive Board Project #5) and was created by a sub-team of the IGQ Work Group. The sub-team views this paper as a living document, and it includes a way for readers to communicate questions or suggestions. Inputs are welcome as the sub-team continues to work its mission.

QuEST Forum Teams with AdvancedTCA to Spread the Word about TL 9000

The 2008 AdvancedTCA Summit and Exhibition was held 21 – 23 October at the Santa Clara Convention Center. The AdvancedTCA (Telecommunications and Computer Architecture) is a development standard platform for telecom hardware, software, middleware, and applications. The Summit featured Keynotes, tutorials, and forums; plus an exhibition hall with over 60 participants. QuEST Forum contributed as a Cooperating Organization and participated in both a panel session and an open session on TL 9000. Don Irvine, Director, Marketing and Product Development for QuEST Forum was part of a panel on Interoperability and Quality Management with the topic “*TL 9000 – A Smart Winning Strategy for Telecom Suppliers*”. Sue Clancy, BIZPHYX represented QuEST Forum in a later session titled: “*How to Win Contracts and Influence Customers with TL 9000*”.

While attendance at the summit was not as high as expected, there were opportunities to share the work on TL 9000 with many suppliers of telecommunications. The AdvancedTCA is a viable avenue for reaching telecom suppliers and QuEST Forum will continue to work with them to spread the word on TL 9000.

Call for Nominees for 2009 Work Group and Regional Elections

QuEST Forum is holding 2009 Work Group and Regional Leadership elections in December. We are now accepting nominations for the position of Chair and Vice Chair for each of the following Work Groups and Regions:

- Global Work Group
- Integrated Global Quality (IGQ) Requirements & Measurements Work Group
- Oversight Work Group
- Telecommunications Business Excellence (TBE) Work Group
- Americas Region
- EMEA Region

- (Accepting nominations for Vice-Chair only. Nominations for the 2009 Chair were previously solicited)

[Click here](#) to view the responsibilities of the Work Group/Regional Chairs and Vice Chairs.

The following information should be included when submitting nominations. **The deadline for submitting nominations is Monday, 10 November 2008.** Please note Nominees must be a member of the Work Group or Region for which they are being nominated.

1. Work Group or Region (Global, IGQ, Oversight, TBE or EMEA)
 2. Position (Chair and Vice Chair)
 3. Nominee Name and Title
 4. Company Name
 5. Nominee's Contact Information (Mailing Address, Phone, Email Address)
 6. Letter from Management committing support for time, travel, incidental secretarial support, and mailing support.
- [Click here](#) to download the template for the Management Support Letter.

Nominations should be submitted via email to Kelly Stafford at kstafford@questforum.org. If you have any questions regarding these leadership roles or the process outlined above, please contact Kelly at +1 972-423-0139 or at the email address listed above.

November Leadership Council and Work Group Meetings in New Orleans, Louisiana, USA

The Leadership Council will meet 17 November and the Work Groups will meet 18 – 20 November in New Orleans. If you will be attending and have not registered, please do so. Registration ensures that we have the correct information for planning purposes. There is no registration fee for either the Leadership Council or Work Group meetings.

[Register for the November Leadership Council and Work Group Meetings](#)

For a day by day schedule of the Work Group Meetings, please [click here](#). For more information on the purpose of these meetings and who should attend, please [click here](#).

QuEST Forum Delegation Trip to China, 20-24 October 2008

The mystic and charm of China became reaffirmed to the QuEST Forum Delegation during their visit on 20-24 October. The Delegation was led by Don Pickens- QuEST Forum COO and included Rob Darden- QuEST Forum Executive Director, Dr. Douglas Harris- Dean for the School of Engineering, University of Texas – Dallas (UTD), Richard Morrow- Director UTD and Shunichi Fujii- GM Global Quality, Fujitsu.

On Monday, 20 Oct, the Delegation held meetings with ZTE Executives and their key suppliers. They also held meetings with the Greater China Hub Leadership Team which includes Shanghai Telecom, ZTE and HKQAA. On Tuesday, 21 Oct, the Greater China Hub hosted a TL 9000 Measurement Workshop at the Kylin Villa in Shenzhen which drew over 100 attendees.

At the Workshop, Dr. Jin Dian from Shanghai Telecom spoke on “Shanghai Telecom Strategic Transformation Using TL 9000 as a Management Method to Improve Services and Products”. Don Pickens also spoke and during his

remarks he mentioned how the Service Providers in China have deployed TL 9000 within their organizations; including their Service Centers, Network Reliability Centers, Finance and Services Departments. He noted that he viewed the Chinese Service Providers as leaders in this area of TL 9000 Deployment.

Mr. Xu Feng- ZTE Chief Quality Officer, spoke on TL 9000 Implementation at ZTE and also updated the attendees on the growing activities of the Greater China Hub. Mr. William Wong, Manager HKQAA also gave an excellent presentation on “Continuous Improvement of TL 9000 through Effective Internal Audit”.

In the afternoon, Richard Morrow- UTD Director, educated the audience on “How to Use PDRs” and the “Interpretation of TL 9000 Measurements”. He also shared a Best Practice from the recent Denver Best Practices Conference. This was the first time a large-scale technical workshop of this nature has been held in China and it was warmly appreciated by the participants.

On Wednesday, 22 October, the Delegation met with QuEST Forum Executive Board Member Dr. Li Yingtao, President, Central R&D at Huawei and other Huawei Executives, including Jack Pompeo, APAC Region Vice Chair. Dr. Li shared his views on the different options for hosting the 2009 APAC Best Practices Conference in Shanghai and offered Huawei’s support for the Greater China Hub activities.

In the afternoon, the Delegation met with China Mobile-Shenzhen Branch and discussed the use of TL 9000 QMS from the Operators Viewpoint. China Mobile is interested in working with the QuEST Forum to deploy TL 9000 Certification in China. The QuEST Forum delegation toured the excellent Network Reliability Center. The Shenzhen team wanted this center to be including in the proposed 2009 Global Operator Benchmarking study recently approved by the QuEST Forum Executive Board and soon to be initiated.

During the remaining two day, the Delegation traveled to Shanghai for meetings with HKQAA and local suppliers including Tyco Electronics and Infosys.

The meetings with the Greater China Hub will help to set the stage for the APAC Best Practices Conference scheduled for the fall of 2009 in Shanghai, and to more fully engage the Greater China Hub’s expertise in helping to make QuEST Forum products and services better.

Updates: Executive Board Projects

Executive Board Project #1 – Operational Efficiencies

Work continues in implementing the ASABA Group recommendations addressing QuEST Forum Operational Efficiencies. These include the creation of an enterprise-wide project management system, the establishment of a QuEST Forum Product Development Roadmap, development and deployment of a new Customer Relationship Management (CRM) system, updating the QuEST Forum Strategic Marketing Plan including the development of new marketing collateral, and reviewing and updating the QuEST Forum Balanced Score Card.

The team has also completed its work on an assessment of the organizational structure of the QuEST Forum. This information is now available in the QuEST Forum Operational Summary document on the [member's portal](#).

The QuEST Forum Management Team is settled in their new offices in Plano, Texas USA. New contact information is available as part of this newsletter and is also available on the [website](#). As part of the transition UTD has picked up IT support functions plus enhancements and additions to those activities. This includes public web site maintenance and

support along with the development, implementation, and support of a mail server for the Forum, an event registration system, a customer relationship management (CRM) system and a system to track Registrar profiles and Auditor qualifications.

The team will be working with the Working Committees (Work Groups and Regional Hubs) to move forward with aligning 2009 activities with the 2009 Quest Forum Strategic Objectives. These objectives include Executive Board Project #1 (Operational Efficiencies), Executive Board Project #2 (Website Redesign), Executive Board Project #3 (Membership and TL 9000 registrations), Executive Board Project #4 (Marketing and Communications) and Executive Board Project #5 (Performance Data Report Improvement). New Objectives include Executive Board Project #6 (Benchmarking Network Reliability Centers with Global Operators) and Executive Board Project #7 (Engaging the Regional Hubs).

Operational Efficiencies Leads:

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

Rob Darden, Executive Director, QuEST Forum, robdarden@questforum.org

Executive Board Project #3 – Membership and TL 9000 Registrations

This project is close to reaching its GREEN goal objectives. QuEST Forum and TL 9000 registration have surpassed the set target of 10 each to meet their Green goals. Additionally, five new Board Members have signed up to recruit companies after the Best Practices Conference at Denver. The data sheet has been updated and shared with board members

Each hub continues to pinpoint new candidates for membership and certification. Globally, 238 companies have been identified for either QuEST membership, TL 9000 registration or both. Out of this number, 11 have joined the QuEST Forum and 37 are TL 9000 registered/certified. New QF members include Goodman Networks, GTL Limited, and Mastec. Recent TL 9000 initiating/certifications include iDirect, OptoWiz, Ltd, Posttelink Inc, ADC Professional Services, Compal Networking, ADV Telecom and ViaSystems EMS - Shenzhen, Telecomunicaciones de México and ANDITEL S.A

This project team plans to present a status report at the next board meeting along with an update on how board members are contributing to the project. Please provide any updates before November 7, 2008.

Membership and TL 9000 Registration 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 for tracking, analyzing, and improving member participation.

The tracking tool that will be used to calculate participation is now complete. 2007 data along with 2008 data from Q1 and Q2 has been completed, with participation numbers by company in the following areas; Annual/Regional Conference(s), Executive Board, Leadership Council, Workgroup, Sponsorship, Hub, and Other. 2008 data includes sub-team participation as well.

In order to identify target companies where the team should focus its attention for increased participation, a weighting has been established to evaluate the significance of the many opportunities to participate in QuEST Forum. After reviewing the results of the data collected to-date, the initial list of target companies has been identified.

In the coming weeks, the team will be working with Workgroup and Hub leadership in order to define the process of

engaging and working with these target companies.

Member Participation Leads:

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

Trevor Putrah, KGP Telecommunications, taputrah@kgptel.com

Executive Board Project #4 – Marketing Communications

This project continues to focus on supporting membership recruitment, member value, and TL 9000 certifications. There is work on a member value brochure and an update to the QuEST Forum brochure. Presentations were adapted for use by the QuEST Forum delegation visiting China. The brochures and other new collateral for 2009 will have a slightly modified look. This new look and design is being accomplished to make the printing and web posting of material easier and less costly to work with. These changes are expected to be completed within the 4th Quarter. The team has supported and is participating in CEATEC Conference (Japan) and the AdvancedTCA Summit in Santa Clara CA. We are also trying to secure speaking engagements with TIA at their new SuperComm event in 2009.

The latest marketing collateral is posted on the “Members Portal” and is accessed by clicking on Marketing Materials (Left hand column) and Files/Documentation in the center column. Once into the Marketing Materials file page the left hand column is used to find the materials needed. There are Membership Recruitment, New Member Orientation, TL 9000 Certification, and Other Marketing Materials. There are presentations that can be downloaded and used as needed for each of these subjects. The Other Materials section contains Stand Alone slides that can be used as needed to create a custom presentation. The template used to prepare power point presentations is also in this section and can be downloaded and used as needed. All members are encouraged to visit this site and review the collateral material available.

Marketing/Communications Leads:

Gary McMullin, Telmar Network Technology, Gary.McMullin@telmarnt.com

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

Pierre Cyr, Alcatel-Lucent, pierre.cyr@alcatel-lucent.com

Don Irvine, QuEST Forum, dirvine@questforum.org

Executive Board Project # 5 – Performance Data Report Improvement

Progress continues on this initiative's three-part plan to improve performance data reports: 1) Improve PDR accuracy 2) Maximize PDR usage value (see accompanying article) 3) Expand PDR scope.

This month we'd like to highlight further progress on action 1) Improving PDR accuracy.

Improving PDR accuracy assumes that the causes of data inaccuracy are understood and can be addressed.

Furthermore, it is possible that causes of data problems could vary by TL measure and/or product category. The approach taken so far has been to continue the QuEST Forum's partnership with UTD to conduct an exploratory analysis of PDR data to better understand types of data issues and their potential causes.

Using a tool developed by UTD, as mentioned in the July newsletter, a surprising finding was the impact re-certifications can have on the data trend reports. Due to time lags that occur after a re-certification audit, data for a given registration can become "uncertified" and hence not included in the industry trend reports. This action can have major impact on the industry statistics (Best-in-Class, Worst-in-Class and Industry Average) since a company's data that was once contributing to these statistics is automatically removed from the population. This same registration can then later be included once appropriate paperwork is completed, impacting the statistics yet again.

The team is taking care to develop countermeasures for this particular problem, and also making sure there are not

other major data issues. The good news is that this particular problem is easy to resolve. For example, going forward the Forum will be increasing the time window to a number months after a recertification audit before data can become "uncertified". This will allow time for appropriate paperwork to be finalized.

The team is now looking at data retroactively and exploring the impact of including data that was erroneously excluded as "uncertified". Again UTD has developed a tool that will show the before and after effects of changing from "uncertified" to "certified" for some "representative" product categories. The hope is that there will be differences and the industry statistics will be based on more complete data, and hence more representative of the market. While this will require some considerable investigation, if successful, it potentially puts the Forum in a position to publish some specific reports on how the industry is doing in certain areas, for example, on-time delivery.

As always, anyone interested in joining this effort is free to contact us. While significant progress in understanding major data issues has been made, more work needs to be done to ensure proper implementation of any fixes and long term solution. In the end there is no doubt that PDR data accuracy will be improved by these efforts.

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

Functionality Now in Place to Quickly Review Data Submission History

New functionality was recently added that allows TL 9000 registrations to quickly review their data submission history for the last three years. To view data submission history, click on the link titled 'View Data Submission Summary' under Data Submission Management on the TL registration home page.

A screen by year and month will show the product category table level, product category, and product/location field of each submission made in 2006, 2007, and 2008. The submissions are color coded. Black indicates the submission was 'Not Certified to TL 9000'; Green indicates the submission was 'Certified to TL 9000' and submitted on time, while Red indicates the submission was 'Certified to TL 9000' but was submitted late.

If you find anomalies in your data submission summary, please use the "[Contact Us](#)" button on the tl9000.org or questforum.org website to submit a question.

QuEST Forum 2009 Executive Board Candidates

QuEST Forum is pleased to present the candidates for the 2009 Executive Board.

Candidates for the Vice-Chair Position – term ending 31 December 2010

- Kevin Calhoun, Corning

Candidates for the four (4) Open Service Provider Seats – terms ending 31 December 2010

- Tim Harden, AT&T

- Amador Lucero, Qwest
- S. Seenivasagan, Reliance Communications

Candidates for the three (3) Open Supplier Seats – terms ending 31 December 2010

- Milorad Cvijetic, NEC Groups: NEC Corporation of America
- Pierre Cyr, Alcatel-Lucent
- Duane Knecht, CTDI
- Satyendra Kumar, Infosys
- Everett McNair, Draka
- Ron Ostrowski, Cisco
- David Stahl, Tellabs

Voting is slated to begin Tuesday, 4 November 2008. The Primary and Alternate Voters for Full Member Companies will be notified via email when the election is open. If you have any questions about the election or voting process, please contact Kelly Stafford at kstafford@questforum.org.

2009 QuEST Forum Sponsorships Now Available

Sponsor in 2009 and demonstrate your organization's continual quest for quality while interacting with your peers, customer and suppliers in a collaborative and congenial atmosphere. 2009 QuEST Forum Events include an EMEA Best Practices Conference in the Spring, an Americas Best Practices Conference in the Fall and an APAC Best Practices Conference in the Winter.

Sponsor multiple events and receive a discount. The discount is determined by the level of sponsorship and the number of events sponsored. [Click here](#) to access the sponsorship calculator and see how much you can save while marketing to a captive and interested audience. Sponsorship packages can also be tailored to meet your desired level of exposure and expenditure.

Sponsors have already begun to commit for 2009. Do not miss the opportunity to demonstrate your organization's dedication to quality while marketing to an audience specifically interested in your products and services.

New QuEST Forum Members

QuEST Forum welcomes new members, **AFL Network Services, Infinera Corporation** and **WorldWide Suppliers LLC**. All are Suppliers in the Americas Region.

New TL 9000 Certifications

Congratulations to the newest TL 9000 certificants, **KBF Co. Limited, AFL Telecommunications, LLC, Phoenix Comm-Tel, Inc., Shenzhen Grentech Co., Ltd., Cabletech Wire Products Factory, Centron Electronics (Hunshan) Co., Ltd., Bharti Airtel Ltd – Transport Network Group, Xintec In. Hsinchu Branch, WIZ Communications, Xintec-fab3, PJ Electronics Co., Ltd., Midwest Communication Products, Ionics EMS, Inc.,**

and **Zhuhai Founder Tech. High Density Electronic Co., Ltd.**

New Contact Information for QuEST Forum

As noted in the update on Executive Board Project #1 Operational Efficiencies, the QuEST Forum Management Team has moved into the new offices and the updated contact information for QuEST Forum is listed below.

QuEST Forum
101 E. Park Blvd., Ste. 220
Plano, TX 75074 USA
+1 972-423-7360
information@questforum.org

Suggestions or Comments on the QuEST Forum Newsletter?

Please email information@questforum.org. We look forward to hearing from you.

Please note that due to the Thanksgiving holiday, the next Newsletter will be published mid-December and will cover QuEST Forum news from both November and December.

If you would like to unsubscribe from all QuEST Forum emails, please email information@questforum.org with Unsubscribe All in the subject line.

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