


# 2024-Open Digital Experience Project Charter

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## 1. Project Information

\* indicates that this field is required

<b>Project Name*</b>	Open Digital Experience Project Charter
<b>IPR Mode*</b>	RAND <div> Explanations of each mode is available at <a href="http://www.tmforum.org/IPRPolicy/11525/home.html">http://www.tmforum.org/IPRPolicy/11525/home.html</a></div>
<b>Type of Project*</b>	Development Project
<b>Theme</b>	Data & AI
<b>Previous Project Charter</b>	Initial release
<b>Project Workspace Link</b>	<a href="#">Open Digital Experience Home</a>
<b>Project JIRA Link</b>	See Section 4
<b>Project Sponsor</b>	NA
<b>Project Team Chair*</b>	<a href="#">Abinash Vishwakarma</a> - Netcracker <a href="#">Derek Chen</a> - HKT
<b>TM Forum Staff Support</b>	<a href="#">Stuart Dunn</a> - Senior Project Manager <a href="#">Yvonne Kuimba</a> - Theme Lead (Data & AI)

## 2. Project Overview / Executive Summary

<b>Mission</b>	<p><i>The mission of Open Digital Experience (ODE) is to enable more concise evaluation of the value of AI-enabled ODA to ODA consumers.</i></p> <p>Telcos have been able to scale up their Digital Transformation by implementing ODA either partially or fully. However, the challenges of legacy and regulatory complexities continue to be barriers to fully realise the open digital experience for both producers and consumers running on ODA as long as AI is implemented as a bolt on, at application level, rather than as embedded intelligence across all ODA functional blocks, leveraging the appropriate ODA architectures for the knowledge-centricity to support <i>cognitive evaluation of open experience as an Index</i>.</p> <p><i>The Open Experience Index is being driven by the ODE project, by defining a methodology for differentiating the value of AI-Native Telco Experience for each ODA stakeholder and the impact on the business and value-chain stakeholders.</i></p>
<b>Value (Benefit)</b>	Telcos will have a standard way of evaluating the strategic impact of implementing ODA fully or partially by prioritising a deployment strategy which brings the greatest value to the business and its stakeholders through cognitive analysis of the PREDICTED v ACTUAL impact of ODA Consumer Experience in the context of the Operator's environment.

<b>Implementation</b>	<p>1.The project will look at establishing a methodology for differentiating the value of AI-enabled ODA experience by:</p> <ul style="list-style-type: none"> <li>identifying the impact of AI and other new technologies on ODA consumers / stakeholders</li> <li>determining what openness means to each of them.</li> </ul> <p>2.As part of this project, we will design and develop an ODE framework for the identification and valuation consumers and producers Running on ODA.</p> <ul style="list-style-type: none"> <li>This will then enable us to identify the functional building blocks in Operations embedding a Cognitive Core in ODA to open up flexible journeys and experiences in ever evolving domains and ecosystems. A key part of the cognitive core in ODA will be the ODE KPI's for each function block.</li> </ul>
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### 3. Participants

This section identifies the project team members.


**Note** - Please review the [Team Roles & Responsibilities RACI here](#) which also indicates which roles are mandatory or optional

Project Team Role	Name*	Company*	Confluence "@" mention
Project Team Chair	Derek Chen	HKT	<a href="#">Derek Chen</a>
Project Team Co-Chair	Abinash Vishwakarma	Netcracker	<a href="#">Abinash Vishwakarma</a>
TM Forum Subject Matter Expert	Dave Milham	TM Forum	<a href="#">Dave Milham</a>
TM Forum Project Management Support	Stuart Dunn	TM Forum	<a href="#">Stuart Dunn</a>
	Yvonne Kuimba	TM Forum	<a href="#">Yvonne Kuimba</a>


### 4. Project Workstreams and Deliverables

The project workstreams and deliverables for this project are introduced in the pages below

#### Sprint 2024-1

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#### Sprint 2024-2

key	type	summary	customfield_12926	assignee	status
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**Sprint 2024-3**

**Sprint 2024-4**

**Sprint 2024-5**

**Sprint 2024-6**

## 5. Backlog

## 6. Legal Notice

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Direct inquiries to the TM Forum office:

181 New Road, Suite 304  
Parsippany, NJ 07054 USA  
Tel No. +1 862 227 1648  
TM Forum Web Page: [www.tmforum.org](http://www.tmforum.org)