

Manifesto for TM Forum Open API Adoption

Introduction

Creating value and delivering growth in the digital economy demands radical business transformation, specifically:

- A new paradigm of business and operational agility is required to execute at the speed of the digital economy, and seize the opportunities of a hyper-connected world
- The ability to rapidly partner and innovate, delivering deep business and technology integration between companies across extended value-chains
- A truly customer-centric approach: an outside-in understanding of customer needs which drives continuous product innovation, new revenues and delivers a digital-age experience
- A radically different approach to operations and IT – embracing continuous development (DevOps), delivery and improvement through the ‘cloudification’ of all technology

Our Commitment

As Service Providers, we recognize that by using, endorsing and requiring a suite of common industry Open APIs, we can unlock a range of growth and efficiency opportunities, including:

1. Delivering agility to our businesses by providing a flexible, modular platform architecture that enables agile delivery models based on infrastructure and Platform-as-a-Service capabilities
2. Using extensible Open APIs to expose a catalog of capabilities to partners and developers to monetize existing capabilities and drive innovative new products and services
3. Enabling a global value fabric of service provider capabilities to developers and enterprise customers, delivering value at both local and global scale
4. Dramatically reducing the costs, risks and time-to-market associated with traditional point integration, and lowering implementation and operating costs for the entire supply chain
5. Enabling highly automated (zero-touch) operations and management of complex services end-to-end across digital ecosystems, delivering higher quality services at lower cost
6. Improving business & IT agility to respond to an ever changing marketplace of opportunities
7. Enabling a Global Wholesale Connectivity Ecosystem

We the Undersigned Agree to:

- Endorse TM Forum Open APIs as a fundamental element of our IT architecture and strategy
- Provide continuous feedback and input to the evolution of the Open APIs and API Suite Roadmap, including relevant APIs from other organizations
- Expect these APIs to be supported by vendors and system integrators ‘out-of-the-box’, and make this support a preferred requirement in all IT RFPs from January 1, 2017 onwards
- Favor standard APIs when new operations require ordering processes, billing, identity, and SLA management (internal ecosystem; external ecosystem)
- Utilize these APIs whenever appropriate in establishing new digital partnerships

Key Targets

We are setting ambitious targets for adoption of TM Forum Open APIs:

- To reach implementation of TM Forum Open APIs in 200 operators, covering every country in the world, representing more than 5 billion subscribers by 2018
- 100% of major network equipment and software vendors supporting relevant APIs by 2018
- 100% of interfaces between new OSS/BSS systems supporting relevant APIs by 2018



Appendix

The Business Case for Open APIs

We believe that TM Forum's suite of Open APIs will unlock a range of growth opportunities, including:

1. **Dramatically improving business & IT agility**
 - Open APIs enable a modular platform architecture, allowing service providers to abstract underlying complexity and establish a set of platform capabilities which can be used to radically reduce time-to-market for new services and the cost of creating and operating of these new services.
2. **Reducing the cost and complexity of service provider operations**
 - Large Operator Groups with 20+ regional businesses need to reduce cost, simplify operations and create harmony across geographic regions, and on a global basis for deployment of new group-wide or region-wide product offerings.
3. **Enabling a Global Wholesale Connectivity Ecosystem**
 - The current wholesale ecosystem is hugely inefficient with largely manual processes which are not viable in a world of NFV and SDN. By implementing Open APIs for IT, operators can radically improve and simplify provisioning, flexibility and scalability of wholesale services. This enables operators to work together to deliver network services at global scale which can compete effectively in today's market.
4. **Reducing integration cost, risk and time for the entire supply chain**
 - With service providers under increasing pressure to improve IT efficiency and overall agility, the costs and risks associated with point integrations need to be reduced. TM Forum Open APIs in combination with the established Framework standards provide a pragmatic way to dramatically cut the time and risk associated with systems transformation projects, ongoing maintenance and future change requests.
5. **Opening a global platform for telco-based innovation**
 - Communications Service Providers have many significant and monetizable capabilities, but the geographic restrictions for many of these services limits their ability to attract app developers – be they start-up developers or enterprise developers – with global ambitions. By exposing a set of telco capabilities through common APIs, alliances between operators and developer communities at scale are feasible in a much easier way. Typical applications already exist in M2M, IoT, enterprise mobile services, etc.

*“One lesson from Hyper-scale internet companies is that APIs and platforms allow the creation of a standards-based ecosystem, whilst enabling innovation in the implementation,” said **Dr. Lester Thomas, Chief Systems Architect at Vodafone Group**. “A critical advantage of platforms and APIs is that they provide an evolutionary path from the current telco operating model to the future Network-as-a-Service model. The collaborative work that TM Forum and my fellow members have been undertaking is shining a bright light on this important path.”*

*“TM Forum is bringing different stakeholders from across industries to work together and build key partnerships to create the APIs and connections,” continues **Laurent Leboucher, Vice President of APIs & Ecosystems at Orange**. “The reference architecture and APIs we are co-creating are critical enablers for building innovative new digital services in a number of key areas, including IoT applications, smart cities, mobile banking and more.”*

*“Flexible, standard APIs are an essential building block for our open integration platform. Telefónica has worked closely with other members to create TM Forum's suite of Open APIs which enable fast onboarding of partners, deployment of new business models and a set of open services for developers to build innovative digital services,” said **Chris Boyd, Director of Digital Architecture and Transformation at Telefónica**. “Flexible integration is a key part of our IT strategy and we are already deploying new digital services globally using these standards - reducing costs and time to integrate.”*

*“We are building more APIs that will be available soon and have plans for the future,” said **George Glass, Chief Systems Architect at BT Group**. “I can tell you that if you use TM Forum APIs, they will work because we are using them ourselves in mass markets for our customers.”*