

SUCCESS STORY

CoralTree's daVinci Revenue Management solution achieves TM Forum Framework Conformance Certification

CoralTree undertook a Conformance assessment against TM Forum's Framework 14.0 to validate alignment of its daVinci Revenue Management solution to industry best practice. Demonstrating the capability of the daVinci solution, CoralTree was proud to achieved high conformance scores.

"I would like to congratulate CoralTree on achieving TM Forum Framework certification, which reflects the company's commitment to industry standards and interoperability. As technologies become more complex, this type of commitment from vendors is essential to supporting the business processes and operations of leading service providers and enterprises."

Nik Willetts, Deputy CEO & Chief Digital Officer, TM Forum

The assessment

daVinci Revenue Management assessment was independently conducted by TM Forum Subject Matter Experts. Conformance was assessed and certified against both the Business Process (eTOM) and Information (SID) Frameworks.

As it was the first Framework conformance assessment for CoralTree, there were challenges to overcome. However, preparation was key and CoralTree had completed a detailed internal review prior to the TM Forum assessment. Overall the procedure was stress-free, due to the staggered document delivery schedule and support of the TM Forum's conformance team.

The outcome

CoralTree's daVinci Revenue Management solution achieved TM Forum's Framework™ 14.0 Conformance Certification for the Business Process (eTOM) and Information (SID) Frameworks. Conformance was achieved based on assessment of 30 Level 3 eTOM standardized processes and 13 SID Aggregated Business Entities covering product and customer domains. Attaining a high score against the criteria, in some areas daVinci demonstrated full conformance against the standards set by TM Forum, as well as identifying areas for improvement.

"TM Forum is a highly respected global industry association, of which we are proud to be members. Achieving certification to the TM Forum Framework 14.0 demonstrates our commitment to providing our customers with standards-based, cost effective BSS solutions, which enable the rapid introduction of digital service offerings, whilst maximizing operational efficiency."

Mark Price, Business Development Director, CoralTree



daVinci Revenue Management

Providing a scalable and robust rating and billing capability, CoralTree's daVinci Revenue Management solution enables Communication Service Providers (CSPs) to have a multi-service, customer-centric solution that has the flexibility to offer, provide, bill, and manage any type of service.

As such, CSPs are able to bring creative offerings to the market, with the confidence that revenue streams are assured with high performance billing, accounts receivable, business defined collections workflow, and payment processing.

The value for CoralTree

daVinci Revenue Management solution was rated against a community developed and a well-regarded set of standards, demonstrating to customers and potential customers the high quality solutions on offer from CoralTree. TM Forum's Frameworkx also helps aid our R&D roadmap planning to ensure that we are considering new industry trends and technologies.

Many of CoralTree customers' solution design is based on TM Forum's Frameworkx. As such, CoralTree has received many positive comments regarding our achievement.

"I'm delighted that CoralTree's daVinci Revenue Management solution has been certified compliant, with such high conformance scores. It shows that we are committed to developing high quality software solutions that embody industry-standard best practices. By designing our systems to meet the TM Forum Frameworkx SID and eTOM standards, we can be confident that our solutions will exceed our customers' expectations, as well as being cost-effective to implement, and easy to integrate with other TM Forum-compliant components."

Simon Scott, Product Development Director, CoralTree

CoralTree is committed to continue its conformance of its daVinci solutions to align to industry best practices with TM Forum's Frameworkx and hope to complete an assessment of another solution in the future.

About TM Forum Frameworkx

TM Forum Frameworkx is a suite of best practises and standards that provides the blueprint for effective, efficient business operations. It enables service providers and enterprises to assess and optimize performance using a proven, service-oriented approach to operations and integration.

The practical tools available in TM Forum Frameworkx help improve end-to-end management of services across complex, multi-partner environments. Frameworkx has been widely adopted and proven to significantly improve agility in IT and operations, resulting in increased margins, lower costs, and optimal customer experience.

