

my API story

tmforum
code +
frameworks

DELIVERING
CUSTOMER-CENTRIC,
AI-DRIVEN SOLUTIONS

“ Open APIs are central to achieving Etiya’s primary goal: To provide a seamless omnichannel customer journey. ”

Şerafettin Acir
Director, Product Management & Architecture
ETIYA

Tell us about yourself and your job

I am the Director of Product Management & Architecture in Etiya. I have 22 years of experience in the Telco business support system domain (BSS) with development, analysis, solution architecture and management roles. I was involved in several TM Forum Catalyst projects and contributed to the Forum’s Information Framework, Open APIs and publications. My team develops digital BSS for communications service providers that is fully agile, microservice based and interoperable to meet future business demands.

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

Etiya firmly believes and invests in the Open API program because it represents a critical step towards industry-wide standardization and interoperability. These are two key elements necessary for the future of digital services. The program promotes a collaborative ecosystem, fostering agility and innovation. We believe it’s an invaluable asset in our mission to deliver customer-centric, AI-driven solutions.

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

TMF - 620 Product Catalog Management
TMF - 622 Product Ordering Management
TMF - 629 Customer Management
TMF - 632 Party Management
TMF - 637 Product Inventory Management
TMF - 663 Shopping Cart Management
TMF - 679 Product Offering Qualification

Why did you choose to highlight those APIs?

These Open APIs are central to achieving Etiya’s primary goal: To provide a seamless omnichannel customer journey. They encapsulate the digital transformation of customers’ shopping experience by enabling access to product catalogs and eligible offers. They also facilitate the implementation of shopping processes from various external channels, and so open opportunities for new partnerships and business models aimed at increasing revenue.

These APIs are integral to enhancing everything from the customer shopping experience to product qualification, inventory management, and relationship nurturing. That enables us to deliver a superior, frictionless omnichannel customer experience that transcends the norms of industry practices.

How do you use those APIs?

Etiya utilizes TM Forum’s Open APIs to facilitate seamless integration across various systems and processes. They serve as essential building blocks in our digital transformation projects, acting as the bridge between the frontend and backend systems, which aids a personalized customer experience. They also assist in decoupling technical capabilities from channel applications, providing flexibility and adaptability in our operations.

How have you benefited from using those APIs?

The implementation of TM Forum’s Open APIs has been transformative for Etiya. Primarily, they have substantially shortened the length of our integrations, and accelerated deployment, enabling rapid digital transformation. This acceleration has allowed our clients to deliver innovations to the market more quickly, with shorter production times, an advantage directly enabled by these APIs.

In addition, the entity models and patterns that are part of these API standards serve as a roadmap, aligning the efforts of our architecture and development divisions. This results in improved collaboration, operational efficiency, and an overall boost in any digital transformation, especially the ones with many stakeholders.

Where do you use them?

We use these APIs in six of our clients in North America, Europe, and the Middle East.

To learn more about ETIYA visit:
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