



Merger between QuEST Forum and TIA

Frequently Asked Questions (FAQ)

September 19, 2017

Why a merger?

To respond to a changing marketplace, information and communications technology (ICT) companies are quickly transforming, and industry organizations must also change. Companies are seeking clearer return on their investment in associations and industry organizations.

This merger expands our ability to deliver value across the full spectrum of business, technology and policy needs. Together, the combined association represents a broader community of members, participants, customers and partners, and a portfolio that enables companies to plan for change more holistically. Both organizations will be able to expand the communities with which we engage.

How does this combination increase value to members?

We believe connectivity demands a holistic approach. Improving customer experience and accelerating business results means solving issues across many dimensions.

- TIA has experience and assets in technology and global standards, business advocacy, and market acceleration through events, education, video content and market intelligence.
- QuEST Forum brings complementary offerings and expertise in global TL 9000 quality metrics, benchmarking services, and sustainability tools to help companies create environmentally friendly strategies across every dimension of how their business operates.

The combined organization will have more ways to create compelling programs, committees and member offerings and reach a broader range of companies.

- The merger will allow the TIA community to leverage the expertise QuEST Forum brings in terms of quality and sustainability as we connect increasingly complex mission-critical environments.
- The merger will also allow members of the QuEST Forum community to gain insights into TIA's extensive standards, policy and market-making support to accelerate their business.
- Together we can meet the needs of a broader range of companies. Service providers, large enterprises, suppliers and integrators will find we have resources, programs and tools to help them improve speed-to-market, optimize sustainability and deliver bottom line results.

Who will lead the combined organization?

QuEST Forum CEO, Fraser Pajak, will be an officer of the new organization and will directly report to TIA's CEO, Wes Johnston. The Board of Directors for both organizations will be combined into a single board.



How will you work as a combined organization?

Is this a merger of the two entities or an acquisition? How will you bring together these very different associations?

This is a merger of two great organizations to better serve the industry. The merger is subject to the ratification of a definitive agreement, and is expected to close in fourth quarter 2017. Once completed, the QuEST Forum community will become part of our broader community serving the ICT industry.

We will create a unified vision and build a plan for growth that leverages our respective strengths. This combined organization is greater than the sum of its two parts: QuEST Forum's focus on quality, process, and sustainability is fully compatible with TIA's work developing standards and advancing the connectivity industry. The new organization will combine the best of both organizations.

The merger will not impact the work of existing TIA committees. The broader TIA community, made up of members, committee participants, customers and partners, will include a greater number of suppliers and service providers around the world that have been part of Quest Forum. We do intend to educate the members and committee participants across both associations about the capabilities and benefits of the other. Daily TIA committee functions and processes will not change.

What about strategic alliances? Any plans for other mergers in the future?

We believe that partnering is crucial to driving results in this fast-changing industry. We are in a strong position to partner with other associations and industry organizations to tackle challenges that need to be addressed for members and customers. Current strategic alliances are being evaluated, and new ones being formed, as just demonstrated with TIA's recent announcement of a partnership with [Small Cell Forum](#). The intention is to strengthen and grow alliances where appropriate to bring improved value. We will continue to explore opportunities to expand value for our community through new partnerships and alliances, or when appropriate, through mergers and acquisitions.

Will TIA and QuEST Forum have a strong international brand and presence?

The combined TIA and QuEST Forum will have an increased global focus.

- TIA has a global reach today, with member companies driving global businesses, and TIA technology and policy initiatives driving global impact. TIA implements technical standards that are defined for global markets and complied to globally, leads International Electrotechnical Commission (IEC) Technical Advisory Groups (TAGs), and is a founding partner of One M2M, a global standards initiative for Machine to Machine Communications and the Internet of Things. On the policy side, TIA is a founding member of the U.S. Information Technology Office (USITO) in Beijing, and has active international policy committees.
- QuEST Forum's support of TL 9000 quality programs and sustainability through regional leadership and regional hubs across the globe will be an important asset to leverage as the



combined organization builds even stronger global presence and offerings to deliver member value.

How will quality standards continue to be enhanced as a community within TIA?

The QuEST Forum community will continue to develop, implement and enhance the TL 9000 quality management system, sustainability standards and performance practices to improve the ICT industry.

TIA brings strong relationships within companies that QuEST Forum currently has no representation today. We intend to bring greater awareness of the value of quality management and sustainability standards to a broader range of ICT market segments, including service providers, enterprises, suppliers and integrators that may not have otherwise been aware of QuEST Forum offerings. In our view, this will only strengthen the value of the work both organizations are doing.

How will your plans change for conferences, industry events, and educational programs?

Both TIA and QuEST Forum will continue to convene individuals and companies across the connectivity ecosystem to learn, connect, shape direction and create tangible deliverables and outcomes to move the industry forward. As a combined organization, we can leverage content across a wider set of audiences to meet market needs. We plan to share our consolidated 2018 planning calendar shortly.

Membership

How will manufacturers, suppliers, enterprises and service providers participate as members and contributors to this new organization?

The future organization will ensure membership and committee categories and criteria serve all types of companies, even as lines between them blur. TIA's Government Affairs practice will continue to advocate specifically for the manufacturers and suppliers of high-tech connectivity networks. Service provider members will be full voting members within the combined organization, able to take advantage of the breadth of benefits and programs, except for playing a role on TIA policy committees.

Will the pricing for membership and committees in the combined organization change?

For those who have paid dues in 2017, renewal pricing for 2018 for QuEST Forum and TIA members, as well as for TIA Engineering Committee Participants (ECPs), will remain the same. We will re-evaluate our pricing models across all our committees and membership categories, consider the different interests and needs of companies of all sizes, and the value we bring to the different audiences. In 2018, we will introduce a newly aligned pricing model which will apply to new companies who join as members or Engineering Committee Participants during 2018. In 2019 the new pricing will apply for current members and committees of TIA and Quest Forum beginning with the renewal process.

My company may benefit from the broader range of services of the merged association. How do I find out more about TIA and QuEST Forum offerings?

We welcome the opportunity to help you learn about the benefits to your company of both organizations:

- For more information about TIA, visit us online at [TIA Membership Benefits](#) as well as explore our many [Engineering Committees](#), or contact us at membership@tiaonline.org



NOTE: To encourage QuEST Forum members to learn more about TIA this year, and meet others in the TIA community, we invite QuEST Forum members to enjoy the member rate when you attend our remaining [2017 TIA Events](#). Programs address a breadth of topics, including smart cities, data centers, and the diverse digital workforce. Contact membership@tiaonline.org to discuss how to register as a member.

- For more information about QuEST Forum offerings, see www.questforum.org or the [QuEST Forum Membership Overview](#) or contact us at information@questforum.org

NOTE: To encourage TIA members and committee participants to learn more about QuEST Forum by December 2017, we invite you to enjoy the member rate for subscription to the [QuEST Forum Sustainability Tool](#). Contact information@questforum.org to learn more.

TL 9000 and Sustainability

What is TL 9000? Why is it important?

TL 9000 is the telecom industry's unique extension to the ISO 9001 quality standard:

- Performance measurements based on reliability of product
- Software development and life-cycle management
- Requirements for specialized service functions such as installation and engineering
- Requirements to address communications between telecom network operators and suppliers
- Reporting of quality measurement data to a central repository
- TL 9000 certified companies must submit data monthly, which is audited annually

Buyers, suppliers, and service providers around the globe gain from cost efficiencies and improved supplier relationships across the supply chain using TL 9000, enhancing their time-to-market and competitive advantage.

- For more information about TL 9000, see tl9000.org, the [TL 9000 Requirements Handbook](#) and the [Measurements Handbook](#).

How will this merger affect the brand identity of TL 9000?

- TL 9000 is a global industry standard being utilized across the world and will remain post-merger. The TIA executive team understands the importance and relevance of TL 9000 and is committed to its continued development, use and promotion. We will maintain representation on the newly combined board and executive leadership team to represent our interest in this matter.



- The message of TL 9000 can now be taken to a larger audience, with access to more media resources and valuable input to aid in accomplishing the many goals set by the TL 9000 Roadmap team.

What is the QuEST Forum Sustainability Initiative?

The Sustainability Initiative provides a TL 9000 measurement class that sets the industry standard for the effectiveness and maturity of a company's sustainability program. The goal is to empower companies with the ability to create an environmentally friendly strategy that considers every dimension of how a business operates in the social, cultural, and economic environment. Long term, it creates both consumer and employee value. The measurement class enables peer benchmarking and best practice sharing among participating companies to help them establish their own sustainability visions, strategies and goals; as well as identifying collaboration partners. Supporting this requirement, the [QuEST Sustainability Assessor](#) online sustainability assessment model enables companies to rapidly self-assess and benchmark their sustainability and corporate social responsibility programs with industry best practices across ten dimensions.

Organization

How will the combined organization be structured?

For the immediate future, everyone from both organizations will continue in their current roles and at their present locations. A finalized organizational chart is still in the works, but we will be creating one organization that leverages the strength of our combined talent. Through this change, we are committed to keeping the organization focused on delivering value to our members, community, our many contributors, and customers.

Where is headquarters? Will you keep a global presence?

The headquarters of the combined organization will be in Arlington, Virginia. In the Americas, we will have an additional location in Plano, Texas where most current QuEST Forum staff and members of TIA's technology staff are based. We intend to keep QuEST Forum's presence in Shenzhen, China and our leadership hubs in India, Japan and Korea and the EMEA region. The intention is to continue to grow and develop our organization wherever market conditions provide a sound rationale for a presence.