my API story

FOSTERING COHESIVE GLOBAL DIGITAL EXPERIENCES

" We leverage TM Forum's Open APIs to empower an omni-channel experience within our digital experience layers. "

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Tell us about yourself and your job

As a dedicated technology enthusiast, I am deeply passionate about all things tech. I enjoy inspiring and guiding colleagues while actively collaborating within a team, fostering innovation and achieving our collective goals in the fast-paced world of technology.

Within the Vodafone Group, I am responsible for Vodafone's global integration architecture, providing crucial support to our operating companies by offering guidance on best practices, principles, governance, and standards. Additionally, as a lead architect, I drive strategic initiatives within the integration domain.

I also co-lead our API Guild, a vibrant community of practice comprising API architects and designers. Here, we discuss all things, including extensions to our API. Operating on a TM Forum Open API-first approach, the guild ensures the seamless reuse and implementation of TM Forum Open APIs throughout Vodafone on a global scale.

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

We support TM Forum's Open API program because it recognizes the crucial role of open and standardized APIs in shaping the future of telecommunications and digital services. This translates into benefits such as improved interoperability, increased innovation, and heightened market competitiveness.

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

Vodafone has strategically implemented several TM Forum Open APIs that play a crucial role in ensuring seamless integration across our technology landscape. To name a few:

TMF620 – Product Catalogue Management
TMF622 – Product Ordering Management
TMF629 – Customer Management
TMF676 – Payment Management
TMF677 – Usage Consumption Management
TMF678 – Customer Bill Management
TMF680 – Recommendation Management

Why did you choose to highlight those APIs?

These APIs are crucial in our growing technical interface ecosystem, allowing our business services to access and manipulate system records consistently and reliably.

They provide standardized solutions for rapidly integrating partner products into catalogs, managing customers and accounts, and ensuring seamless payment system integrations. They also enable consumer apps to manage product parameters, providing customers with immediate insights into their usage across products. Furthermore, they help generate bills, leverage historical and real-time customer data to deliver personalized recommendations, and more.

How do you use those APIs?

We use these APIs to empower an omni-channel experience in our digital experience layers, serving global channels such as the My Vodafone App. This ensures seamless re-use across diverse local markets.

Technical APIs play a crucial role in facilitating interactions and efficient data exchange among applications and systems, significantly enhancing the velocity at which teams can develop and deliver features.

How have you benefited from using those APIs?

The seamless integration of APIs across markets has been critical in Vodafone's IT transformation. Rather than being isolated functionalities, APIs are leveraged across applications and business scenarios, fostering a cohesive global digital experience layer.

Standardizing the APIs across local markets has yielded several key benefits:

- Driving Open API Standards
- Co-creating API references: documentation, implementation, test scripts
- Increasing adoption of CI/CD and code sharing across markets
- Strengthening open-source, reuse and API development cultures
- Leveraging the community experience through the governance process, facilitated by the API Guild
- Reducing integration and implementation costs through re-use.

How have you benefited from using those APIs?

Our APIs are deployed across a network of more than 16 operating companies (op-cos), with a remarkable implementation of 259+ instances.