

# MY API STORY



FASTER INTEGRATION AND VALUE REALIZATION

tmforum

“Open APIs are the driving force behind creating a plug-and-play model for integration of digital OSS/BSS applications.”

Ravi Shankar, *Head of Product Management, OSS/BSS, STL*

## Tell us about yourself and your job.

I head the product management function at STL for the Network Software business. With over 17 years of experience in the telecom domain, I work with a customer-first approach, and my experience lies in product and portfolio management, technology development and digital transformation in the enterprise & network software domain. Being a strong advocate of people-first, digital lifestyle and equitable access to resources, I am passionate about using technology to bring extreme agility, data-driven decision making and significant cost savings to the enterprises.

## Why do you believe in TM Forum's Open API program?

**The Open API program has been the driving force behind creating a plug-and-play model for integration of various Digital OSS/BSS applications. The program has continuously focused on addressing the challenges from both service providers and independent software vendors perspective and created a platform for collaboration. STL has also been contributing to several of these programs and looking forward to making more contributions to the community.**

To learn more about STL visit:  
[www.stl.tech](http://www.stl.tech)

## What TM Forum Open APIs are most valuable to your company?

Phase 1:

Product Catalog: TMF 620, Customer Management: TMF 629, Account Management: TMF 666

Phase 2:

Prepay Balance Management: TMF 654, Product Ordering Management: TMF 622, Communication API: TMF 681, Shopping Cart API: TMF 663

Phase 3:

Product Inventory Management API: TMF 637, Billing Management API: TMF 678, Product Offering Qualification: TMF 679

## Why did you choose to highlight those APIs?

The digital economy is opening up new avenues for communications service providers (CSPs). With the cloud-native, API driven, open and disaggregated platforms, telcos now have the opportunity to become Digital Lifestyle Providers in the retail space and Platform Providers in the enterprise space. STL has been a TM Forum member for a while and has used several assets and platforms like Open APIs, Open Digital Architecture and Catalyst projects to bring innovation, agility, and scale to its worldwide customers. The APIs I have listed are instrumental in creating the path for CSPs in their transformation journey to become DSPs.

## How do you use those APIs?

While STL BSS/OSS products use Open API conformant APIs to bring faster integration and value realization to its

customers, we are looking at getting the platform certified for the Open APIs. We have selected APIs that are focused on Product and Service Management, Customer Management and Monetization – the critical requirements for DSPs to create an ecosystem for faster collaboration, co-creation and co-innovation with their partners.

## How have you benefited from using Open APIs?

Open APIs have enabled us to achieve:

- Faster integration with eco-system application in multi-vendor best-of-breed environments
- Higher value realization
- Creation of plug-and-play model for open digital architecture compliant products
- Opening up new revenue streams for the Digital Service Providers by creating an API marketplace.
- Reduced the friction and changes due to ever-evolving business requirements through abstraction
- Standardization and clear delineation of the functional components and products.

## Where do you use the APIs?

STL provides a full end-to-end Digital BSS/OSS suite for telcos to target their retail and enterprise customer segments. The Open APIs have been used across the Digital BSS/OSS Stack (dTelco™, dEnterprise™ and Digital Marketplace Platforms) for both internal integration as well as integration with other 3rd party products and applications. The software stack is deployed across 50+ customers and all geographies except for the Americas.

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