Open Digital API Business Guide

Open Digital Business Scenarios and Use Cases - TR241

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Direct inquiries to the TM Forum office:

240 Headquarters Plaza,
East Tower – 10th Floor,
Morristown, NJ 07960 USA

Tel No. +1 973 944 5100
Fax No. +1 973 944 511

Executive Summary

The extraordinary successes of 2-sided business model as revenue engine during 2013-2014 have shown how the digital economy has tapped on new areas of revenue outside the traditional value chain. The combined value effect of a “network of networks” has caused global shifts of customer spending patterns. Communication Service providers have had a strong control over the breadth of the complete value chain, where the shift is rapidly moving away from rudimentary “access” towards an “always connected” economy.

The availability of affordable and powerful devices such as tablets or smartphones has lowered the entry barrier to new Digital economy players. Nevertheless, the establishment of an eco-system supporting Digital Services is still a large barrier.

Indeed, digital services partnerships invariably result in systems integration and data sharing between partners and that is achieved through interactions aka Touch Points

To date, efforts of Service Providers, such as CSP or other large Enterprises, in attracting DSP partners and integrating with them have resulted most of the time in manual processes or custom-building for each individual partnership. It is clear that this approach is inefficient, and has resulted in high costs of operation, slow time-to-value, poor customer experience and lack of transparency in partner relationship.

In this context, the TM Forum Community can provide simple Access to Telco Features which can be used in areas far beyond the Telco Industry alone. Instead of focusing on providing standard Telco Services (like Voice API), the Open Digital API provide a set of business features in the prime competence areas of Telco’s like Billing, Inventory, Catalog Management etc.

In addition, the community has learned that independent fragmented allegiances are not sufficient for Digital Business Models which demand Global availability, developers wants quick snap-ins without prior Telco expertise and product lifecycle with extremely short intervals.

So, standardizing partnering methods is a priority and it is imperative to build out the required standards quickly. Being able to proceed in a repeatable and industrial manner based on reusable components with exposed APIs will be key for standardization. Indeed, use of standard management API will facilitate interoperability between partners, reduce integration cost and provide additional benefits such as:

- Lowering the entry barrier to combine Communication & Information with own vertical industries products, spanning national borders and specific brands

- Availability of a simple and modern interface Technology requiring minimum domain expertise and allowing quick setup and deployment

- Reduce administration of multiple external disparate interfaces

- Faster capitalization of assets (increased usage through micro and cross industry exposure).

This document presents the result of the work performed up to now. Its main purpose is to present the value of the TM Forum API to Open Digital Economy players without requiring IT Development skills, formal TM Forum training or knowledge of Communication Service Provider internal ecosystem.

As such, it is written in a business language vocabulary and doesn’t refer neither to Frameworx concepts and vocabulary nor REST specification patterns.

It is structured as follows:

- An overview of Open Digital API’s presenting:

    - The business value they can bring/provide
    - How they can be used in a typical business scenario

- An high level description of each available API

- An illustration of their use, based on description of real world business scenarios

- A description of resources managed by each API.

1. Introduction

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An overview of Open Digital API's presenting:

- The business value they can bring/provide
- How they can be used in a typical business scenario
- A high level description of each available API
- An illustration of their use, based on description of real world business scenarios
- A description of generic usage patterns (pending).