



my API story

tmforum
code +
frameworks

SHAPING OUR BUSINESS AND DRIVING INNOVATION

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Shubham Saraswat
Product Manager
Hansen

Tell us about yourself and your job

I spearhead the vision and evolution of Hansen Catalog and Hansen Portfolio, two applications within our Suite for Communications, Technology and Media. I am responsible for ensuring these applications equip our clients with the commercial agility necessary to rapidly adapt to market changes and evolving customer expectations.

My role encompasses devising comprehensive product strategies for both applications based on in-depth analysis of client and market demands, which is then synthesized into actionable business objectives and plans. I also take an active role within TM Forum through my involvement with the Open Digital Architecture (ODA) component conformance workstream.

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

Hansen's support for the vision of a zero-touch interoperable world stems from our profound understanding of the challenges faced by communications service providers (CSPs) when integrating system applications. These challenges serve as significant obstacles for CSPs aiming to transition into digital service providers and are a key inhibitor of innovation. Open APIs are the initial step to aligning the industry around tangible business standards. This is why we are committed to taking a leadership role in TM Forum's ODA component conformance workstream. We not only believe in the vision, but also want to actively contribute to its realization.

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

TMF620 - Product Catalog Management
TMF622 - Product Ordering Management
TMF633 - Service Catalog Management
TMF637 - Product Inventory Management
TMF638 - Service Inventory Management
TMF641 - Service Ordering Management
TMF648 - Quote Management

Why did you choose to highlight those APIs?

We have focused on selecting APIs that closely align with the core functionalities of our suite of applications - our aim is to enhance the end user experience. We have also strategically chosen APIs that align with the evolving ODA component strategy. These APIs are not only crucial for our current operations but are also expected to be exposed for the ODA components that Hansen will support in the future. We believe that these APIs will play a significant role in shaping our business and driving innovation.

How do you use those APIs?

Hansen's adoption of product and service catalog management APIs is driven by our flagship enterprise catalog application which is the centerpiece of our suite and all our customer implementations. One of our primary objectives has been to expose catalog features and functionality to enable seamless integration with other systems in the BSS stack plus other external systems. By sharing a common data model to all downstream catalog-driven systems, we can ensure the accuracy, consistency and precision needed by CSPs to sell and fulfil complex market offerings.

We have recognized the critical role of partner enablement use cases, particularly in the federation of other catalogs and facilitating service discovery. In this way, Hansen's catalog empowers CSPs to establish and manage their own marketplace effectively.

How have you benefited from using those APIs?

We have actively collaborated with customers who share our philosophy on TM Forum Open APIs and the broader ODA. Their involvement has been crucial in driving the conversation and prioritizing the work, as it aligns directly with their architectural needs. We understand our customers have a genuine intent to use these APIs, and work hand in hand with customers to roll them out as an integral part of their architecture.

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