

# Product Conformance Certification Report

## Business Process Framework & Information Framework v22.0

For

Salesforce Industries CPQ

February 24<sup>th</sup>, 2023

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## 1 Introduction

### 1.1 Executive Summary

This document provides details of Salesforce self-assessment and TM Forum’s Conformance Assessment of Salesforce products – **Industries CPQ Release Winter 23**, against the following TM Forum ODA 22.0 components:

- Business Process Framework (eTOM) version 22.0
- Information Framework (SID) version 22.0

The assessment included a review of:

- Conformance to the Business Process Framework (eTOM) and Information Framework (SID) Release 22.0, according to the specific L3 process elements and ABEs submitted in scope for the Assessment.

For more information on the Salesforce CPQ product, please contact Meenakshi Ganesh (meenakshi.ganesh@salesforce.com)

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

### 1.2 About Salesforce

Salesforce is the #1 CRM, bringing companies and customers together in the digital age. With the Customer 360, Salesforce’s platform and engagement apps, Salesforce helps break down the technology silos between departments to give companies a complete view of their customer everywhere a customer might interact with their brand. Specifically for communications service providers, Salesforce built Communications Cloud, which inherits all the power of the Salesforce platform as well as industry-specific innovation that’s built in alignment with TM Forum industry standards. With Salesforce, operators can transform their customer and employee experiences by accelerating digital channel adoption, reducing product launch cycles, and streamline order capture, fulfillment and delivery. For information, please visit

<https://www.salesforce.com/solutions/industries/communications/communications-cloud/>

## 2 Product Functionality/Capability Overview

### 2.1 Product Overview - Salesforce Industries CPQ Release Winter 23

Built on the world's #1 CRM, Industries Configure, Price, Quote (Industries CPQ) for Communications Cloud (formerly Vlocity CPQ) allows sales teams to easily quote the best products and services to customers, faster. And because industry specific requirements are built right in, CSPs (communications service providers) can reduce customization and upkeep costs while accelerating time to market.

#### 2.1.1 Benefits of Salesforce Industries CPQ

Industries CPQ provides the following benefits:

1. **Easily Execute MACD Requests:** Accurately and efficiently execute Move, Add, Change, and Disconnect (MACD) requests across the customer lifecycle using customer purchase history and defined rules for SMB and large enterprises.
2. **Reduce Quote and Order Capture Time:** Drive efficiency with guided selling so reps can quickly configure and submit new quotes and orders.
3. **Capture Quotes and Orders Across Every Channel:** Make every channel a revenue generator and create a consistent user experience with a library of CPQ APIs and processes.
4. **Improve Order Accuracy and Reduce Fallout:** Accurately configure and price orders, and conveniently amend and manage in-flight orders by leveraging powerful availability, eligibility, compatibility, and pricing rules engines.
5. **Bulk Quoting Made Easier:** Easily configure, price, and validate quotes and apply across thousands of service locations with just a few clicks.
6. **Simplify Bulk Asset Changes:** Make bulk asset changes easy by submitting one order instead of adjusting each service account individually.
7. **Get Offers to Market Faster:** Industries CPQ supports offer design through order capture, helping CSPs capitalize on market demand and generate revenue faster.

### 2.1.2 Product Capabilities and Architecture

The table below highlights a few key capabilities available in Industries CPQ.

Capabilities	Description
<b>Omni-Channel Selling</b>	Engage customers, sales teams, and partners across channels with a modular, flexible digital framework; configurable, selectable lists, filters and cart line items; develop mobile apps with mobile framework.
<b>Guided Selling</b>	Leverage use-case specific apps, such as Enterprise Sales Management and Mobile Subscription Management, as well as extensible OmniScripts to increase productivity and invoke the Communications-specific rules engine; create contextual, configurable processes.
<b>Rules Engines</b>	Contextualize your rules framework for products, promotions, and pricing; entity filters supported with advanced rules; configuration rules show or hide attributes; support custom rules using a TM Forum-compliant architecture and APIs.
<b>Products, Promotions, and Pricing</b>	Support standard layer product definitions; configure and price offers in a single view; view runtime pricing and promotion executions.
<b>Attribute-based Pricing</b>	Price each combination of product attributes with a matrix, and cache matrix responses; supporting standard, source/target and range-based pricing, including volume-based pricing.
<b>Subscription Management</b>	Get a single view of account assets; support MACD processes, including asset renewal, cancellation, upgrade/downgrade, suspension, and resume; carry over configuration details to quotes or orders.
<b>Multi-Site Quote and Order Capture</b>	Configure quote or order once, apply the configuration to multiple sites to generate one quote or order per site; design site-specific configurations; support external pricing calls.
<b>Advanced Order Capture</b>	Specify order fulfillment at a future date; in-flight order cancellation and amendments; order stacking; order orchestration and decomposition.

Figure 1 shows the functional components of Industries CPQ



Figure 1 - - Product Capabilities Salesforce Industries CPQ

## 2.2 Supported Installation Models: Salesforce Industries CPQ, B2B and B2C Order Management & Enterprise Product Catalog

Salesforce Industries CPQ Winter '23 Release, as in all Salesforce products and applications, are available in Salesforce's release notes ([Winter '23 Release Notes for Industries CPQ](#)). For additional information, please refer to the Help Documentation for [Industries CPQ](#)

Hyperforce, Salesforce's next-generation infrastructure architecture, is designed to deliver Salesforce services for the all-digital, work-from-anywhere world. Hyperforce scales Salesforce to new geographies on top of public cloud infrastructure to support the growth and success of an enterprise's global customer base. For more information on how to future proof your digital investments with Hyperforce, please refer to the [Hyperforce datasheet](#)

### 2.3 Product Scope

The tables in figure below represents Salesforce CPQ product with mappings to the Business Process Framework L3 process elements and Information Framework ABEs that were submitted in scope for the Conformance Certification assessment.

Salesforce eTOM Certification Scope = 15 L3 processes				
<b>1.2 - Market &amp; Sales Domain</b>				
<b>1.1.9 - Selling</b>				
	1.1.9.1 - Qualify Selling Opportunity			X
	1.1.9.2 - Develop Sales Proposal			X
	1.1.9.3 - Acquire Sales Prospect Data			X
	1.1.9.4 - Cross/Up Sell			X
	1.1.9.5 - Negotiate Sales/Contract			X
<b>1.2 - Product Domain</b>				
<b>1.2.5 - Product Configuration Management</b>				
	1.2.5.1 - Manage Product Configuration Specification			X
	1.2.5.2 - Manage Product Configuration			X
	1.2.5.3 - Audit Product Configuration			X
<b>1.2.7 - Product Specification &amp; Offering Development &amp; Retirement</b>				
	1.2.7.1 - Product Specification Development & Retirement			X
	1.2.7.2 - Product Offering Development & Retirement			X
	1.2.7.3 - Product Specification Test Development & Retirement			X
<b>1.2.23 - Product Specification Management</b>				
	1.2.23.1 - Describe Product Specifications			X
	1.2.23.2 - Model Product Specifications			X
	1.2.23.3 - Analyze Product Specifications			X
	1.2.23.4 - Update and Version Product Specifications			X

Figure 2 - Salesforce Industries CPQ mapped to eTOM elements in scope

Salesforce SID Certification Scope = 5 ABEs				
Level 1 ABEs	Level 2 ABEs	Level 3 ABEs		Scope for certification
<b>Product Domain</b>				
Product ABE				X
Product Configuration ABE				X
Product Offering ABE				X
Product Specification ABE				X
<b>Common Domain</b>				
Catalog ABE				X

Figure 3 - Salesforce Industries CPQ mapped to SID elements in scope

## 1.1 Business Process Framework (eTOM) and Information Framework (SID) Certification Scope

The following two figures represent respectively the Business Process Framework (eTOM) L3 process elements, as well as the Information Framework (SID) ABEs that were presented in scope for conformance certification for Salesforce CPQ.



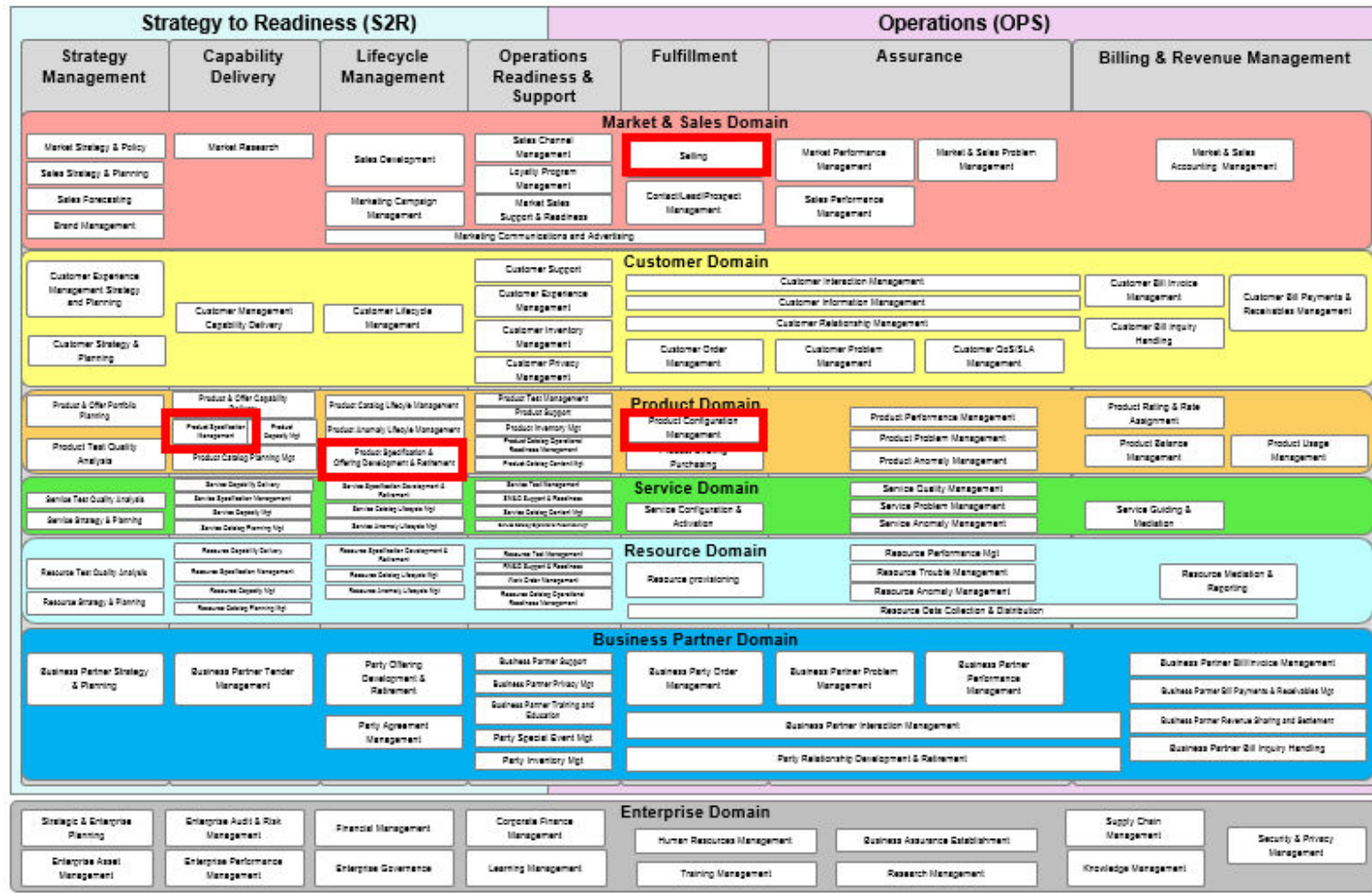


Figure 4 - Salesforce Industries CPQ mapped to eTOM elements in scope

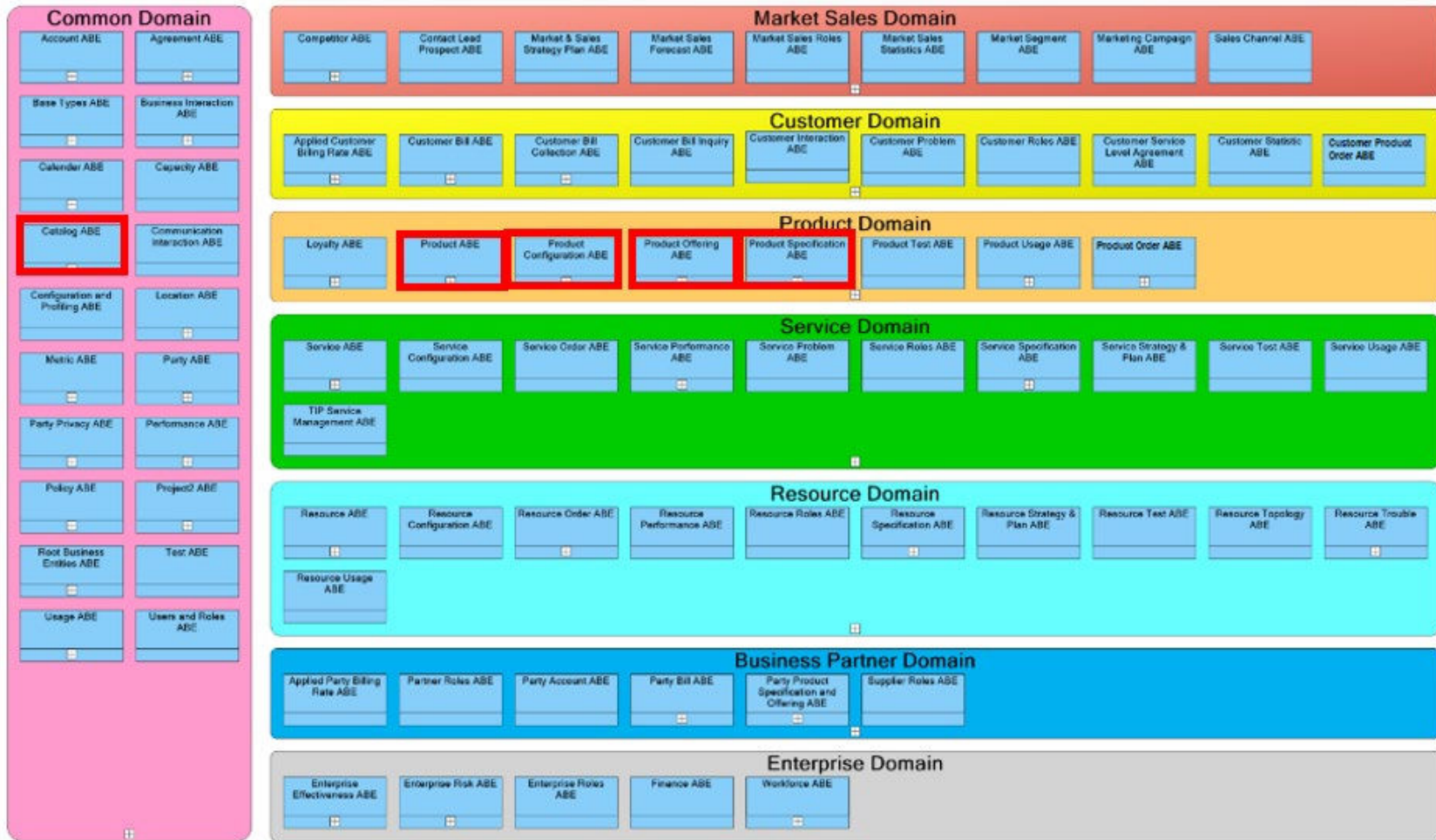


Figure 5 - Salesforce Industries CPQ mapped to Information Framework (SID) elements in scope

## Business Process Framework Assessment Overview

### 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 4 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)

### 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:

Process mappings are presented against Level 3 processes, the mappings are most often provided against the Level 3 Extended description. If an Extended description is not defined, then the mapping is provided against the Brief description.

## Scope of Conformance Certification (eTOM)

This document conveys information about the Business Processes implemented by Salesforce Industries CPQ Release Winter 23 in accordance to the TM Forum Business Process Framework. It also maps the processes with the Level 2 and Level 3 frameworks Activities. The document covers the following L3 Processes in scope for certification.

### Scope of Conformance Certification – List (eTOM)

Salesforce Industries CPQ Release Winter 23 - eTOM Certification Scope = 15 L3 processes		
<b>1.2 - Market &amp; Sales Domain</b>		
<b>1.1.9 - Selling</b>		
	1.1.9.1 - Qualify Selling Opportunity	X
	1.1.9.2 - Develop Sales Proposal	X
	1.1.9.3 - Acquire Sales Prospect Data	X
	1.1.9.4 - Cross/Up Sell	X
	1.1.9.5 - Negotiate Sales/Contract	X
<b>1.2 - Product Domain</b>		
<b>1.2.5 - Product Configuration Management</b>		
	1.2.5.1 - Manage Product Configuration Specification	X
	1.2.5.2 - Manage Product Configuration	X
	1.2.5.3 - Audit Product Configuration	X
<b>1.2.7 - Product Specification &amp; Offering Development &amp; Retirement</b>		
	1.2.7.1 - Product Specification Development & Retirement	X
	1.2.7.2 - Product Offering Development & Retirement	X
	1.2.7.3 - Product Specification Test Development & Retirement	X
<b>1.2.23 - Product Specification Management</b>		
	1.2.23.1 - Describe Product Specifications	X
	1.2.23.2 - Model Product Specifications	X
	1.2.23.3 - Analyze Product Specifications	X
	1.2.23.4 - Update and Version Product Specifications	X

Figure 6 - Level 3 process list in scope for certification - CPQ

### Scope of Conformance Certification – Chart (eTOM)

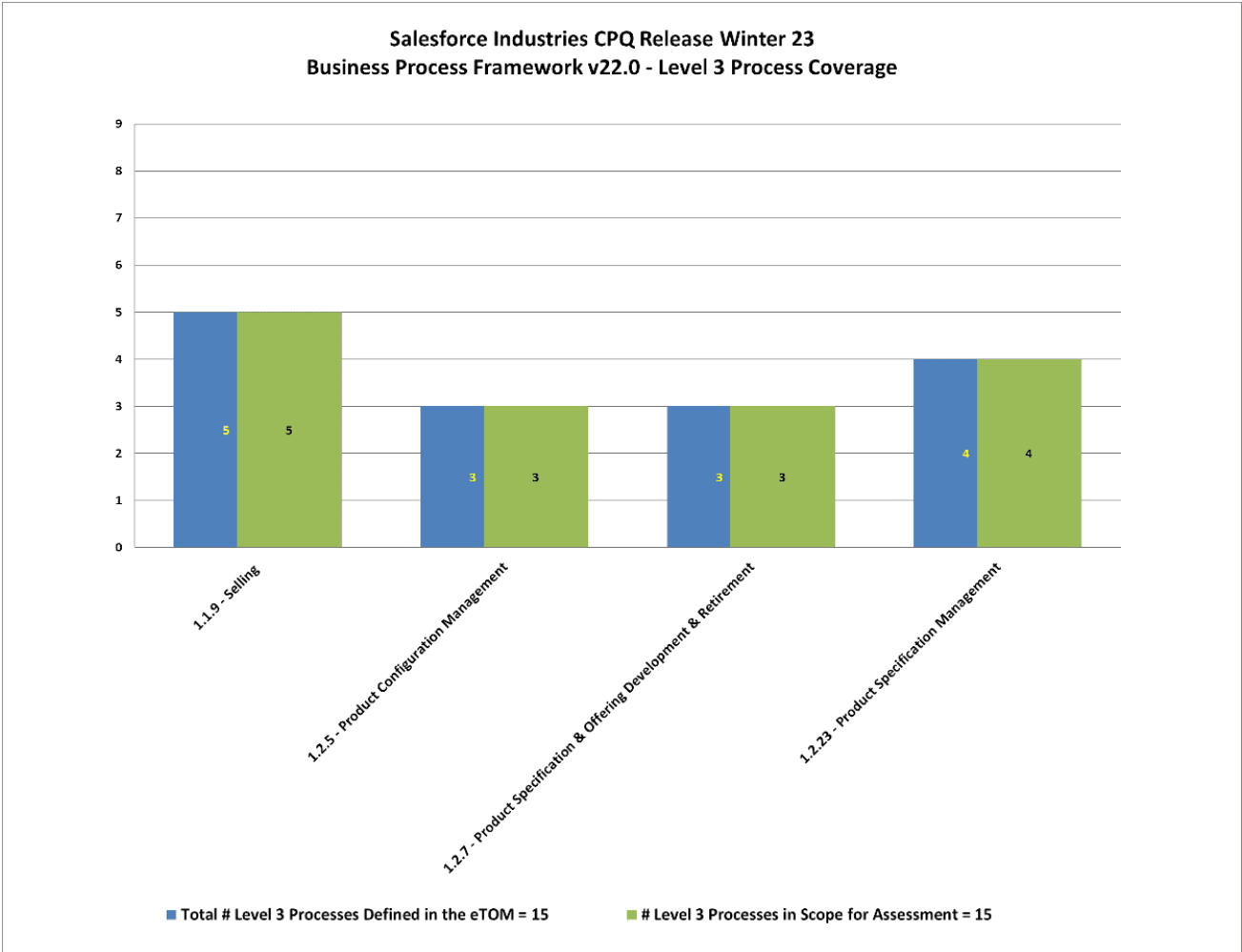


Figure 7- Level 3 process scope for certification - CPQ

## 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.

<i>eTOM Business Process Framework - Conformance Certification (Product/Solution/Implementation)</i>		
<i>Business Process Framework (eTOM) - Conformance Score Methodology</i>		
<i>Process Level</i>	<i>Conformance Score</i>	<i>Qualifier</i>
<i>Level 1 Process</i>	<i>Not applicable</i>	<i>Conformance Assessment shall not be carried out at this process level.</i>
<i>Level 2 Process</i>	<i>Not applicable</i>	<i>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.</i>
<i>Level 3 Process</i>	<i>Conformance Score is awarded between 3.0 &amp; 5.0</i>	<p><i>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 &amp; 5 depending on the level of coverage &amp; conformance to the Level 3 process based on the alignment to the level 3 process definitions. A score of 5 indicates that the process is fully conformant with no deviations. A score of 4.5 indicates a process that is almost fully conformant, but displays some minor deviations from the standard. A score of 4.0 indicates a process that is partially conformant as it displays some deviations (not severe but not minor either) from the standard. A score of 3.5 indicates a process that is partially conformant as it displays major deviations from the standard. A score of 3.0 indicates a process that is not conformant as it displays no alignment or conformance at all with the standard.</i></p>
<b>Additional Notes</b>		
<p><i>Note 1 - 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.</i></p>		
<p><i>Note 2 - The Conformance Assessment shall be carried out at process level 3. For each Level 3 process, conformance shall be deduced according to the support for the process implied tasks, as described in the process descriptions. The score awarded for a Level 3 process, is deduced according to the support mapped to the L3 process' implied Tasks.</i></p>		
<p><i>Note 3 - 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. <u>This note specifically applies to Implementation type of Assessments only.</u></i></p>		
<p><i>Note 5 - Processes that are supported via manual implementation <u>only</u>, are not considered in scope for the Assessment. <u>This note specifically applies to Product &amp; Solution Assessments.</u></i></p>		

Figure 8- TM Forum Business Process Framework: Conformance Scoring Rules

## Conformance Result

This Section details the Scores awarded to reflect Conformance to the Business Process Framework components of eTOM.

TM Forum Assessment Scoping Document - Business Process Framework (eTOM) v22.0			
<b>Member:</b>		<b>Salesforce</b>	
<b>Product:</b>		<b>Salesforce Industries CPQ Release Winter 23</b>	
<b>Assessment Type</b>		<b>Product</b>	
<b># of L3 Processes in Scope:</b>		<b>15</b>	
<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	
<b>1.1 - Market &amp; Sales Domain</b>			
<b>1.1.9 - Selling</b>			
		1.1.9.1 - Qualify Selling Opportunity	5
		1.1.9.2 - Develop Sales Proposal	5
		1.1.9.3 - Acquire Sales Prospect Data	5
		1.1.9.4 - Cross/Up Sell	5
		1.1.9.5 - Negotiate Sales/Contract	5
<b>1.2 - Product Domain</b>			
<b>1.2.5 - Product Configuration Management</b>			
		1.2.5.1 - Manage Product Configuration Specification	5
		1.2.5.2 - Manage Product Configuration	5
		1.2.5.3 - Audit Product Configuration	5
<b>1.2.7 - Product Specification &amp; Offering Development &amp; Retirement</b>			
		1.2.7.1 - Product Specification Development & Retirement	5
		1.2.7.2 - Product Offering Development & Retirement	5
		1.2.7.3 - Product Specification Test Development & Retirement	5
<b>1.2.23 - Product Specification Management</b>			
		1.2.23.1 - Describe Product Specifications	5
		1.2.23.2 - Model Product Specifications	5
		1.2.23.3 - Analyze Product Specifications	5
		1.2.23.4 - Update and Version Product Specifications	5

Figure 9 - eTOM Conformance Scores Summary - CPQ

## Business Process Framework – Conformance Result Summary

This Section provides a graphical view of the conformance levels granted to the Level 3 Processes presented in scope for Salesforce Industries CPQ Release Winter 23. Each Level 3 process was measured using a Business Process Framework (eTOM) conformance score according to the level of Conformance – Full Conformance (Score = 5) or Partial Conformance (Score below 5)

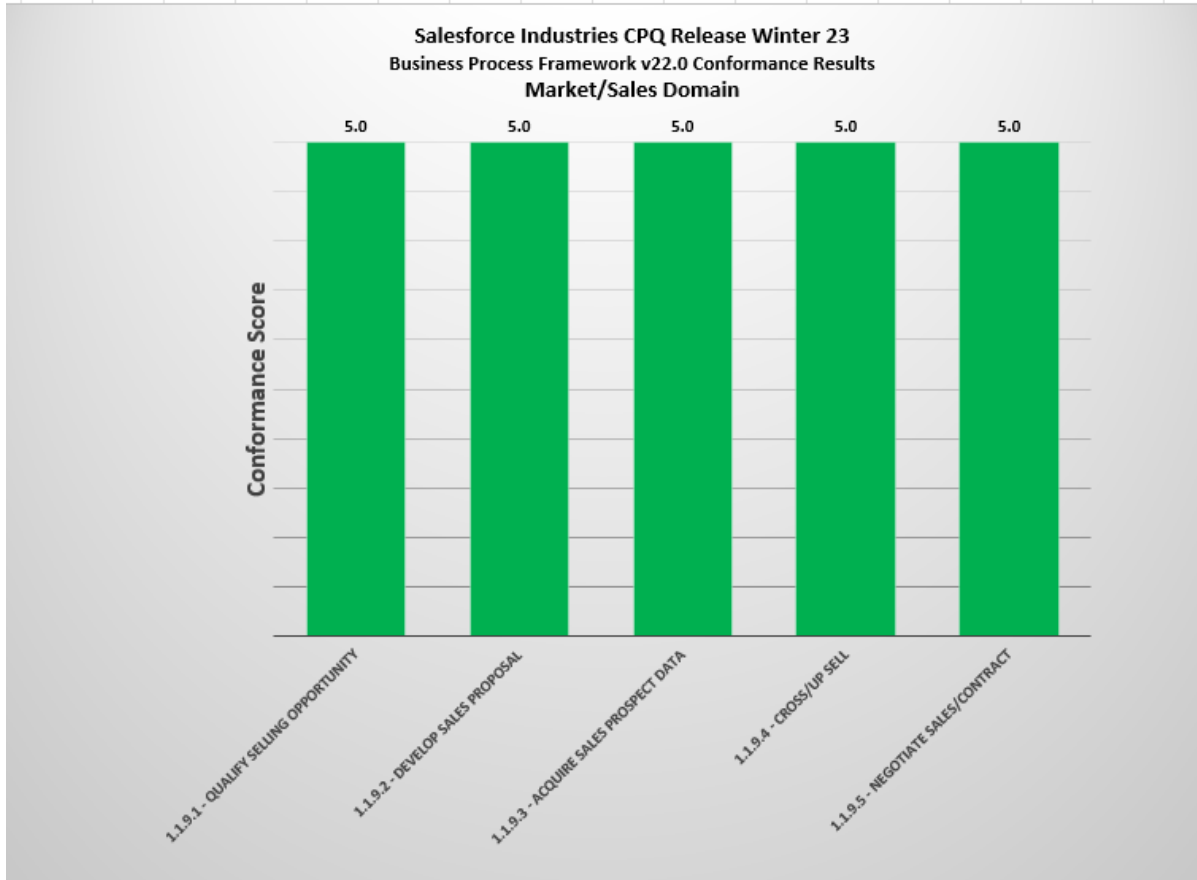


Figure 10- eTOM – Market / Sales Domain Conformance Scores - CPQ





Figure 11 - eTOM – Product Domain Conformance Scores – CPQ

## 2 Information Framework Assessment Overview

### 2.1 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 and optional attributes for each entity, as defined in the SID model, according to what is supported for the product/solution under assessment.

For a view of the ABEs that were submitted in scope for conformance certification, please refer to scope in previous page.

### 2.2 Information Framework Conformance Result

This Section details the Scores awarded to reflect Conformance of Salesforce CPQ to the Information Framework components release 22.0.

#### 2.2.1 Information Framework – Scoring Rules

Starting on the 1<sup>st</sup> of January 2018, one single method has been retained instead of the two previous 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.

### 2.2.2 Information Framework Adoption Conformance Scoring Methodology

Information Framework Adoption scores are granted based on the detailed scoring guidelines outlined in Table 2 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 2 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 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>						

Figure 12- TM Forum Information Framework Adoption Conformance - Scoring Rules

### 2.2.3 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.

## 2.3 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 Salesforce CPQ.

Each ABE was measured using the Information Framework (SID) conformance scoring guidelines as described in section 2.2.2 above.

## 2.4 Information Framework – Conformance Results

Salesforce Industries CPQ Release Winter 23 = 5 ABEs	
Level 1 ABEs	
<b>Product Domain</b>	
Product ABE	10.00
Product Configuration ABE	10.00
Product Offering ABE	10.00
Product Specification ABE	10.00
<b>Common Domain</b>	
Catalog ABE	10.00

Figure 13- Information Framework: Conformance Scores

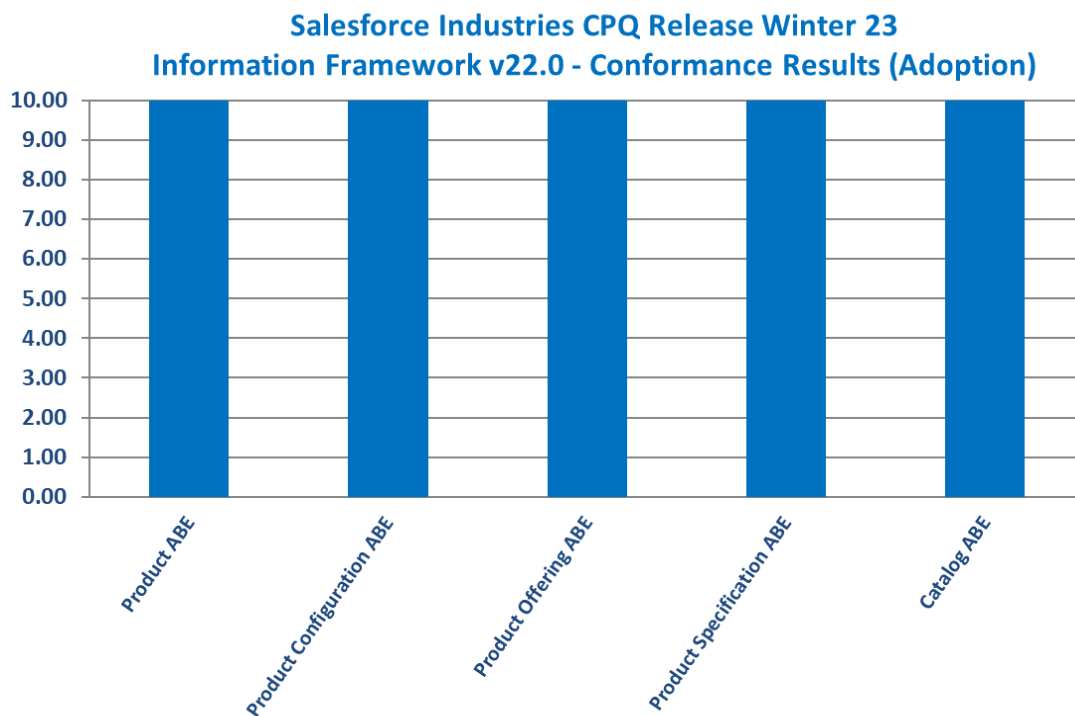


Figure 14- Information Framework: Conformance Scores (chart)

## 2.5 Conformance Assessment Team

SALESFORCE Conformance Certification Assessment Team			
<i>Salesforce Assessment Team</i>			
Name	Function	Role	Location
Abhi Sur	Senior Director - Product Management, Communications Industry	Program Manager	USA
J.J. Jakubik	VP Architecture, Salesforce Industries	Exec Sponsor	USA
Chian Robinson	Senior Director Product Management, CME	Industries CPQ Product Manager	USA
Odair Civelli	Business Strategy	CPQ Track Lead	Brazil
Pallavi Mangal	Director, Industry Cloud Architects	CPQ Track - Business Analyst	USA
Daisy Brahpuria	Senior Solution Architect	CPQ Track - Business Analyst	Canada
Carlos Alonso Rodriguez	Solution Architect	CPQ Track - Business Analyst	Spain
Justin Yue	Senior Technical Architect	CPQ Track - Business Analyst	Canada
Wantuil Firmiano	Senior Program Architect	CPQ Track - Business Analyst	Brazil
Jin Wang	Solution Architect	CPQ Track - Business Analyst	Canada
Linfoong Lee	Software Engineering	Principal Data Modeler	USA
Manish	Software Engineering	Senior Data Modeler	India

Figure 15- Salesforce Conformance Certification Assessment Team