my API story

DRIVING NETWORK AUTOMATION AND SERVICE MONETIZATION

> " Open APIs are a strategic enabler in the success of modern networks. We have adopted Open APIs not only for operational automation, but also as a means to monetize new services. "

Aayush Bhatnagar
Senior Vice President
Jio Platforms Limited

Tell us about yourself and your job

I am a technology enthusiast dedicated to driving innovation through technology. My primary focus is on developing advanced software platforms, including cloud-native 5G core and radio technology, and support platforms like digital OSS/BSS to maximize next-gen network technology output. These solutions are designed, developed, and manufactured in India, contributing to our nation's technological prowess. I am also actively involved in 5G Advanced and early 6G research, leading R&D initiatives in this dynamic field.

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

At Jio Platforms, we believe in the transformative power of TM Forum's Open APIs, serving as a catalyst for innovation, standardization and interoperability. TM Forum's Open APIs allow us to explore new possibilities and deliver exceptional customer service.

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

We integrate four of TM Forum's Open APIs into our OSS/BSS platforms, to streamline operations and enhance customer experience:

TMF620 - Product Catalog Management.
TMF622 - Product Ordering.
TMF629 - Customer Management.
TMF635 - Usage Management.

Why did you choose to highlight those APIs?

The Product Catalog Management (TMF620) API is essential for efficient enterprise product catalog organization. We use it to manage our products and ensure accurate and up-to-date product information for our customers.

The Product Ordering (TMF622) API automates the ordering and provisioning process, ensuring quick service activation. It is crucial for managing the entire product order lifecycle, including placement, retrieval, modification, tracking, and cancellation.

The Customer Management (TMF629) API is highly valuable as it enables us to effectively manage customer profiles and interactions.

The Usage Management (TMF635) API helps monitor and analyze usage data, enabling us to provide personalized recommendations, improve service plans, and enhance the overall customer experience.

How do you use those APIs?

Jio Platforms has reaped substantial benefits by leveraging these APIs. Jio Platforms' OSS/BSS platforms have enabled Reliance Jio to cut back on manual processes, minimized process errors and improved operational efficiency. This has enabled a seamless customer experience, leading to increased customer satisfaction and loyalty. Furthermore, the use of these APIs has boosted revenue, cut costs, and streamlined operations.

How have you benefited from using those APIs?

Open APIs are a strategic enabler in the success of modern networks. We have adopted Open APIs not only for operational automation, but also as a means to monetize new services.

Our OSS/BSS products heavily utilize TM Forum's Open APIs, supporting our operations in India. The APIs provide a standardized method for systems and platforms to communicate and exchange data, simplifying the creation, implementation and integration of various services and solutions.

Where do you use them?

We use TM Forum's Open APIs to onboard Reliance Jio's retail and enterprise 4G/5G customers across mobility, fixed line and IoT lines of business. While these APIs provide significant individual value, Jio Platforms has also integrated a combination of relevant APIs to meet the network's unique business needs. These integrations allow Jio Platforms to deliver comprehensive solutions, address diverse customer requirements, and drive continuous innovation.

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