

# Product Conformance Certification Report

**Business Process Framework (eTOM) v21.0  
&  
Information Framework v21.0**

**For:**

**ETIYA**

**Etia BSS Platform V12.0**

**December 2021**

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## 1 Introduction

### 1.1 Executive Summary

This document provides details of Etiya’s self-assessment and TM Forum’s Conformance Assessment of the **Etiya BSS Platform Version 12.0 product**, against the following Framework 21.0 components:

- Business Process Framework (eTOM) version 21.0
- Information Framework (SID) version 21.0

The assessment included a review of:

- The methodology approach to process modeling against the TM Forum’s Business Process Framework Release 21.0 according to the specific processes submitted in scope for the Assessment.
- Conformance to the Information Framework Release 21.0 Domains/Aggregate Business Entities according to the specific ABEs submitted in scope for the Assessment.

For more information on the Etiya BSS Platform please contact:  
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For any additional information on this Framework Conformance Certification Report, please contact TM Forum at: [conformance@tmforum.org](mailto:conformance@tmforum.org).

## 2 Product Functionality/Capability Overview

### 2.1 Etiya BSS Platform Overview

Etiya BSS Platform enables Communications and Digital Service Providers to accelerate time-to-market, shorten order-to-cash cycles and increase customer brand loyalty by automating and optimizing complex CSP systems while correcting error-prone manual interactions. CSPs and DSPs are able to implement the right combination of components to create, sell, and monetize new and existing customer services.

Each module in Etiya BSS Platform products are designed to be a part of the complete solution as well as to serve stand-alone. These products can be replaced or partially integrated with other systems easily.

The award-winning Etiya BSS Platform has been validated in Tier-One operators and recognized for pioneering innovation by the TM Forum. With Etiya BSS Platform, CSPs/DSPs attain a 360-degree view of the customer, products/services, and order life cycle management to maximize profitability and customer satisfaction.

### 2.2 Etiya BSS Platform Benefits

- Development of customer-centric strategies with campaigns and product offerings
- 360-degree view of customers
- Up-selling and cross-selling opportunities
- Increase of customer satisfaction retention
- Increase of sales and revenue
- Decrease in "time-to-market"
- Decrease in implementation and training cost
- Certified with TM Forum standards

## 2.3 Etiya BSS Platform Products

Etiya BSS Platform consists of the following products seen in the diagram. Etiya BSS Platform Products are detailed later in this chapter.

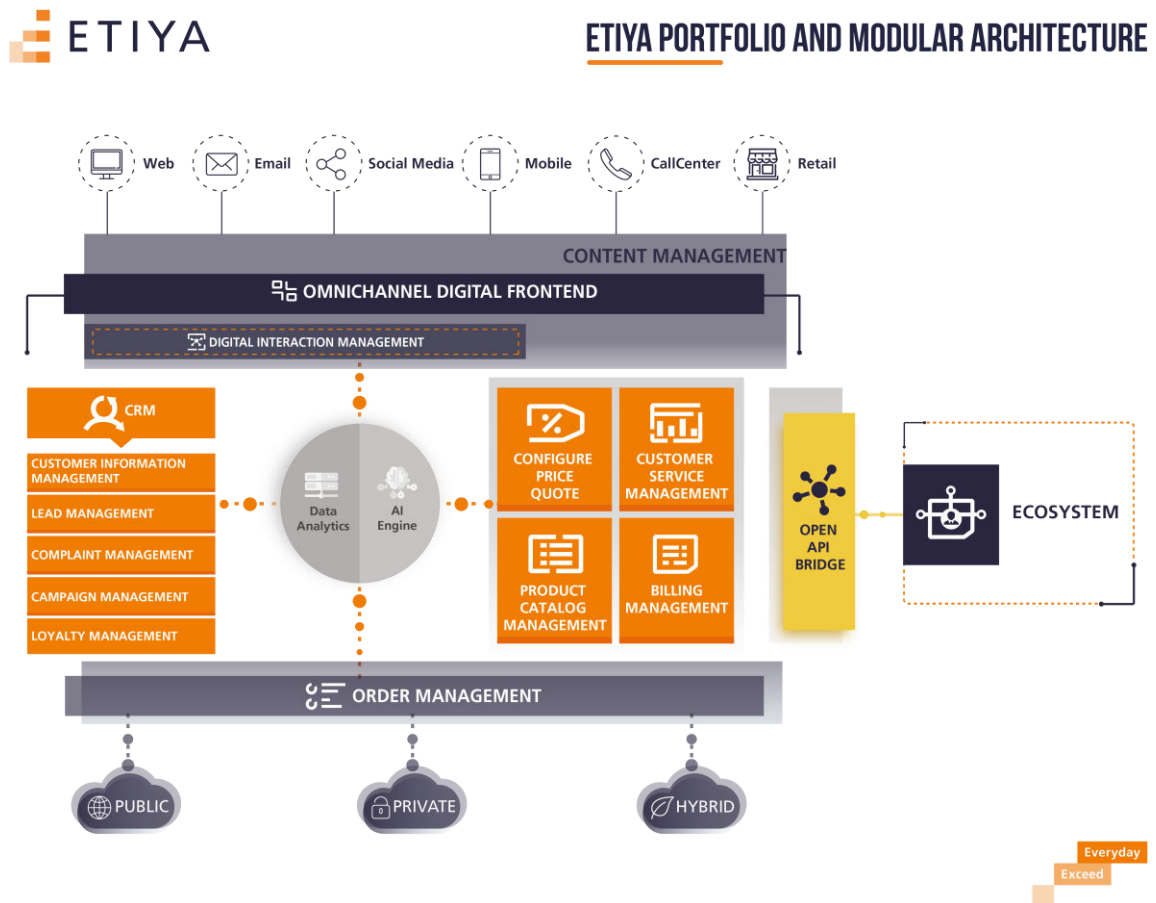


Figure 2-1 Etiya BSS Platform v12 - Overview

### 2.3.1 Etiya Customer Relationship Management Product Overview

Etiya Customer Relationship Management (CRM) provides a highly scalable, customer-centric, omni-channel experience enabling you to exceed customer expectations by interacting with them on any platform or via any channel.

Etiya CRM provides an end-to-end, integrated lead-to-cash process flow for customer management. This includes contact and request management; mediation and orchestration of customer interactions; jeopardy and exception management; and customer analysis and reporting. Customer Service Representatives and Sales Agents see a 360-degree in-context customer view enriched with predictions and



recommendations based on the customer's past and current interests and interaction behavior, including social media activities. Social media analysis determines communities of interest and opportunities for cross-sells and up-sells.

The Etiya CRM license includes these modules:

■ **Customer Information Management:** Etiya Customer Information Management module simplifies the management of customer data by providing -with a single click- a consolidated view of the customer that shows, in real-time, the customer's interactions as well as the account's history. This enables a consistent omni-channel customer experience. Learning-based algorithms provide predictions and recommendations and dynamic customer metrics highlight business-oriented customer insights and demographic profiling. You can create accurate customer profiles (including social media) and target offers based on those profiles.

■ **Lead Management:** Etiya Lead Management module seamlessly automates and simplifies the lead management process from acquisition to sales. It manages the identification of existing customers and the acquisition of new customers and enables leads to convert to orders with one click. Leads can be acquired through different channels or sources and prioritized and targeted based on, e.g., win probability or inventory, to increase cross-selling success. Product information can be easily shared with the Sales team to facilitate prospect discussions. Dashboards monitor leads and sales channel performance.

■ **Campaign Management:** Etiya Campaign Management is created to help marketers design, execute, manage, and measure marketing campaigns and customer-driven communication across all marketing channels. By Campaign Management it is possible to deliver the right offer to the right audience through the right channel at the determined time. This module enables very fast and easy integration with campaign management tools. Etiya Campaign Management tool designs, executes, manages and measures seamless campaigns.

■ **Complaint Management:** Etiya Complaint Management module enables you to rapidly answer customer inquiries and resolve their complaints, payment disputes, and service questions. The powerful open source, BPMN (Business Process Model and Notation)-based workflow engine orchestrates and tracks the overall complaint process, including complaint confirmation, escalation, notification, and alerts and trouble ticket generation. Business processes are easy to define, configure, execute, manage, and optimize with user-friendly process and form designers.

■ **Loyalty Management:** Etiya Loyalty Management provides an infrastructure that allows you to create customer engagement programs in line with your marketing strategies. With this tool, by rewarding the loyalty of customers, companies increase their customers' brand engagement, and this brings competitive advantage. Loyalty

Management tool provides the companies a sustainable program through matching products and services, that are predefined as rewards for certain customer segments, profiles and conditions. With its smart scoring ability, the customers start to earn from the first moment they start collecting the rewards, in accordance with the rules determined within the scope of your engagement program. The flexible awards system also allows you to give recurring awards, one-time awards based on certain conditions or awards based on different customer status.

**Etiya CRM Benefits:**

- Dynamic Customer Support and Sales workflows are enriched with predictions and recommendations based on the customer’s past and current interests and interaction behavior
- A consistent customer experience is provided on any channel, any device, at any time
- The customer experience is tailored to their buying behavior and interests
- It is easy to manage large business customers, their accounts, and their account relations
- Predictive and prescriptive analytics improve customer conversion ratios
- Sales KPI dashboards provide near real-time decision support for sales performance and operational efficiencies, comparing planned versus actuals

### 2.3.2 Etiya Product Catalog Management Product Overview

Etiya Product Catalog Management supports and manages the product lifecycle by managing services, marketing, and commercial and technical catalogs. It provides flexible offer and catalog configuration and enables service providers to quickly launch offers to the market.

Etiya Product Catalog Management provides a single, centralized source for all product and service information, thereby increasing accuracy and reducing operational costs. It is managed simultaneously as both a technical and a commercial catalog. Service providers can create and manage products, from simple to very complex, as well as new single or bundled offers. Time-to-market is accelerated through reusable building blocks and flexible product configuration.

The product is natively integrated with other products in the Etiya Product Portfolio or can be implemented stand-alone, to serve as the central product catalog and business rule repository.

### ***Etiya Product Catalog Management Benefits:***

- Technical, marketing, and financial information for products and services reside in a centralized product catalog to increase efficiency and accuracy
- Reusable building blocks enable easy configuration and fast time-to-market
- Dynamically created product, service, and offer categories for compatibility and eligibility dependencies increase agility and time-to-market
- Centralized business validations provide business consistency and unified customer experience across all channels
- Catalogs and offers can be specialized for sales channels, regions, segments, customer groups, etc. to simplify Sales and Marketing management
- Product lifecycle management assures revenues before releasing offers to the market

### **2.3.3 Etiya Configure Price Quote Product Overview**

Etiya Configure, Price, Quote (CPQ) manages the complexity of multiple services carried out by different functions in a single offer, making complex product, pricing and business rules centrally, automatically and in real time accessible. It helps to produce accurate and structured offers.

Nowadays products and services are more complex and personalized, hence it is more difficult for organizations to manage a wide range of products and pricing alternatives. Product pricing becomes difficult when pricing is based on dynamic parameters and the need for separate configurations for each channel increases the cost of creating new proposals.

When sales representatives are not able to apply the required discounts and control the prices, sales opportunities can easily be lost and serious losses in order rates may occur due to wrong orders. Effective bid management is inevitable for effective sales operation.

Despite a constantly changing spectrum of variables, products and services are priced accurately and validated and reserved in real-time, resulting in accurate quotes and significantly reduced order fall-out.

Etiya CPQ focuses on customizing quotes in order to determine the best offer for the customer, enhances sales efficiency by providing the ability to generate the best possible offerings, and increases revenue through increased efficiency of all channels. Sales representatives are empowered to use discounts to offer competitive prices to their customers.

Etiya CPQ relies on Etiya Product Catalog Management, Omni Channel Digital Frontend, and Order Management to provide the end customer with a consistent cross-channel experience as well as creating the best offer.

***Etiya CPQ Benefits:***

- Simplify creation of simple or complex bundle offers and associate them with discounts and sales commitments to speed time-to-market
- Offer the best price to the customer based on events, rules, and behaviors
- Create a consistent quote where all rules are applied in real-time
- Efficiently manage the proposal process from creation to customer delivery
- Manage and control the order entry and negotiation process with speed and accuracy, including contract negotiations

### 2.3.4 Etiya Order Management Product Overview

Etiya Order Management provides flexible, catalog-driven order capture, decomposition, validation, negotiation, orchestration, and execution with jeopardy, exception, and fall-out management. It flexibly configures and customizes all customer interaction flows between a company and its customers. It captures orders from all sales portals and validates orders to maintain business integrity. It can handle millions of orders per day. Catalog-driven order fulfillment enables operators to speed new offers to market and make fulfillment process changes with ease.

Etiya Order Management utilizes catalog definitions to dynamically recognize, transform, decompose, and execute customer orders, eliminating the need for IT involvement. Automated and manual tasks and processes can be defined via a graphical design environment. Business rules from the company's product and service catalog ensure a safe and secure order entry.

***Etiya Order Management Benefits:***

- Processes are managed hierarchically, with relationships and inheritance models
- Automatically validates order entry and provides error correction to reduce order fall-out
- Unified order capture for all channels
- Supports bulk orders
- Resources can be reserved while customer and service eligibility are being verified, such as credit and black-list checks and inventory checks, to ensure business integrity

- Improved customer experience with full order visibility, including expected completion time

### 2.3.5 Etiya Customer Service Management Product Overview

Etiya Customer Service Management provides omni-channel predictive and prescriptive customer service recommendations and automatically orchestrates workflows. It uses sentimental, contextual, and customer behavioral analyses that result in increased Customer Service Representative (CSR) efficiency and customer satisfaction.

With Etiya Customer Service Management, CSRs receive prepopulated information about the customer situation that is collected from multiple channels and ready to use. The trouble's root cause is predicted, and the workflow provides prescriptive recommendations to communicate with the customer and resolve the trouble. As a result, CSRs spend more time focusing on the customer and less time manually resolving issues. This reduces both response and resolution time. So, customer problems are resolved faster and on the first contact.

The use of autonomous learning and artificial intelligence enables personalization of the customer interaction, bringing humans back into customer service while at the same time automating service workflows.

AI-supported Etiya Customer Service Management helps you to transform your customer service to digital and evolve your contact center via 360-degree customer view, ticket management, workflow management, interaction management and knowledge management features. As a result, your customer service achieves better engagement levels, higher customer satisfaction, boosted operational efficiency and improved service quality.

#### ***Etiya Customer Service Management Benefits:***

- Proactive customer service management results in a consistently high level of predictable customer experience, which encourages customer loyalty, drives new monetization opportunities, and reduces customer churn
- Campaign conversion rates and sales performance increase
- Business processes and rules can be created or modified at any time, without development
- Artificial intelligence and rules route trouble tickets quickly to the appropriately skilled agents to speed resolution
- Efficiently monitor ticket information and agent or unit performance, on demand and in real time

### 2.3.6 Etiya Omni Channel Digital Frontend Product Overview

Etiya Omnichannel Digital Frontend provides seamless, consistent and integrated customer experience from any device or channel. Self-care customers can access and manage their account anytime, anywhere, on any device, with each channel being aware of what has been done at other channels. Through a high-performance user interface, they can add or remove services or seek answers. This reduces the load on call centers and sales representatives and increases satisfaction.

Through Etiya customer interaction analytics and autonomous learning, service providers can launch campaigns to specific customer profiles.

The result is high quality customer engagements and positive customer experiences.

Etiya Omni Channel Digital Frontend is pre-integrated with other Etiya products, such as Product Catalog Management, to provide an end-to-end solution. Etiya Omni Channel Digital Frontend can also be used as a frontend to existing systems and is easily integrated via open APIs.

#### ***Etiya Omni Channel Digital Frontend Benefits:***

- End-user customers can buy and manage their account anytime, anywhere, on any device
- Customers have online visibility to all account details, such as contract details, assets, bill details, account balance, usage, usage remaining in their package, and expenditures
- To improve the customer experience, online chat support agents see the progression of the customer's journey
- Orders can be started, for example, on the web and continued and fulfilled on a mobile device
- Customers can see the impact order changes will have on their bills and can compare proposed changes before executing the order

### 2.3.7 Etiya Billing Management Product Overview

Etiya Billing and Charging Management provides real-time and flexible billing and charging for complex packages of voice, data, video-based products and value-added services. State-of-the-art tariff technology provides powerful and flexible discount management and is under Customer Relationship Management control.

The product supports complex discounts, equipment and spending controls, and sales commitments. It provides a real-time convergent charging and billing experience based on industry-conformant product models, with carrier-grade performance and operational ease.

Etiya Billing and Charging Management supports online, real-time, and offline convergent charging.

Rich billing functionality enables on-demand, real-time billing that supports multiple business models. Balances can be prorated upon service activation and deactivation.

Sales commitments are tracked easily at the account or product levels or by time.

***Etiya Billing Management Benefits:***

- Efficient discount management includes friends, family, and community-based discounts
- Convergent online, in real-time, and offline charging includes 3GPP correlation-based real-time charging
- Rich billing functionality including agility to support multi-company billing for MVNE and MVNO business models
- Flexibility to support multiple sales commitment models, such as revenue or time-based, carryovers and installments

### 2.3.8 Etiya Campaign Management Product Overview

Etiya Campaign Management Platform is created to help marketers design, execute, manage, and measure marketing campaigns and customer-driven communication across all marketing channels. By Campaign Management, it is possible to deliver the right offer to the right audience through the proper channel at the determined time.

Etiya Campaign Management helps you manage holistic campaigns with 50% less time and effort in all marketing channels. It also helps you determine which message is more efficient in which customer base and in which channel by checking the campaign results.

Etiya Campaign Management provides optimum and cost-effective campaign management by its groundbreaking features. It enables end-to-end implementation of personalized, high-return campaigns in all channels in a very short time via the powerful targeting capability of its artificial intelligence-supported optimization engine. It is also possible to track and report performance with advanced tracking and reporting tools.

Differentiating points of Etiya Campaign Management can be summarized as follows:

- Artificial Intelligence Support
  - Optimization Engine: AI-supported optimization engine enables campaign optimization for each customer via advanced data analytics. Provides an increase in campaign efficiency and response via advanced prediction capabilities, channel preference, offer and target optimization.
  - Segmentation
    - Using algorithms to find out hidden insights
    - Grouping and segmentation of customers and products
    - Making more accurate targeted campaigns based on segmentation results
  - Predictive Models
    - Using Machine learning techniques to predict future outcomes like customer churn.
    - Connecting Machine learning use cases to tangible measurable outcomes
  - Hyper-Personalization
    - Hyper personalization with machine learning, deep learning, and neural network (Recommendation, Next Best Offer / Next Best Action)
    - Send more personalized offers to each customer based on the recommendation system
- Marketing List Functionalities: Marketing List Functionalities visualizes the whole customer base and provides:
  - Increase in campaign efficiency
  - Increase in customer targeting capabilities by advanced filtering
  - Decrease in campaign cost and increase in ROMI
  - Boost in customer experience
- Open API Structure: Enhanced communication and easier integration with external data sources and 3rd party applications. Business Process, API and Data models, TM Forum compatible.
- BI Reports: Provides campaign reports and other key analyses which give deep insights for marketing decision-makers. Product DataMart allows data to be incorporated into reports and any 3rd-party tools to be used.

***Etiya Campaign Management Benefits:***

- Increases the ability to offer personalized campaigns



- Lower campaign cycle time and time-to-market period
- Higher campaign volume
- Lower costs of marketing campaigns via higher efficiency
- Better response rates and business results via higher precision of campaign targeting
- Holistic campaign management across all channels
- Increases customer satisfaction and loyalty

### 2.3.9 Etiya Artificial Intelligence Platform Overview

Etiya AI Platform, Cognitus, is an advanced artificial intelligence platform that provides standardization, simple and centralized management, monitoring and improvement, easy ROI detection and measurement, fewer implementation failures, and scaling with its advanced capabilities along with advanced machine learning and natural language processing services.

Cognitus provides fast customization and scaling of the products, solutions, and services it offers, with its configuration capabilities. It immediately adapts itself to the internal and external processes of your organization and can be easily integrated with different products in your portfolio via the cloud and on-premise implementation options. In addition, Cognitus helps organizations to adopt artificial intelligence with its self-learning skills, accessibility, easy configuration, and integration capabilities to different data sources.

Etiya also offers innovative and experience-oriented approaches that will contribute to the digital transformation of the corporate processes of companies and create cost advantages with Artificial Intelligence-Cognitus supported products and solutions in its product portfolio. At this point, Cognitus which is also located at the heart of Etiya's product architecture works in harmony with all Etiya's products, solutions, and services and enhances their features with AI capabilities.

These AI-supported Etiya products and solutions enable effective automation and operational productivity by making information understandable in different business areas.

#### ***Etiya Campaign Management Benefits:***

- Increased operational efficiency
- Easy identification of potential problems and improvement points at customer/user contact points and operations

- Increased sales, usage rates, and customer loyalty thanks to customer experience enriched with personalized forecasts and recommendations
- Uninterrupted and seamless user experience through multi-channel integrated processes
- Competitive advantage with increased customer/user satisfaction

### 2.3.10 Etiya Chatbot Product Overview

Etiya Chatbot is an autonomous, real-time messaging tool supported by AI, allowing seamless customer management and can be easily implemented to all digital channels and applications within the organizations.

Etiya Chatbot is designed to optimize the use of organizational and operational resources while increasing internal/external customer satisfaction. It enables a fully integrated experience by easily integrating to all systems with its unique AI support and English, Spanish, Turkish, and French Natural Language Processing features.

The outstanding features of Etiya Chatbot are as follows:

- Real-time processing capabilities
- AI-supported English, Spanish, Turkish, and French natural language processing and sentiment analysis
- Easy integration with all internal/external customer systems, providing information flow from all systems
- Ability to process large amounts of data with AI-supported prediction and recommendation capability
- Ability to direct to customer representative when needed

#### ***Etiya Campaign Management Benefits:***

- Higher customer satisfaction with personalized customer experience design
- Detailed performance management via analysis and reporting features
- Accelerating new customer acquisition via automation
- Reducing the risks that affect service quality like training, employee experience
- Providing operational resource optimization by automating routine procedures
- 24/7 personalized service with the support of AI and natural language processing
- Increasing Upsell and cross-sell via automation in digital channels

## 2.4 Etiya BSS Platform Supported Installation Models

The following installation models are applicable for Etiya BSS Platform:

- On-premise
- On-cloud (private)

## 2.5 Product Scope

The diagram in Figure 2-2 represents Etiya BSS Platform product with mappings to the Business Process Framework Level 2 processes that were submitted in scope for the Conformance Certification assessment.

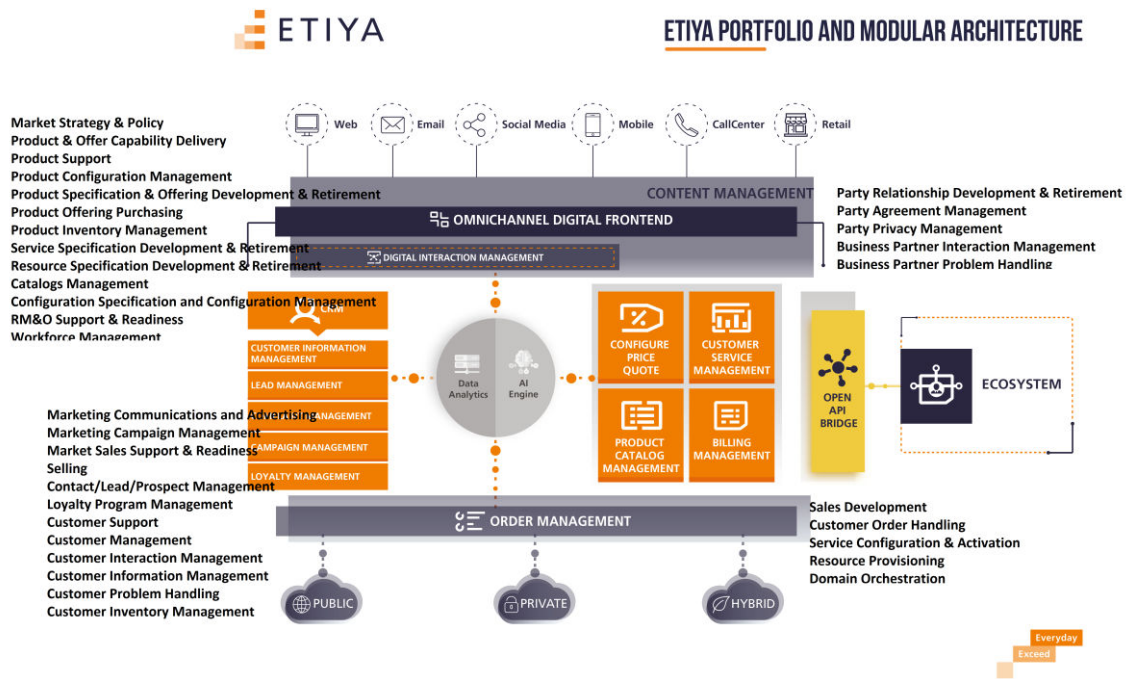


Figure 2-2 Etiya BSS Platform product mapped to eTOM Level 2 Processes in scope

## 2.6 eTOM and SID Certification Scope

The following two figures represent the Business Process Framework Level 2 processes and the SID ABEs that were presented in scope for conformance certification.

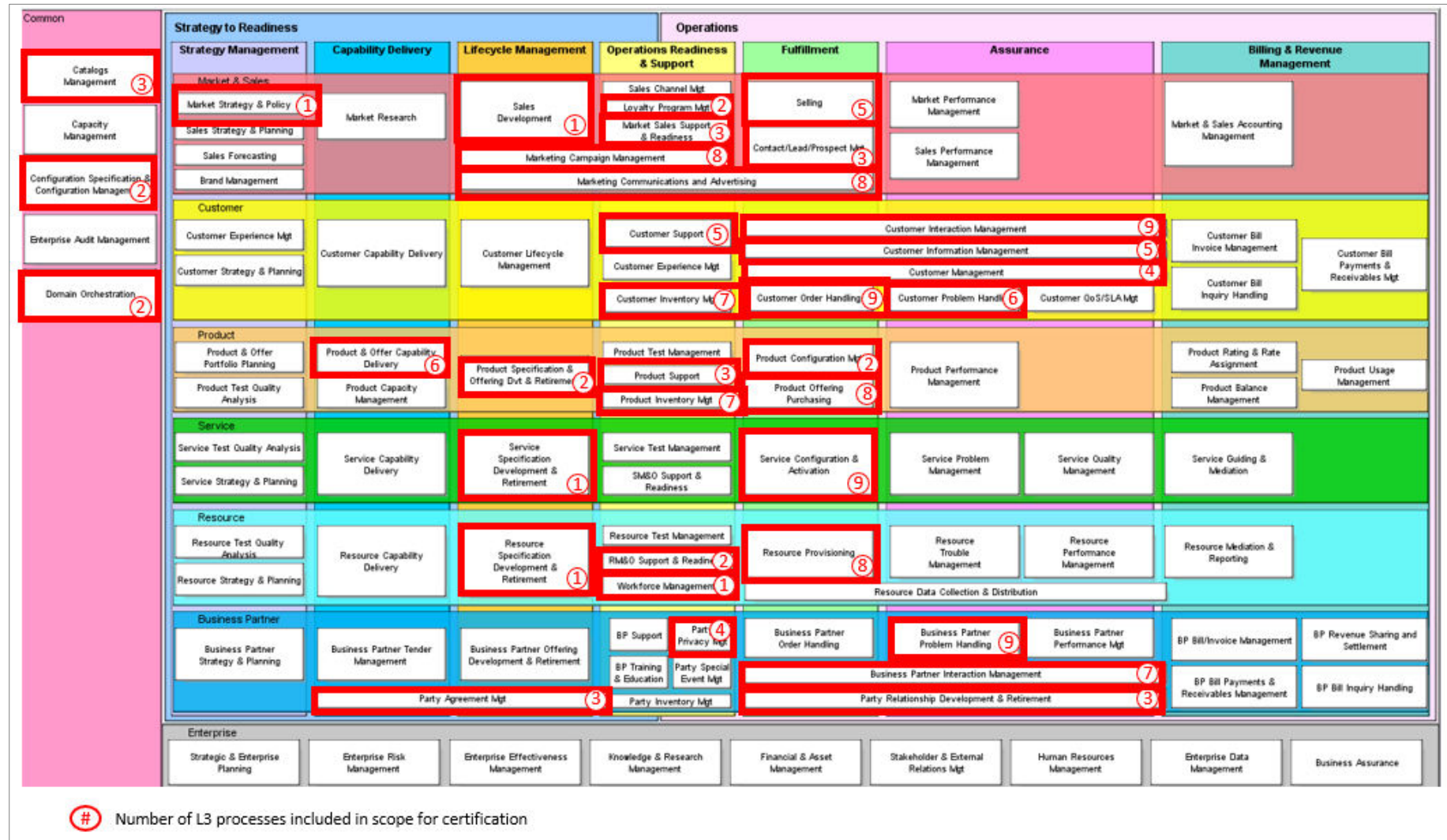


Figure 3 - Level 2 process coverage for Etiya - Etiya BSS Platform V12.0 Conformance Assessment

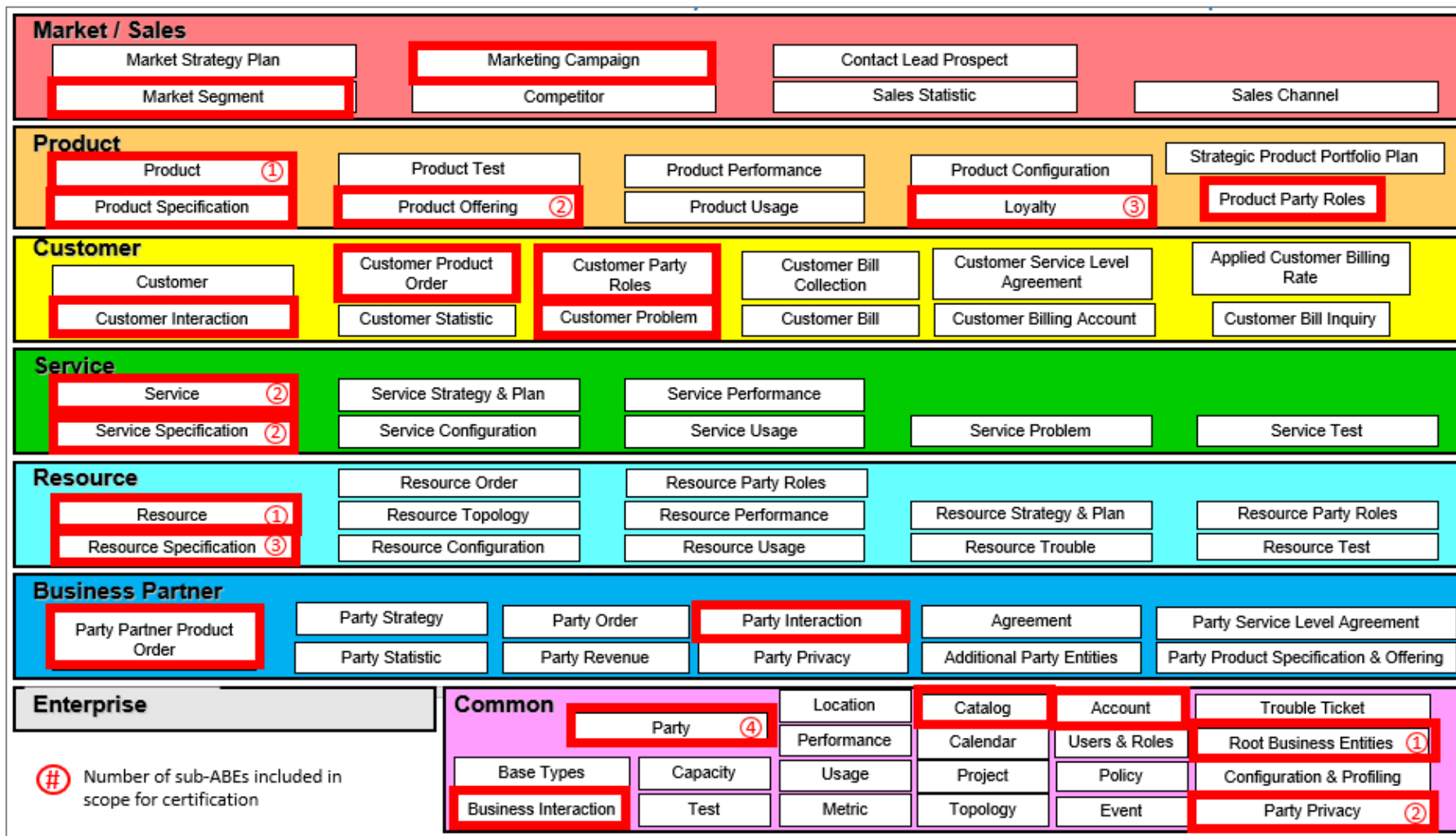


Figure 4 – SID ABEs coverage for Etiya - Etiya BSS Platform V12.0 Conformance Assessment

### 3 Business Process Framework Assessment Overview

#### 3.1 Mapping Technique Employed

Business Process Framework Level 3 descriptions are analyzed by focusing on implied tasks also referred to as implied functional requirements. (This is similar to how process decomposition can use Semantic Analysis). Each Business Process Framework process is supported by descriptive text. In many cases, each process is aligned and mapped to appropriate company documentation references solution, methodology or modeling material.

Color coded text as highlighted below is used as part of the process mapping whereby highlighted text indicates the level of support for a Level 3 process implied task:

- **GREEN** is used to highlight key words or key statements that are fully supported
- **YELLOW** is used to highlight key words/key statements that are partially supported
- **GREY** is used to highlight key words/key statements that are not supported
- No highlighting is used for words/statements that are irrelevant, just for reference or needed to complete the sentence.

As of February 2018, TM Forum allows mappings to be provided against Level-3 process elements when:

- L3s have relevant, consistent full detailed descriptions reflecting all L4 process elements in their decomposition (usually implied tasks identified and separated by bullet points)
- No decomposition to Level 4 processes was available for a particular L3 process, but the Level-3 mappings fulfil the condition described above, therefore the score awarded hereafter is for the Level 3 process in its entirety.

#### Manual and Automated Support

It is important to determine whether the implied task is supported by manual steps, automated steps, or a combination of both. In this document, “A”, “M”, or “AM” is used for each task to indicate that the step or steps is/are automated (A), manual (M), or both (AM).

#### TM Forum Note 1:

When process mappings are presented against Level 4 processes, the mappings are most often provided against the text in the “Mandatory” field for the process. In the event of the Mandatory field not being defined in the eTOM specification, the process mappings are in that case provided against the Level 4 Extended description. If an Extended description is not defined, then the mapping is provided against the Brief description.

### 3.2 Scope of Conformance Certification (eTOM)

This document conveys information about the Business Processes implemented by Etiya BSS Platform V12.0 in accordance with the TM Forum Frameworks Version 21.0. It also maps the processes with the Level 2 and Level 3 frameworks activities. The document covers the following scope of eTOM L3 Processes.

#### 3.2.1 List of Certified Processes – Market & Sales Domain

1.1 - Market / Sales Domain	
1.1.1 - Market Strategy & Policy	
	1.1.1.4 - Link Market Segments & Products
1.1.5 - Sales Development	
	1.1.5.3 - Develop New Sales Channels & Processes
1.1.7 - Market Sales Support & Readiness	
	1.1.7.2 - Support Selling
	1.1.7.4 - Manage Sales Inventory
	1.1.7.5 - Manage Sales Accounts
1.1.9 - Selling	
	1.1.9.1 - Qualify Selling Opportunity
	1.1.9.2 - Develop Sales Proposal
	1.1.9.3 - Acquire Sales Prospect Data
	1.1.9.4 - Cross/Up Sell
	1.1.9.5 - Negotiate Sales/Contract
1.1.11 - Contact/Lead/Prospect Management	
	1.1.11.1 - Manage Sales Contact
	1.1.11.2 - Manage Sales Lead
	1.1.11.3 - Manage Sales Prospect
1.1.14 - Marketing Communications and Advertising	
	1.1.14.1 - Define Marketing Communications Strategy
	1.1.14.2 - Ensure Marketing Communication Capability
	1.1.14.3 - Develop Marketing Communication
	1.1.14.4 - Deliver Marketing Communication Collateral
	1.1.14.5 - Monitor Marketing Communication Effectiveness
	1.1.14.6 - Modify Marketing Communication
	1.1.14.7 - Archive Marketing Communication
	1.1.14.8 - Undertake Marketing Communications Trend Analysis
1.1.15 - Marketing Campaign Management	
	1.1.15.1 - Plan Marketing Campaign
	1.1.15.2 - Ensure Marketing Campaign Capability
	1.1.15.3 - Develop Marketing Campaign
	1.1.15.4 - Launch Marketing Campaign
	1.1.15.5 - Monitor Marketing Campaign Effectiveness
	1.1.15.6 - Modify Marketing Campaign
	1.1.15.7 - End Marketing Campaign
	1.1.15.8 - Undertake Marketing Campaigns Trend Analysis
1.1.19 - Loyalty Program Management	
	1.1.19.1 - Loyalty Program Development & Retirement
	1.1.19.2 - Loyalty Program Operation

Figure 5- List of certified Level 3 processes – Market & Sales Domain

### 3.2.2 List of Certified Processes – Product Domain

1.2 - Product Domain	
	<b>1.2.2 - Product &amp; Offer Capability Delivery</b>
	1.2.2.1 - Define Product Capability Requirements
	1.2.2.2 - Capture Product Capability Shortfalls
	1.2.2.3 - Approve Product Business Case
	1.2.2.4 - Deliver Product Capability
	1.2.2.5 - Manage Handover to Product Operations
	1.2.2.6 - Manage Product Capability Delivery Methodology
	<b>1.2.4 - Product Support</b>
	1.2.4.3 - Support Product Configuration Management
	1.2.4.4 - Support Product Offering Purchasing
	1.2.4.7 - Support Product Usage Mgt
	<b>1.2.5 - Product Configuration Management</b>
	1.2.5.1 - Manage Product Configuration Specification
	1.2.5.2 - Manage Product Configuration
	<b>1.2.7 - Product Specification &amp; Offering Development &amp; Retirement</b>
	1.2.7.1 - Product Specification Development & Retirement
	1.2.7.2 - Product Offering Development & Retirement
	<b>1.2.9 - Product Offering Purchasing</b>
	1.2.9.1 - Initiate Product Offering Purchase
	1.2.9.2 - Manage Product Offering Purchase Selection
	1.2.9.3 - Track & Manage Product Offering Purchase
	1.2.9.4 - Review Product Offering Purchase
	1.2.9.5 - Complete Product Offering Purchase
	1.2.9.6 - Close Product Offering Purchase
	1.2.9.7 - Cancel Product Offering Purchase
	1.2.9.8 - Report Product Offering Purchase
	<b>1.2.11 - Product Inventory Management</b>
	1.2.11.1 - Identify Relevant Product Inventory Information
	1.2.11.2 - Maintain Product Inventory facilities
	1.2.11.3 - Control Product Inventory Access
	1.2.11.4 - Ensure Product Inventory Quality
	1.2.11.5 - Track Product Inventory Usage
	1.2.11.6 - Identify Product Inventory Shortcomings
	1.2.11.7 - Product Lifecycle Management Support

Figure 6- List of certified Level 3 processes – Product Domain



### 3.2.3 List of Certified Processes – Customer Domain

1.3 - Customer Domain	
<b>1.3.1 - Customer Support</b>	
	1.3.1.1 - Support Customer Interface Management
	1.3.1.2 - Support Customer Order Handling
	1.3.1.3 - Support Customer Problem Handling
	1.3.1.4 - Support Retention & Loyalty
	1.3.1.12 - Support Customer QoS/SLA
<b>1.3.3 - Customer Order Handling</b>	
	1.3.3.1 - Determine Customer Order Feasibility
	1.3.3.2 - Authorize Credit
	1.3.3.4 - Complete Customer Order
	1.3.3.5 - Issue Customer Orders
	1.3.3.6 - Report Customer Order Handling
	1.3.3.7 - Close Customer Order
	1.3.3.8 - Manage Order Fallout
	1.3.3.9 - Customer Order Orchestration
<b>1.3.4 - Customer Management</b>	
	1.3.4.1 - Enable Retention & Loyalty
	1.3.4.2 - Establish Customer Relationship
	1.3.4.3 - Re-establish Customer Relationship
	1.3.4.4 - Terminate Customer Relationship
<b>1.3.5 - Customer Interaction Management</b>	
	1.3.5.1 - Create Customer Interaction
	1.3.5.2 - Update Customer Interaction
	1.3.5.3 - Close Customer Interaction
	1.3.5.4 - Log Customer Interaction
	1.3.5.5 - Notify Customer
	1.3.5.6 - Track and Manage Customer Interaction
	1.3.5.7 - Report Customer interaction
	1.3.5.8 - Authenticate User
	1.3.5.9 - Customer Interface Management
<b>1.3.6 - Customer Information Management</b>	
	1.3.6.1 - Create Customer Record
	1.3.6.2 - Update Customer Data
	1.3.6.3 - Notify Customer Data Change
	1.3.6.4 - Archive Customer Data
	1.3.6.5 - Build a unified customer view
<b>1.3.7 - Customer Problem Handling</b>	
	1.3.7.1 - Isolate Customer Problem
	1.3.7.2 - Report Customer Problem
	1.3.7.3 - Track & Manage Customer Problem
	1.3.7.4 - Close Customer Problem Report
	1.3.7.5 - Create Customer Problem Report
	1.3.7.6 - Correct & Recover Customer Problem
<b>1.3.16 - Customer Inventory Management</b>	
	1.3.16.1 - Identify Relevant Customer Inventory Information
	1.3.16.2 - Maintain Customer Inventory facilities
	1.3.16.3 - Manage Customer Inventory Capture
	1.3.16.4 - Control Customer Inventory Access
	1.3.16.5 - Ensure Customer Inventory Data Quality
	1.3.16.6 - Track Customer Inventory Usage
	1.3.16.7 - Identify Customer Inventory Shortcomings

Figure 7- List of certified Level 3 processes – Customer Domain

### 3.2.4 List of Certified Processes – Service Domain

1.4 - Service Domain	
<b>1.4.3 - Service Specification Development &amp; Retirement</b>	
	1.4.3.4 - Develop Detailed Service Specifications
<b>1.4.5 - Service Configuration &amp; Activation</b>	
	1.4.5.1 - Design Solution
	1.4.5.2 - Allocate Specific Service Parameters to Services
	1.4.5.3 - Track & Manage Service Provisioning
	1.4.5.4 - Implement, Configure & Activate Service
	1.4.5.6 - Issue Service Orders
	1.4.5.7 - Report Service Provisioning
	1.4.5.8 - Close Service Order
	1.4.5.9 - Recover Service

Figure 8- List of certified Level 3 processes – Service Domain

### 3.2.5 List of Certified Processes – Resource Domain

1.5 - Resource Domain	
<b>1.5.3 - Resource Specification Development &amp; Retirement</b>	
	1.5.3.4 - Develop Detailed Resource Specifications
<b>1.5.4 - RM&amp;O Support &amp; Readiness</b>	
	1.5.4.5 - Manage Resource Inventory
	1.5.4.7 - Manage Number Portability
<b>1.5.5 - Workforce Management</b>	
	1.5.5.1 - Manage Schedules & Appointments
<b>1.5.6 - Resource Provisioning</b>	
	1.5.6.1 - Allocate & Install Resource
	1.5.6.2 - Configure & Activate Resource
	1.5.6.4 - Track & Manage Resource Provisioning
	1.5.6.5 - Report Resource Provisioning
	1.5.6.6 - Close Resource Order
	1.5.6.7 - Issue Resource Orders
	1.5.6.8 - Recover Resource

Figure 9- List of certified Level 3 processes – Resource Domain

### 3.2.6 List of Certified Processes – Business Partner Domain

1.6 - Business Partner Domain	
<b>1.6.3 - Party Relationship Development &amp; Retirement</b>	
	1.6.3.1 - Party Relationship Management
	1.6.3.2 - Party Demographic Collection
	1.6.3.3 - Party Profiling
<b>1.6.5 - Party Agreement Management</b>	
	1.6.5.1 - Prepare Party Agreement
	1.6.5.4 - Manage Party Agreement Variation
	1.6.5.5 - Terminate Party Agreement
<b>1.6.7 - Party Privacy Management</b>	
	1.6.7.1 - Party Privacy Management Definition
	1.6.7.2 - Party Privacy Profile Type Development
	1.6.7.3 - Party Privacy Profile Management
	1.6.7.4 - Party Privacy Profile Agreement
<b>1.6.9 - Business Partner Interaction Management</b>	
	1.6.9.1 - Log Business Partner Interaction
	1.6.9.2 - Notify Business Partner
	1.6.9.3 - Track and Manage Business Partner Interaction
	1.6.9.4 - Handle Business Partner Interaction (Including Self Service)
	1.6.9.5 - Analyze & Report Business Partner Interactions
	1.6.9.6 - Mediate & Orchestrate Business Partner Interactions
	1.6.9.7 - Login Business Partner
<b>1.6.10 - Business Partner Problem Handling</b>	
	1.6.10.1 - Receive Business Partner Problem
	1.6.10.2 - Assess Business Partner Problem
	1.6.10.3 - Submit Business Partner Problem
	1.6.10.4 - Track Business Partner Problem
	1.6.10.5 - Resolve Business Partner Problem
	1.6.10.6 - Manage Business Partner Problem
	1.6.10.7 - Report Business Partner Problem
	1.6.10.8 - Close Business Partner Problem
	1.6.10.9 - Analyze Business Partner Problem Trend

Figure 10- List of certified Level 3 processes – Business Partner Domain

### 3.2.7 List of Certified Processes – Common Domain

1.8 - Common Domain	
<b>1.8.1 - Catalogs Management</b>	
	1.8.1.1 - Develop Catalog Specification
	1.8.1.2 - Develop Catalog
	1.8.1.3 - Exchange Catalog
<b>1.8.3 - Configuration Specification and Configuration Management</b>	
	1.8.3.1 - Configuration Specification Management
	1.8.3.2 - Configuration Management
<b>1.8.5 - Domain Orchestration</b>	
	1.8.5.1 - Define Orchestration Specification
	1.8.5.2 - Manage Coordination of Engaged Elements

Figure 11- List of certified Level 3 processes – Common Domain

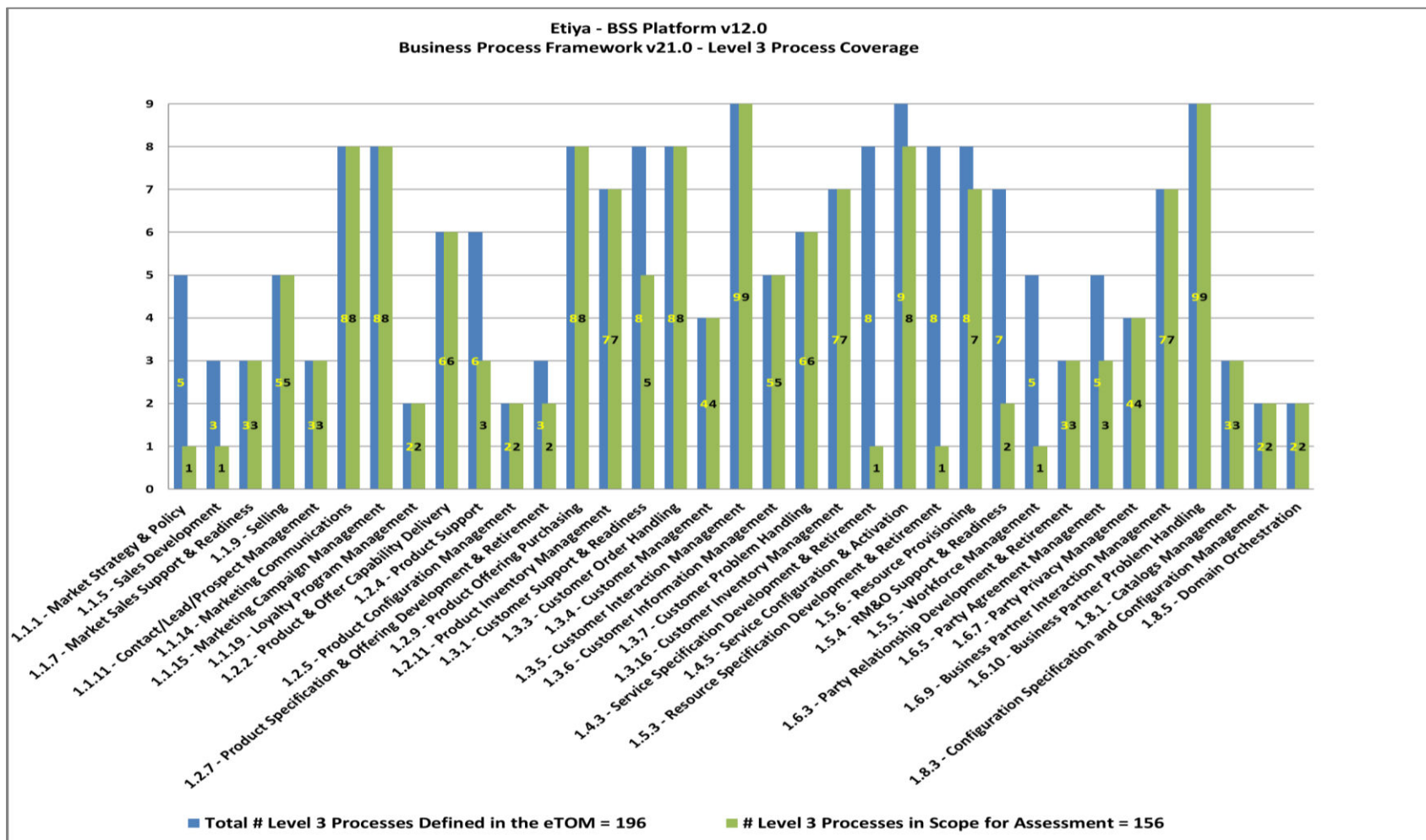


Figure 12- Level 3 process scope for certification

### 3.3 Business Process Framework – Scoring Guidelines

This section provides the Process Mapping output from the self-assessment carried out by TM Forum Subject Matter Experts alongside supporting documentation made available for this purpose.

Business Process Framework - Conformance Certification Methodology		
Process Level	Conformance Score	Qualifier
Level 1 Process	Not applicable	Conformance Assessment shall not be carried out at this process level.
Level 2 Process	Not applicable	A conformance level is not awarded to Level 2 processes in Framework Certification. The Certification Report shall highlight the coverage within a Level 2 process submitted in scope for an Assessment, in terms of number of Level 3 processes submitted for assessment out of the total number defined in the Business Process Framework for the Level 2 process.
Level 3 Process	Conformance Score is awarded between 3.1 & 5.0	The Conformance Score is awarded for each Level 3 process submitted in scope for the Assessment. The Conformance Score awarded can be a value between 3.1* & 5 depending on the level of coverage & conformance to the Level 3 process based on the alignment to the level 3 Implied Tasks as decomposed in the Level 4 process definitions. If a Level 3 process has not been decomposed to Level 4 processes, the Level score is awarded according to alignment to the Level 3 defined Implied Tasks.
Level 4 Process	Level of conformance is calculated as input to parent Level 3 Process Score	Levels of conformance are calculated for Level 4 processes according to alignment to the individual implied tasks. Level 4 scores are summed and averaged to give an overall score for the parent Level 3 process.
* In earlier Conformance Assessments, scores were awarded to Level 1 & Level 2 processes using values 1 through to 3. For this reason, the Level 3 scores start from > 3.		
Additional Notes		
Note 1 - Level 1 processes shall be presented to define the assessment scope only. i.e. they shall not be assessed as self-contained processes since the level of detail is not considered sufficient. A conformance level shall not be awarded for Level 1 processes.		
Note 2 - Level 2 processes shall be presented to define the assessment scope only. i.e. they shall not be assessed as self-contained processes since the level of detail is not considered sufficient. A conformance level shall not be awarded for Level 2 processes. However, the Certification Report shall provide good indication of the coverage of the Level 2 process in terms of number of contained Level 3 processes submitted in scope for the Assessment.		
Note 3 - The Conformance Assessment shall be carried out at process level 3 (if there are no level 4 process elements defined for a specific level 3 in scope) or at level 4 (if there are level 4 process elements defined for a specific level 3 in scope). For each Level 3 process (when there are no level 4 processes available), conformance shall be deduced according to the documented support for the process implied tasks. For each Level 4 process (when available), conformance shall be deduced according to the documented support for the process implied tasks, as decomposed and described in the Level 4 process descriptions. The score awarded for a Level 3 process, is deduced according to the support mapped to the Level 4 processes /Implied Tasks.		
Note 4 - In evaluating conformance to the standards, manual intervention shall not impact the conformance score granted. However, any level of manual support shall be noted in the Conformance Report and Detailed Results Report. This note specifically applies to Product & Solution Assessments.		
Note 5 - Processes that are supported via manual implementation only, are not considered in scope for the Assessment. This note specifically applies to Product & Solution Assessments.		

Figure 13- TM Forum Business Process Framework: Conformance Scoring Rules

### 3.4 Business Process Framework – Process Mapping Descriptions

This section provides the mapping of Business Process Framework v21.0 against the processes performed by Etiya BSS Platform V12.0.

The self-assessment was reviewed by TM Forum Subject Matter Experts alongside supporting documentation provided.

#### 3.4.1 Market & Sales Domain

##### 3.4.1.1 *Mapping Details & Supporting Evidence*

The documented mapping information for all Level 3 processes in scope for the ‘1.1 – Market & Sales Domain’ business processes are available from the following link:

<https://tmforum-resources.s3.amazonaws.com/Conformance+Certifications+/ETIYA+-+eTOM+Conformance+Mapping+Template+-+MarketSales+Domain+-+V1RF.pdf>

Mappings and supporting evidence were presented for all **L3** processes.

#### 3.4.2 Product Domain

##### 3.4.2.1 *Mapping Details & Supporting Evidence*

The documented mapping information for all Level 3 processes in scope for the ‘1.2 – Product Domain’ business processes are available from the following link:

<https://tmforum-resources.s3.amazonaws.com/Conformance+Certifications+/ETIYA+-+eTOM+Conformance+Mapping+Template+-+Product+Domain+-+V1RF.pdf>

Mappings and supporting evidence were presented for all **L3** processes.

### 3.4.3 Customer Domain

#### 3.4.3.1 *Mapping Details & Supporting Evidence*

The documented mapping information for all Level 3 processes in scope for the '1.3 – Customer Domain' business processes are available from the following link:

<https://tmforum-resources.s3.amazonaws.com/Conformance+Certifications+/ETIYA+-+eTOM+Conformance+Mapping+Template+-+Customer+Domain+-+V1RF.pdf>

Mappings and supporting evidence were presented for all **L3** processes.

### 3.4.4 Service Domain

#### 3.4.4.1 *Mapping Details & Supporting Evidence*

The documented mapping information for all Level 3 processes in scope for the '1.4 – Service Domain' business processes are available from the following link:

<https://tmforum-resources.s3.amazonaws.com/Conformance+Certifications+/ETIYA+-+eTOM+Conformance+Mapping+Template+-+Service+Domain+-+V1RF.pdf>

Mappings and supporting evidence were presented for all **L3** processes.

### 3.4.5 Resource Domain

#### 3.4.5.1 *Mapping Details & Supporting Evidence*

The documented mapping information for all Level 3 processes in scope for the '1.5 – Resource Domain' business processes are available from the following link:

<https://tmforum-resources.s3.amazonaws.com/Conformance+Certifications+/ETIYA+-+eTOM+Conformance+Mapping+Template+-+Resource+Domain+-+V1RF.pdf>

Mappings and supporting evidence were presented for all **L3** processes.

### 3.4.6 Business Partner Domain

#### 3.4.6.1 *Mapping Details & Supporting Evidence*

The documented mapping information for all Level 3 processes in scope for the '1.6 – Business Partner Domain' business processes are available from the following link:

<https://tmforum-resources.s3.amazonaws.com/Conformance+Certifications+/ETIYA+-+eTOM+Conformance+Mapping+Template+-+BusinessPartner+Domain+-+V1RF.pdf>

Mappings and supporting evidence were presented for all **L3** processes.

### 3.4.7 Common Domain

#### 3.4.7.1 *Mapping Details & Supporting Evidence*

The documented mapping information for all Level 3 processes in scope for the '1.8 – Common Domain' business processes are available from the following link:

<https://tmforum-resources.s3.amazonaws.com/Conformance+Certifications+/ETIYA+-+eTOM+Conformance+Mapping+Template+-+Common+Domain+-+V1RF.pdf>

Mappings and supporting evidence were presented for all **L3** processes.



### 3.5 Conformance Results

This Section details the Scores awarded in conformance to the Business Process Framework components of eTOM v21.0.

#### 3.5.1 Conformance Results – Market & Sales Domain

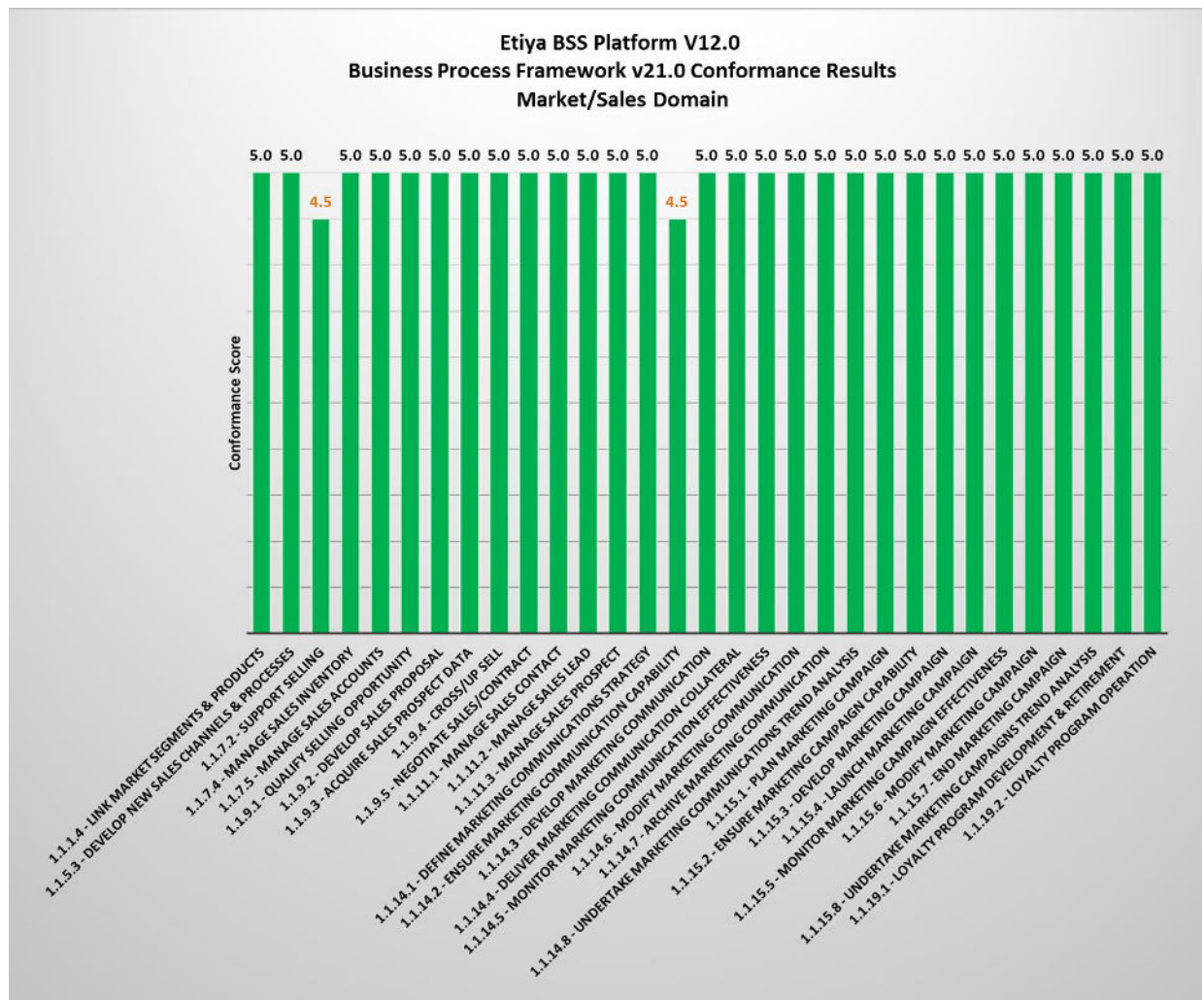


Figure 14- - Market & Sales domain eTOM Conformance Scores

3.5.2 Conformance Results – Product Domain

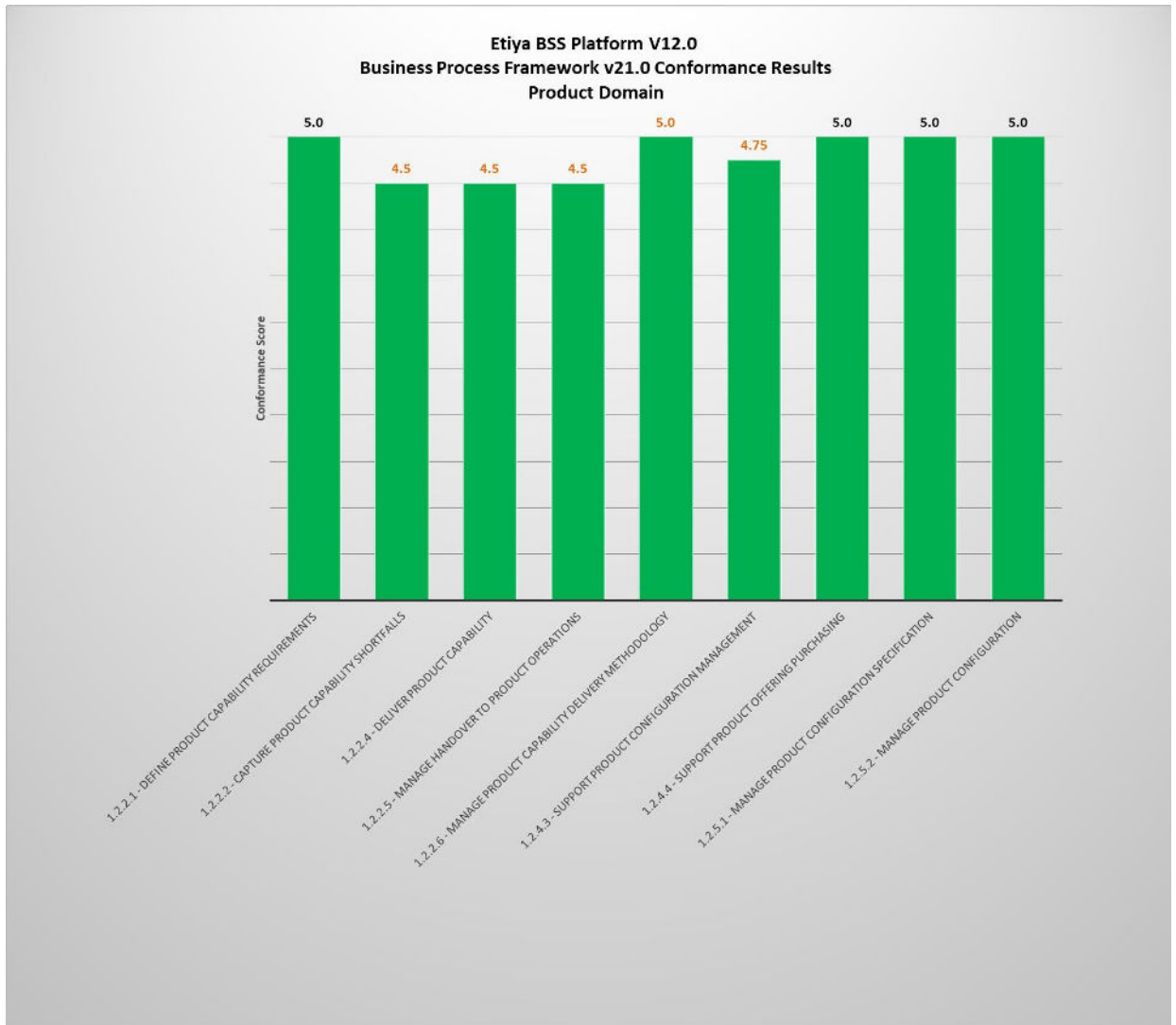


Figure 15- - Product domain eTOM Conformance Scores

3.5.3 Conformance Results – Customer Domain

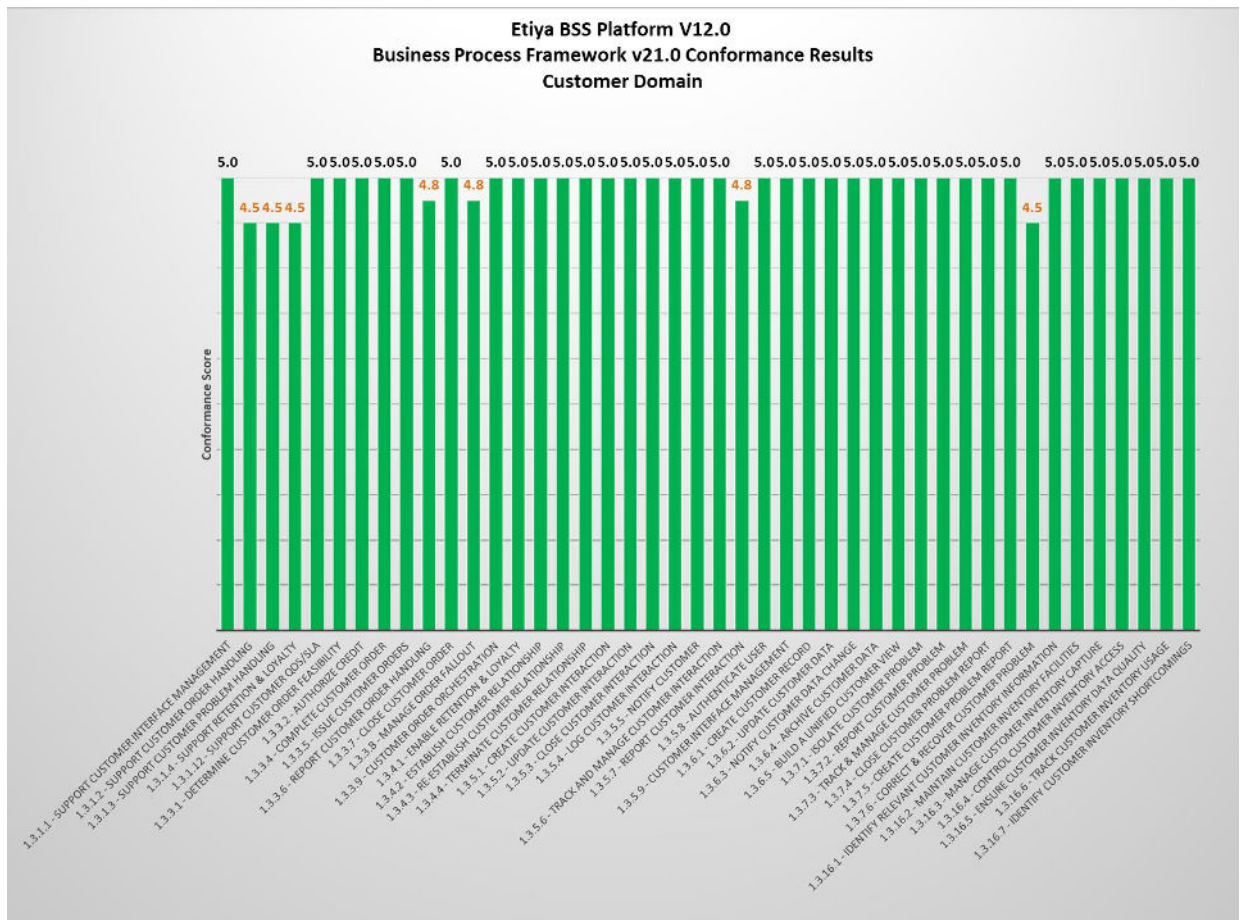


Figure 16- - Customer domain eTOM Conformance Scores

3.5.4 Conformance Results – Service Domain

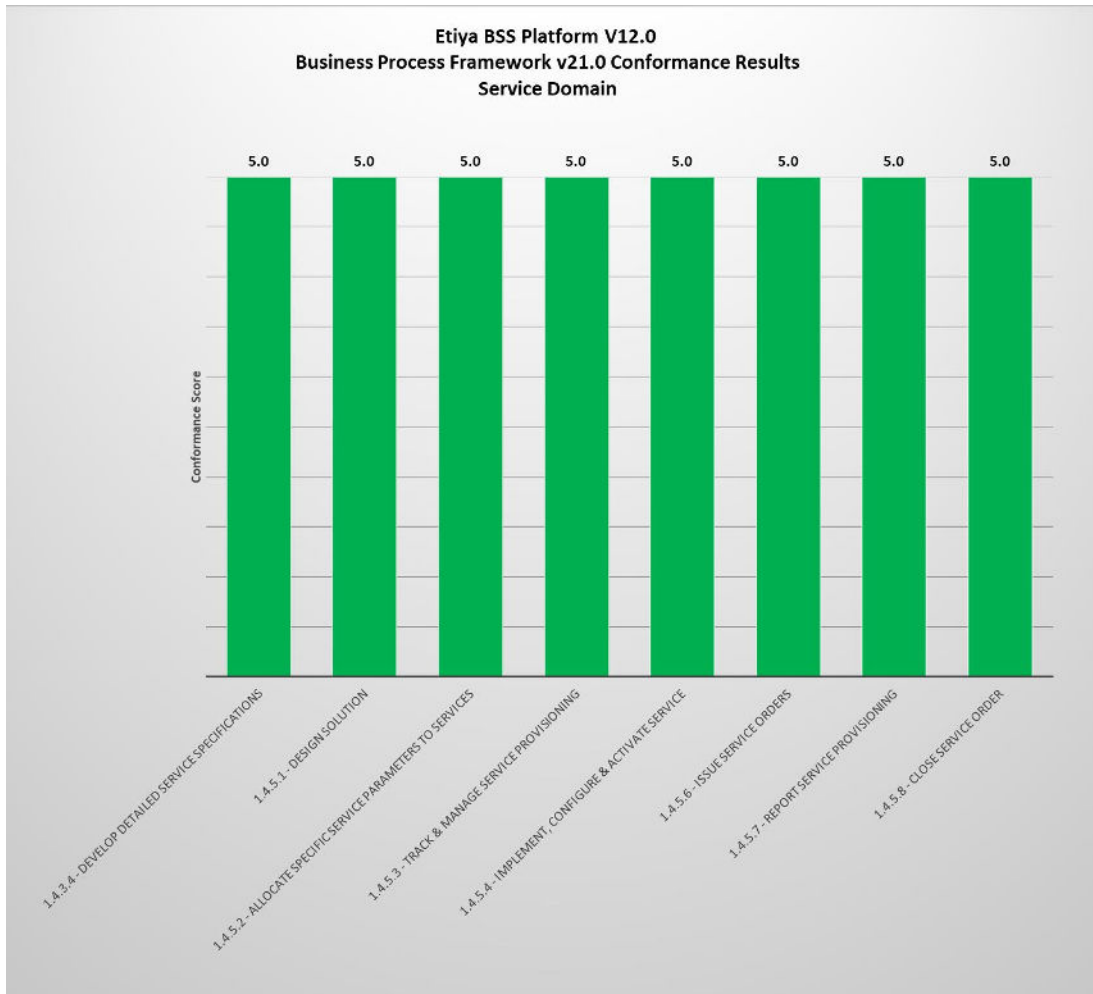


Figure 17- - Service domain eTOM Conformance Scores

3.5.5 Conformance Results – Resource Domain

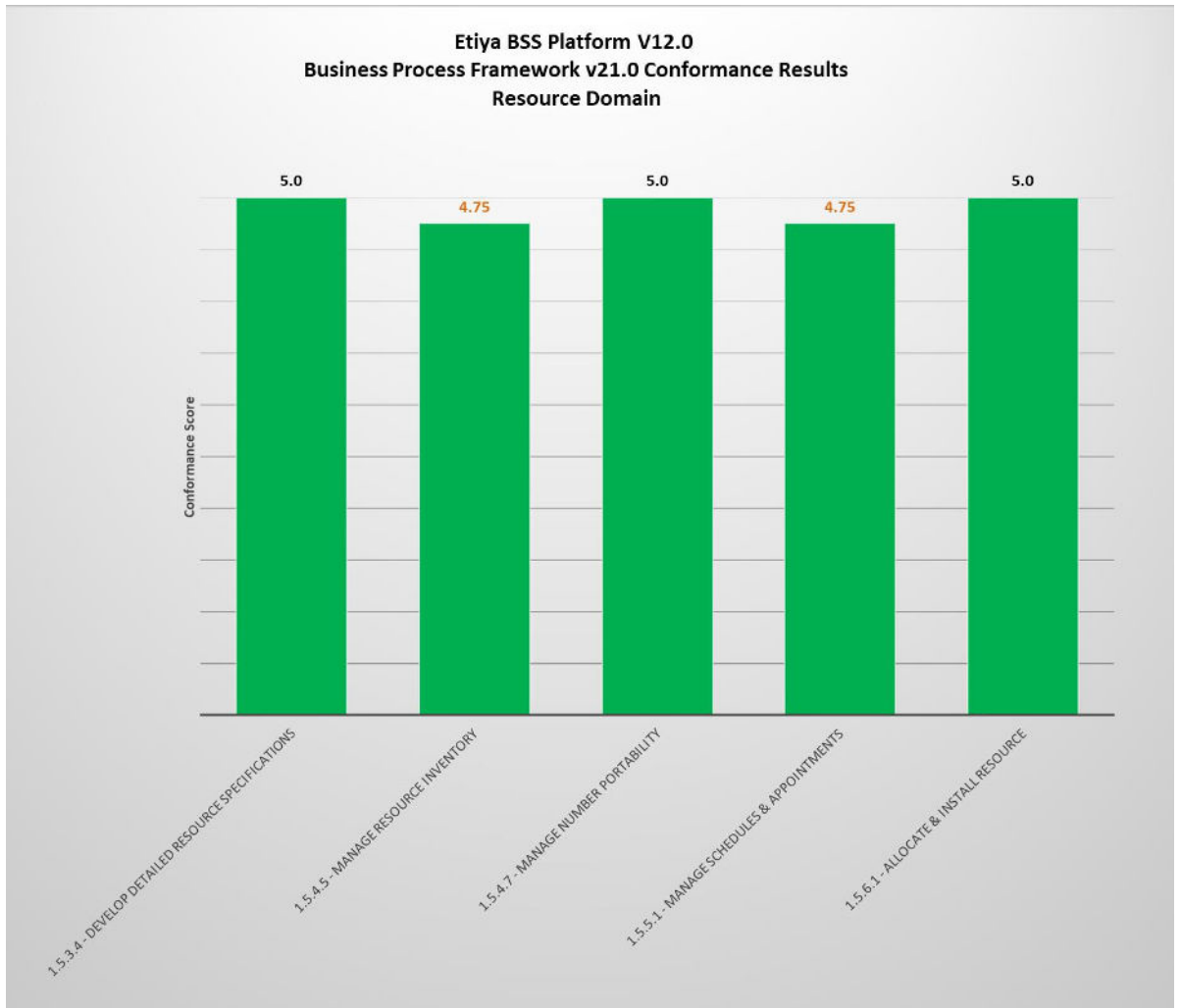


Figure 18- - Resource domain eTOM Conformance Scores

3.5.6 Conformance Results – Business Partner Domain

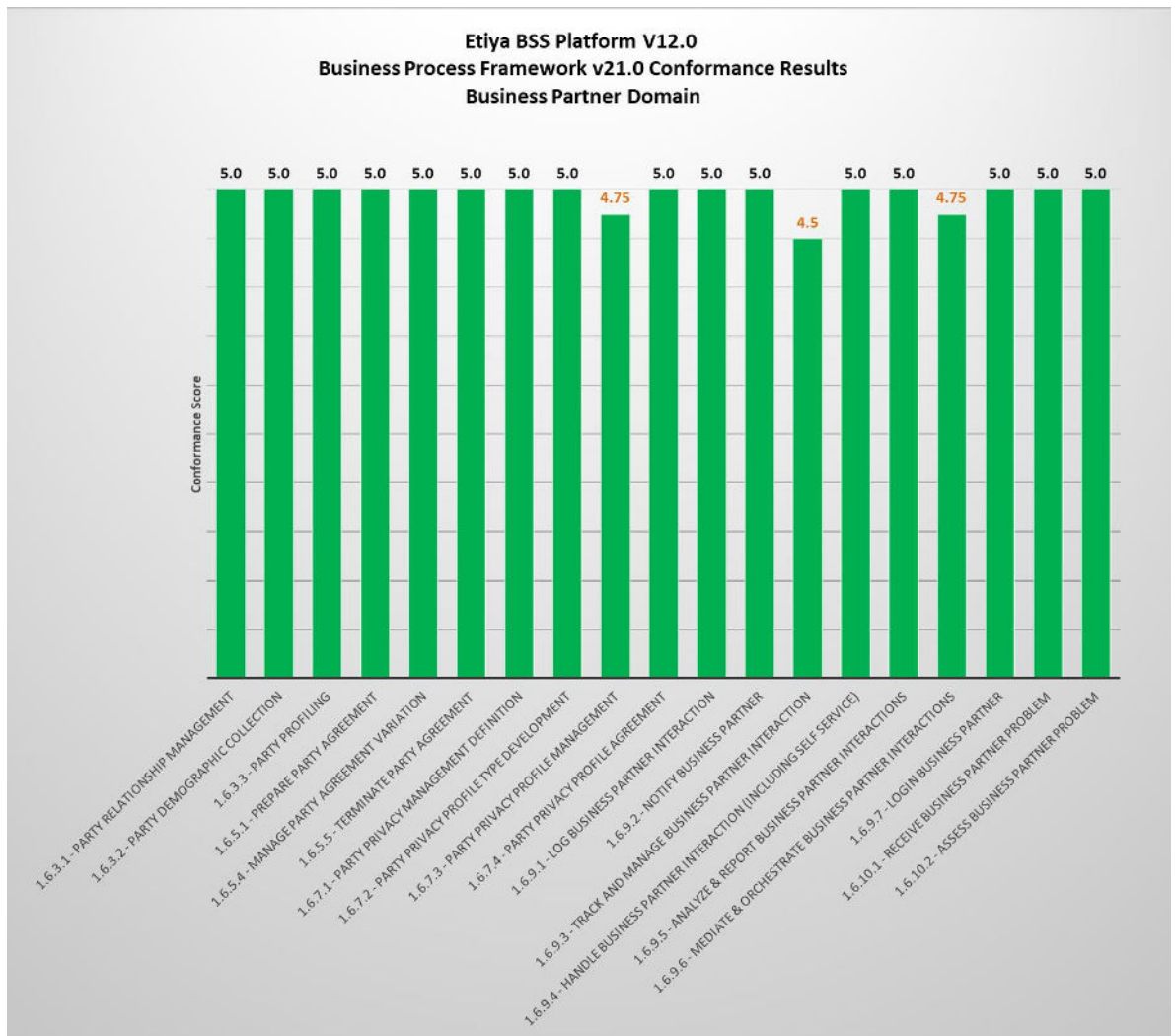


Figure 19- - Business Partner domain eTOM Conformance Scores

3.5.7 Conformance Results – Common Domain



Figure 20- - Common domain eTOM Conformance Scores

## 4 Information Framework Assessment Overview

### 4.1 Mapping Technique Employed

The certification scope defines the list of Information Framework (SID) ABEs (Aggregate Business Entities) for which mapping support is reviewed during the assessment. For each of the ABEs defined in scope for the assessment, the organization undergoing the assessment must map their information model to the core entities and dependent entities and the required & optional attributes for each entity, as defined in the SID model, according to what is supported for the product/solution under assessment.

### 4.2 Product Scope

The diagram in **Error! Reference source not found.** represents the Etiya BSS Platform product and how it is mapped to the Information Framework Level 1 ABEs that were assessed as part of this Framework Conformance Assessment.

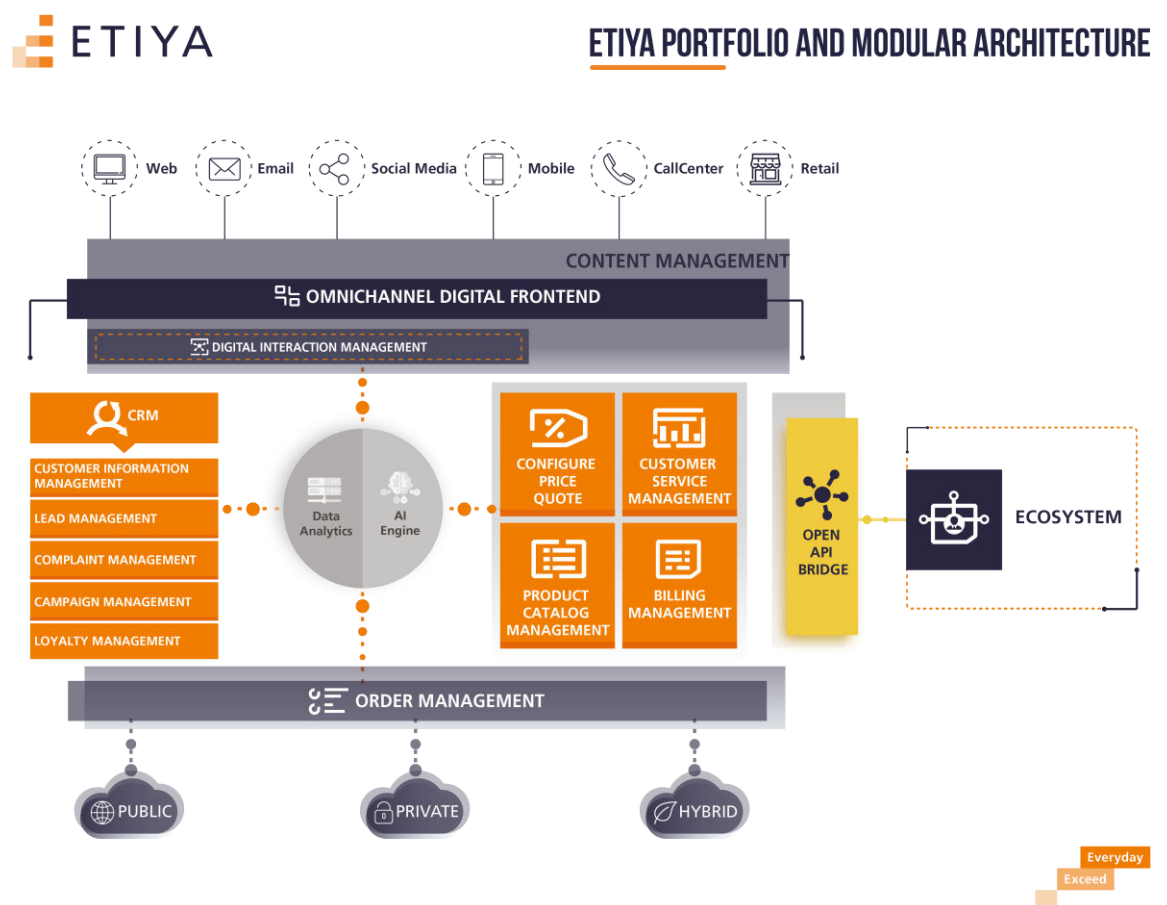


Figure 21 - Etiya BSS Platform Product Footprint –Assessment Scope (SID)



### 4.3 Scope of Conformance Certification (SID)

The conformance certification against the Information Framework (SID) covers the following scope of ABEs.

<i>Level 1 ABEs</i>	<i>Level 2 ABEs</i>
<b>Market_Sales Domain</b>	
Market Segment ABE	
Marketing Campaign ABE	
<b>Customer Domain</b>	
Customer Interaction ABE	
Customer Product Order ABE	
Customer Problem ABE	
Customer Party Roles ABE	
<b>Product Domain</b>	
Loyalty ABE	
Loyalty ABE	Loyalty Program ABE
Loyalty ABE	Loyalty Program Specification ABE
Product ABE	
Product ABE	Product Price ABE
Product Offering ABE	
Product Offering ABE	Product Catalog ABE
Product Offering ABE	Product Offering Price ABE
Product Party Roles ABE	
Product Specification ABE	
<b>Service Domain</b>	
Service ABE	
Service ABE	Customer Facing Service ABE
Service ABE	Resource Facing Service ABE
Service Specification ABE	
Service Specification ABE	Customer Facing Service Spec ABE
Service Specification ABE	Resource Facing Service Spec ABE
<b>Resource Domain</b>	
Resource ABE	
Resource ABE	LogicalResource ABE/ Resource Number ABE
Resource Specification ABE	
Resource Specification ABE	CompoundResource Specification ABE
Resource Specification ABE	LogicalResource Specification ABE
Resource Specification ABE	PhysicalResource Specification ABE
<b>Business Partner Domain</b>	
Business Partner Product Order ABE	
Party Interaction ABE	
<b>Common Domain</b>	
Account ABE	
Business Interaction ABE	
Catalog ABE	
Party ABE	
Party ABE	Contact Medium ABE
Party ABE	Identification ABE
Party ABE	Party Demographic ABE
Party ABE	Party Profile ABE
Party Privacy ABE	
Party Privacy ABE	Party Privacy Profile ABE
Party Privacy ABE	Party Privacy Profile Type ABE
Root Business Entities ABE	Characteristic ABE

Figure 22 - Etiya BSS Platform V12.0 - Product Footprint –Assessment Scope (SID)



## 4.4 Information Framework – Scoring Rules

Between 2013 (Framework 14.0) and the end of 2017, TM Forum applied a combined scoring method based on two different categories of conformance scoring:

1. Information Framework Maturity
2. Information Framework Adoption

Starting on the 1<sup>st</sup> of January 2018, only one method has been retained instead of these two scoring methods (Maturity + Adoption). The use of two different methods made interpretation and understanding difficult and ambiguous for many of our members, on the ground of such experience, the TM Forum decided to keep only the “Adoption” scoring method and discard the “Maturity” scoring method.

**Adoption scoring** ensures a good balance between qualitative and quantitative criteria on SID conformance criteria. The adoption scoring method consists of a range of scores from 1 to 10 which makes it intuitive and fair, it is also based on weighted criteria e.g. core element, dependent, required, optional, etc.

This section provides further details about the **Adoption** scoring method.

### 4.4.1 Information Framework Adoption Conformance Scoring Methodology

As of Framework 14.0 based Conformance Assessments, to recognize the overall adoption of the Information Framework SID Information model, the Information Framework Adoption Scoring system was introduced to complement the Maturity Levels that have been used since the launch of the Framework Conformance Program.

Information Framework Adoption scores are granted based on the detailed scoring guidelines outlined in Table 1 below.

Adoption conformance is based on an accumulative scoring system - i.e. scores are awarded for each element of an ABE to give an overall total Adoption score for the ABE – with elements in this context defined by core & dependent entities and required and optional attributes for both category of entity.

The scores for each element are calibrated according to relative weightings, according to the significance of each element e.g. core entity having higher weighting than dependent entities and required attributes having higher weighting than optional attributes. The relative weightings for each ABE ‘element’ are indicated in Table 1 - TM Forum Information Framework Adoption Conformance - Scoring Rules Table 1 below.

Information Framework Adoption Conformance Scoring Guidelines						
SID Component			Weighted Scoring Calculation			
Lowest Level ABE			Equivalent – 1 score point			
Core Entity			Equivalent – 2 score points			
Core Entity Required Attribute			% equivalent * 2 [Must support min 50% of Required Attributes]			
Dependent Entity			% equivalent * 1.5			
Dependent Entities – Required Attributes			% equivalent * 1.5			
Core Entity – Optional Attributes			% equivalent * 1.2			
Dependent Entity – Optional Attributes			% equivalent * 0.8			
Adoption Conformance Score Graduation						
Non Conformance [Score = 1 to 3]	Very Low Conformance [3.0 < Score <= 4.0]	Low Conformance [4.0 < Score <= 5.0]	Medium Conformance [5.0 < Score <= 6.0]	High Conformance [6.0 < Score <= 8.0]	Very High Conformance [8.0 < Score < 10.0]	Full Conformance [Score = 10.0]
<p><b>NOTES:</b></p> <p>1. The score values for each SID component are added together to get the overall Adoption Conformance score.</p> <p>2. If 50% of the required attributes of Core entities are not supported, scores for following components are not applied as Adoption Conformance requires conformance to 50% of the required attributes of Core entities.</p> <p>3. Adoption Score versus Maturity Level: Using the scoring category to recognise SID adoption, an assessed ABE for which there is equivalence to 2/3 required core attributes and 8/10 dependent entities would be awarded Maturity Level Score = 2.5 (Very Low Conformance) &amp; Adoption Conformance score = 5.2 (Medium Conformance).</p>						

Table 1 - TM Forum Information Framework Adoption Conformance - Scoring Rules

#### 4.4.2 Additional Notes on Information Framework Conformance Adoption scoring:

1. For each level, according to what is required, a value is calculated based on the percentage of entities/attributes supported - as appropriate. This will result in a decimal figure (rounded to one decimal place).
2. Adoption Scoring is based on the progressive scoring schema from the former “Maturity” scoring, however it provides additional flexibility in-so-far as it allows to score all attributes and entities in an assessed ABE. In the former “Maturity” scoring, when not all required attributes of the Core Entity were supported, the Maturity Level score would not progress to the next level, regardless of conformance to other “subordinate” components of the ABE (e.g. dependent entities, optional attributes). “Adoption” scoring fixes this constraint as it provides a weighting mechanism to score all elements supported, regardless of the absence of the core entity or/and required attributes.
3. A **core business entity** is an entity upon which other entities within the ABE are dependent. For example, Service in the Service ABE. A model should strive to attain as high a level of Information Framework (SID) conformance as possible. A core entity is also an entity whose absence in the ABE would make the ABE incomplete.
4. A **dependent entity** is one whose instances are dependent on an instance of a core entity. For example, a ServiceCharacteristic instance within the Service ABE is dependent upon an instance of the Service entity.

5. The score values for each SID component are added together to get the overall Adoption Conformance score.
6. If 50% of the required attributes of Core entities are not supported, scores for following categories are not applied as Adoption Conformance requires conformance to 50% of the required attributes of Core entities.

#### 4.5 Information Framework – Conformance Result Summary

The following sections provide the summary results of the Information Framework Adoption scores granted to the ABEs presented in scope for the assessment of Etiya BSS Platform V12.0.

Each ABE was measured using the Information Framework (SID) conformance scoring guidelines as described in section 4.4.1 above.

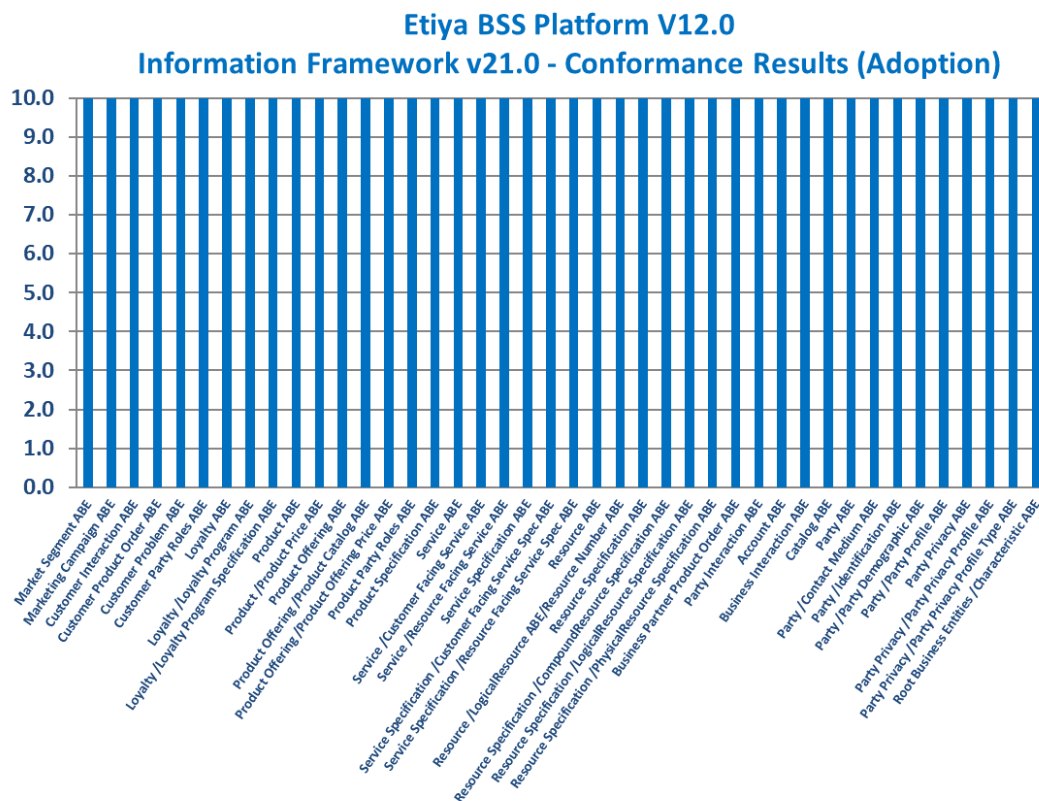


Figure 23 - Etiya BSS Platform V12.0 - Information Framework: Conformance Scores SID

– End of Conformance Report –