

# Solution Conformance Certification Report

Business Process Framework (eTOM)  
&  
Information Framework (SID)

For:

**Jio Platforms Limited**

**JIO Loyalty**

**May 2025**

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## 1 Introduction

### 1.1 Executive Summary

This document provides details of Jio Loyalty against the following ODA Core Frameworks:

- Business Process Framework (eTOM) version 24.0.
- Information Framework (SID) version 24.0.

The assessment included a review of the methodology approach to process and information modeling, respectively against the TM Forum's Business Process Framework (eTOM) and the Information Framework (SID) according to the specific processes and entities submitted in scope for the Assessment.

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## 2 Solution Overview

### 2.1 About JIO

Reliance Jio has revolutionized the Indian telecom and digital services landscape, bringing affordable, high-speed connectivity to millions. Since its launch, Jio has been at the forefront of digital transformation, democratizing data access and fostering innovation across industries. With a customer-first approach, Jio's cutting-edge technologies, including 4G LTE, 5G, fiber broadband, and AI-driven solutions, empower businesses and individuals alike.

Jio's impact extends beyond connectivity, driving advancements in digital payments, cloud computing, and enterprise solutions. The company's Open Digital Architecture (ODA)-based platforms enable scalable and modular solutions, ensuring seamless integration across industries. Jio's AI-powered customer service and CRM solutions enhance customer experience while optimizing operational efficiency.

By embracing sustainability and digital inclusion, Jio supports India's vision of a self-reliant digital economy. Initiatives like rural broadband expansion, IoT-driven smart cities, and industry-focused automation highlight Jio's commitment to People, Profit, and Planet. Jio's innovative ecosystem fosters collaboration with startups and enterprises, accelerating the adoption of next-generation technologies.

Through continuous investment in digital infrastructure and disruptive technologies, Jio remains a driving force in India's digital revolution, enabling businesses, enhancing lives, and shaping the future of connectivity.

Jio has created an eco-system comprising of network, devices, applications and content, service experience and affordable tariffs for everyone to live the Jio Digital Life. Since its commercial operations in 2016, it has been redefining benchmarks, setting new milestones, inspiring unprecedented adoption, usage, and service metrics that are among the best in the industry.

For more information on our products and services, visit our website at: [www.jio.com](http://www.jio.com)

## 2.2 Solution Functionality / Capability

Jio Loyalty is an API-first customer loyalty platform designed to help businesses create and manage customer loyalty programs. Jio Loyalty provides a flexible and customizable framework that enables companies to create the Loyalty program that matches their brand strategies and customer needs.

Its modular design allows easy integration with existing systems such as POS, e-commerce platforms, and mobile apps, helping companies deliver consistent engagement across all customer touchpoints.

The platform offers the flexibility to support different business models and industries without needing major changes to existing operations. With configurable earn rules, tier management, and cohort-based targeting, Jio Loyalty enables businesses to design loyalty experiences that drive customer retention, repeat purchases, and long-term value.

From a customer perspective, Jio Loyalty focuses on personalization and ease. It offers customers clear paths to progress through loyalty tiers, personalized rewards based on their preferences and location, and real-time updates on their loyalty status. By delivering relevant offers and seamless experiences across channels, Jio Loyalty helps brands build deeper trust, lasting relationships, and stronger customer loyalty.

### 2.2.1 Key Features

The key features outlined below highlight the platform's ability to adapt to diverse industries and evolving business needs.

#### 1. Partner Setup:

- a. Enable fast partner onboarding with secure API credentials and customizable partner-specific configurations.
- b. Tailor transaction settings like lock periods, OTP bypass, and excluded modes of payment to meet the business requirements.

#### 2. Member Management:

- a. View and manage complete customer profiles, loyalty status, point balances, and tier history.
- b. Perform manual points adjustments to correct exceptions or reward special behaviors.
- c. Monitor customer activities, redemption patterns, and engagement levels in real time.
- d. Strengthen member relationships with proactive account support and interventions.

#### 3. Configurable Activities:

- a. Reward customers for meaningful activities like purchases, referrals, and registrations to strengthen brand loyalty.
- b. Easily introduce or modify activities to keep earning opportunities fresh and aligned with evolving customer behaviors.
- c. Drive continuous customer interaction by creating customized earning journeys that align with your business goals and customer behaviors.

- d. Expand loyalty engagement across industries like retail, fintech, travel, and more with flexible activity configurations.

**4. Earn Rules:**

- a. Define flexible earning rules that reward customers based on their transactions, behaviors, or special promotions.
- b. Apply customized filters like spend thresholds, user segments, or cohort groups to control how points are earned.
- c. Create bonus earning opportunities to incentivize high-value actions and drive greater customer engagement.
- d. Quickly modify or introduce new earning rules to match changing business needs or promotional campaigns.

**5. Tier Management:**

- a. Motivate customers by organizing them into tiers such as Bronze, Silver, and Gold with exclusive benefits at each level.
- b. Automatically upgrade or downgrade members based on their activity and engagement with your brand.
- c. Create aspirational journeys where customers earn more rewards and privileges as they move up.
- d. Customize tier qualification criteria to align with partner needs and business strategies.

**6. Cohort Management:**

- a. Segment customers dynamically based on their behaviors, spending patterns, or engagement frequency.
- b. Applies personalized earning rules, campaigns, and offers to different cohorts to drive focused loyalty actions.
- c. Monitor cohort movements and adjust strategies to retain high-value and at-risk customers.
- d. Strengthen program effectiveness by continuously refining cohort definitions based on real-time data.

**7. Offer Management:**

- a. Deliver personalized offers based on customer tier, location, store preferences, or past behavior.
- b. Launch exclusive promotions for specific customer groups to increase transaction volume and loyalty.
- c. Maximize redemption rates by offering the right incentive to the right customer at the right time.
- d. Track offer performance and optimize campaigns for better customer engagement.

**8. Webhook Events:**

- a. Keep external systems updated instantly with real-time notifications for loyalty actions like points earned, redeemed, or reversed.
- b. Automate loyalty workflows and campaigns based on customer interactions across channels.

**9. Manual & Bulk Points Upload:**

- a. Adjust customer points individually or in bulk to handle exceptions, rewards, or corrections efficiently.
- b. Ensure transparency and control with mandatory reason codes and approval workflows.
- c. Save operational time and maintain customer trust through fast and secure points management.

**10. Role-Based Access Control (RBAC):**

- a. Securely manage who can view, create, or modify loyalty program settings based on defined roles.
- b. Separate administrative tasks, operational roles, and support responsibilities with clear access controls.
- c. Strengthen system governance by limiting sensitive actions to authorized users only.

**11. Approval Workflows:**

- a. Add an extra layer of security by requiring approvals for operations like points uploads or manual adjustments.

**12. API-Driven Architecture:**

- a. Integrate loyalty capabilities seamlessly into POS, e-commerce platforms, and mobile apps.
- b. Build loyalty experiences into existing digital touchpoints without heavy redevelopment.
- c. Scale loyalty operations easily as your customer base grows across geographies and brands.

**13. Analytics & Reporting:**

- a. Access real-time dashboards that show program performance across key metrics.
- b. Track customer behaviors, cohort movements, and redemption patterns to refine strategies.

## Earn Rules

Welcome Deepika Sani Super Admin

[Earn Rules](#) > [Add Base Rule](#)

[SAVE](#)

### Add Base Rule

**Select Partner**

Partner\*  
AJIO

**Basic Information**

Rule Code\*  
Base001

Rule Name\*  
Ajio Base rule

Rule Description  
Base rule for Ajio (Shipment-delivered)

**Validity**

From  
23/01/2025 14:07

**Type of Rule**

☒ Activity Level Rule ☐ Item Level Rule

Activity Code\*  
purchase

**Filter details**

User Filter

Condition\*  
User Age

Operator\*  
Greater than

Conditional Value\*  
32

+ Add Condition

Activity Filter

Field\*  
Earn Amount

Operator\*  
Greater than

Conditional Value\*  
39

+ Add Condition

**Exclude Items**

Item Filter

+ Add Condition

Figure 1 – Earn Rules

### 2.2.2 Architecture

Jio Loyalty platform is architected across eight well-defined layers, enabling seamless integration, operational control, and business intelligence at scale.

At the top, the **System of Interaction** layer brings together digital and physical customer touchpoints including member websites, partner portals, mobile apps, commerce platforms, and retail POS to ensure a consistent and connected loyalty experience across channels. Customer journeys such as enrollment, point earning, redemption, and tier upgrades are managed in the **CX Journey layer**, supported by APIs, webhooks, and SMS/payment gateway integrations that enable real-time communication with partner systems. The System of Interaction **Services layer** houses secure, scalable APIs for front-end and partner integrations, along with robust authentication and authorization services. At the heart of the platform, the **Experience Layer** powers loyalty functionality managing member identities, reward earning and redemption. This modular layer allows businesses to design targeted engagement strategies, segment users with precision, and drive personalized loyalty experiences through tools like the Rule Engine. Supporting this is the **System of Record**, where critical data such as member profiles, transaction history, rewards, cohorts, and blockchain-backed ledger entries are securely maintained. Insights are generated through the **System of Data Analytics**, which includes a centralized Data Lake, analytics dashboards, and reporting modules to track performance and inform decision-making. Layered on top is the **System of Intelligence**, enabling smart engagement through a 360° customer view, recommendation engines, and personalization logic. Finally, the Infrastructure Layer ensures enterprise-grade reliability with blockchain security, cloud-native deployments, log analysis, real-time monitoring, and automated DevOps — creating a trusted and scalable foundation for long-term success.

## Jio Loyalty Architecture







1	System of Interaction – Frontend and Touch Points	Digital					Physical								
		 1.1 Member Website	 1.2 Admin Portal (Business)	 1.3 Partner Apps / Websites	 1.4 Jio Commerce Platform	 1.5 e-Care (self-service)	 1.6 Partner POS								
2	System of Interaction – CX Journeys	Customers, Partners, Employees													
		2.1 Enroll / Subscribe		2.2 Earn		2.3 Redeem / Claim		2.4 Tier upgrade / downgrade		2.5 Care					
3	System of Interaction	3.1 Frontend & Partner APIs		3.2 Authentication & Authorization APIs		3.3 Webhook for Partners		3.4 SMS Gateway APIs		3.5 Payment Gateway APIs					
4	Experience Layer / Business Layer Modules	4.1 Member Enrollment	4.2 User Identity Mgmt.	4.3 Rewards Wallet	4.4 Reward Earning	4.5 Reward Redemption	4.6 Membership & Entitlements	4.7 Notification Engine	4.8 Search Engine						
		4.9 Challenges	4.10 Earn Rule Engine	4.11 Tier Management	4.12 Offer Management	4.13 Membership Subscription	4.14 Payment Gateway	4.15 Coupon Mgmt.	4.16 Campaign Mgmt.						
		4.17 Role based Access	4.18 Fraud Management	4.19 Partner Reconciliation	4.20 Content Mgmt. System	4.21 Partner Billing System	4.22 Partner Integration	4.23 Partner Support	4.24 Customer Support						
5	System of Record	5.1 User Profile Data		5.2 Partner Data		5.3 Rewards Wallet Data		5.4 Member Transactions		5.5 Target Groups / Cohorts		5.6 Blockchain Ledger			
6	System of Data Analytics	6.1 Data Lake	6.2 Data Analytics & Data Insights		6.3 Reporting & Dashboards		7	System of Intelligence		7.1 Customer 360		7.2 Recommend. Engine		7.3 Personalls. Engine	
8	System of Infrastructure & Operations	8.1 Blockchain		8.2 Cloud (Google, Azure)		8.3 Azure DevOps				8.4 Log Analysis		8.5 Application Performance Mgmt.		8.6 System Monitoring & Ops	

Figure 2 – JIO Loyalty –Architecture Diagram

## 2.3 JIO Loyalty – Benefits

Jio Loyalty delivers measurable business value by helping brands drive higher customer engagement, retention, and lifetime value through a unified and intelligent loyalty ecosystem. Designed for scale, flexibility, and speed, the platform empowers businesses across industries to tailor their loyalty strategies, optimize operations, and deepen customer relationships with ease.

### 1. API-first modular architecture

- a. Integrates seamlessly with POS, CRM, e-commerce, and mobile apps to power omnichannel loyalty journeys.

### 2. Flexible and industry-agnostic

- a. Supports retail, fintech, travel, entertainment, and more with customizable loyalty rules and workflows.

### 3. Highly scalable infrastructure

- a. Handles growth from 10,000 to over 10 million+ customers with no performance compromise.

### 4. Personalized customer engagement

- a. Enables cohort-based targeting, activity-driven rewards, and dynamic tier-based experiences.

### 5. Real-time operations with live APIs

- a. Supports instant earning, redemption, and tier evaluations through event-driven and API-led communication.

### 6. Secure and transparent loyalty management

- a. Blockchain-backed ledger ensures tamper-proof transactions and builds trust with customers and partners.

### 7. Operational control through portals

- a. Dedicated Admin and Partner portals provide centralized management of stores, cohorts, offers, and points with role-based security.

### 8. Advanced data analytics and cohort insights

- a. Real-time dashboards and cohort analytics enable smarter campaign strategies and customer lifecycle management.

### 9. Future-ready platform architecture

- a. Built with cloud-native, DevOps-driven principles to ensure agility, reliability, and rapid innovation.

## Business Process Framework (eTOM) – Jio Loyalty – Conformance Scope

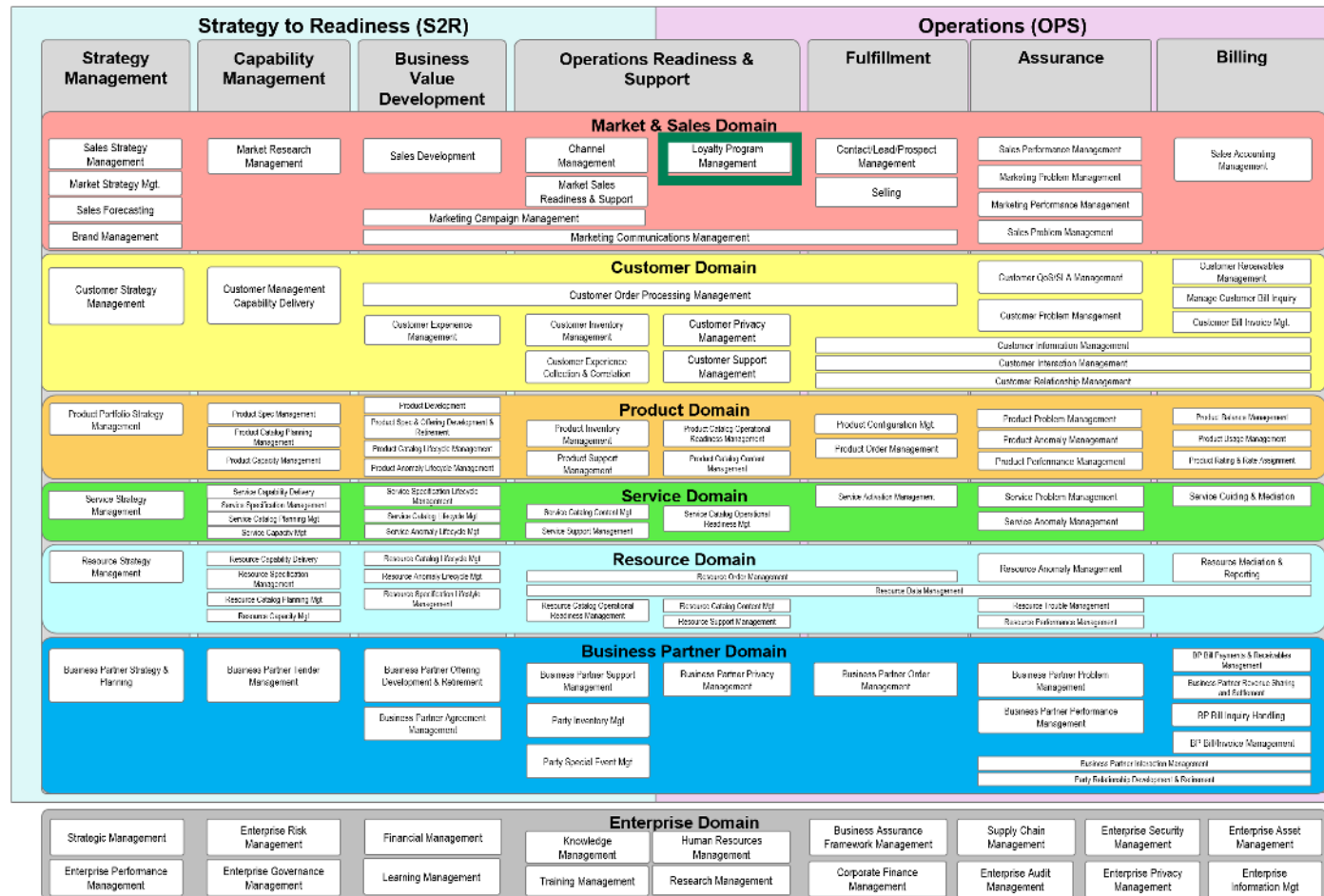


Figure 3 - Process coverage for Jio Loyalty - Conformance Certification

### 3 Information Framework (SID) Assessment - ABE Scope

#### Information Framework (SID) – Jio Loyalty – Conformance Footprint

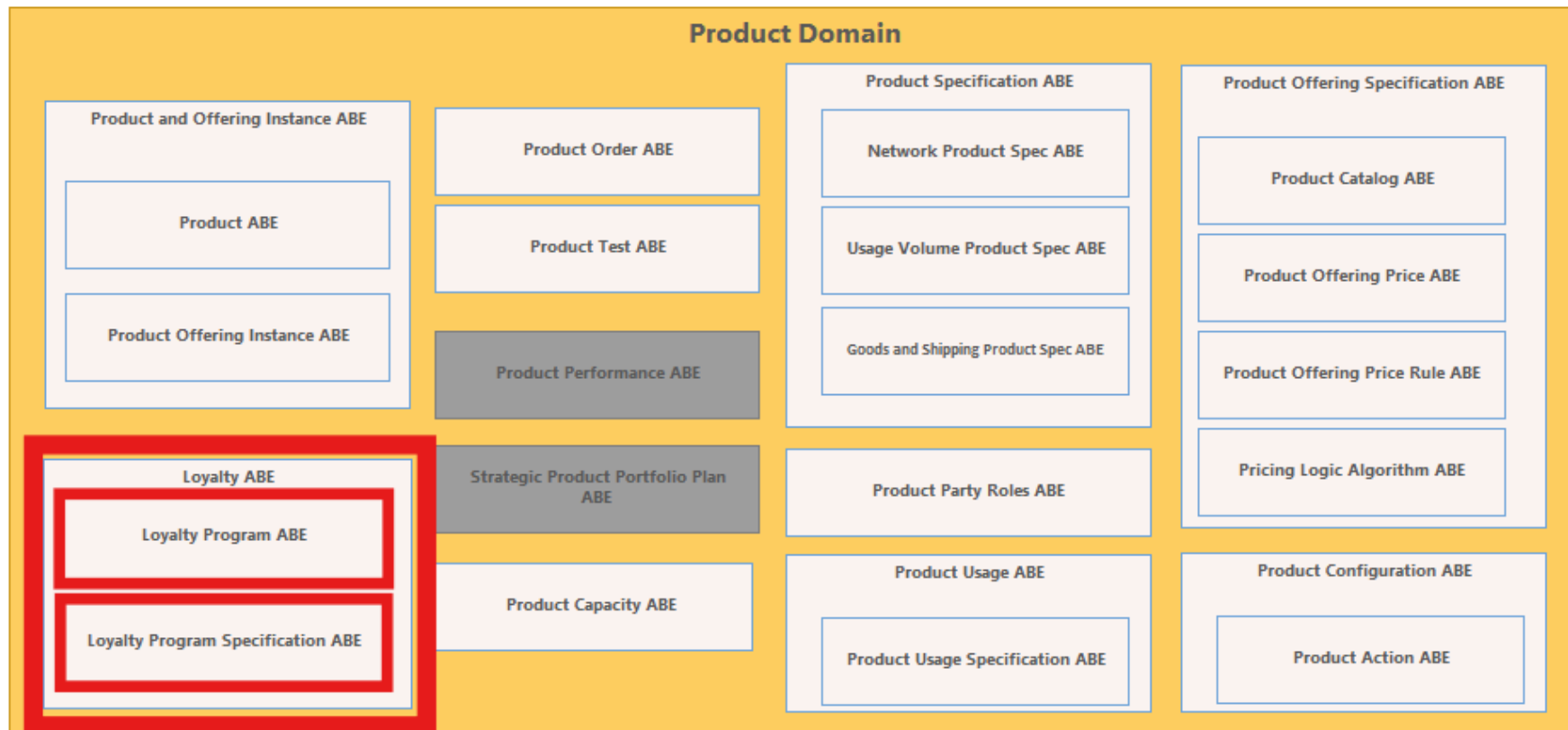


Figure 4 - ABEs - SID coverage Jio Loyalty - Conformance Certification

## 4 Business Process Framework Assessment Overview

### 4.1 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 3 or a Level 4 implied task within a process element:

- **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.

#### 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:

When process mappings are presented against Level 3 processes, such mappings are provided against the process’ extended description. If an Extended Description is not defined, then the mapping is provided against the Brief Description.

## 4.2 Scope of Conformance Certification Graph (eTOM)

This diagram conveys information about the Business Processes implemented for Jio Loyalty - in accordance to the TM Forum Business Process Framework. It provides a snapshot of the L2 processes included in scope for certification. The scope covers the following L2 Processes in scope for certification.

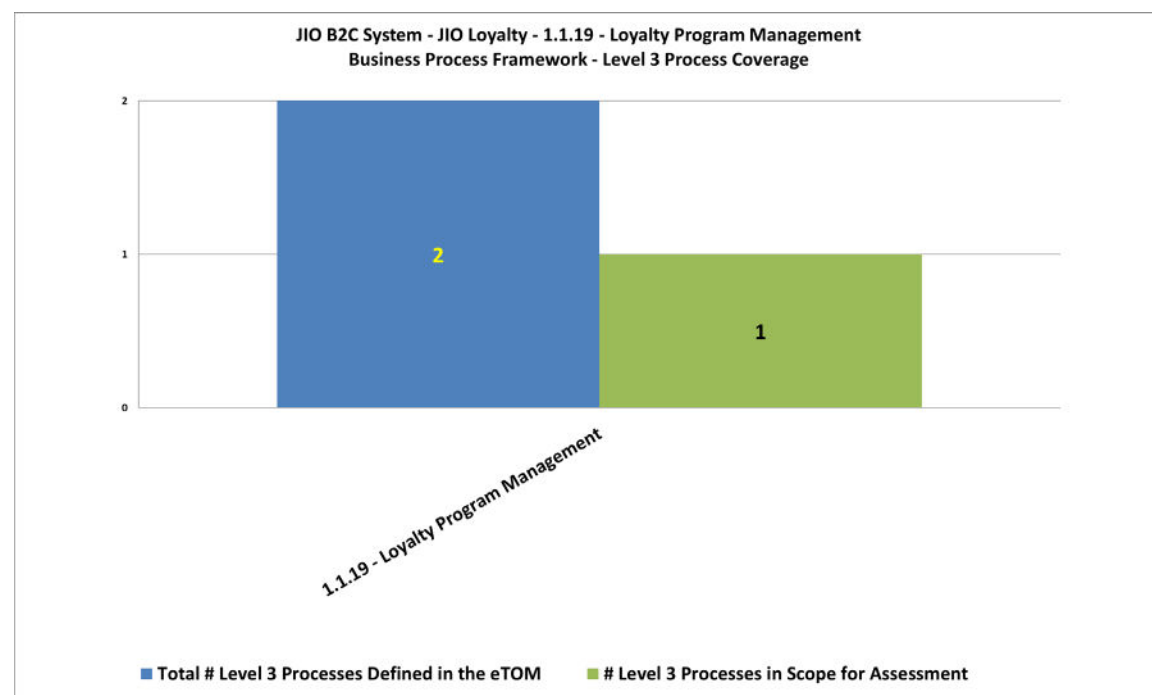


Figure 5- Jio Loyalty — Scope of certified processes - Chart

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

TM Forum Assessment Scoping Document - Business Process Framework (eTOM) v24.0		
<i>Member:</i>		<i>JIO</i>
<i>Solution:</i>		<i>JIO B2C System - JIO Loyalty</i>
<i>Assessment Type</i>		<i>Solution</i>
<i># of L3 Processes in Scope:</i>		<i>1</i>
<i>Level 1</i>	<i>Level 2</i>	<i>Level 3</i>
<b>1.2 - Product Domain</b>		
	<b>1.1.19 - Loyalty Program Management</b>	
		<b>1.1.19.2 - Loyalty Program Operation</b>

Figure 6- Jio Loyalty-- Scope of certified processes - List

#### 4.4 Conformance Results – Chart (eTOM)

This Section details the Scores awarded to reflect Conformance to the Business Process Framework (eTOM).

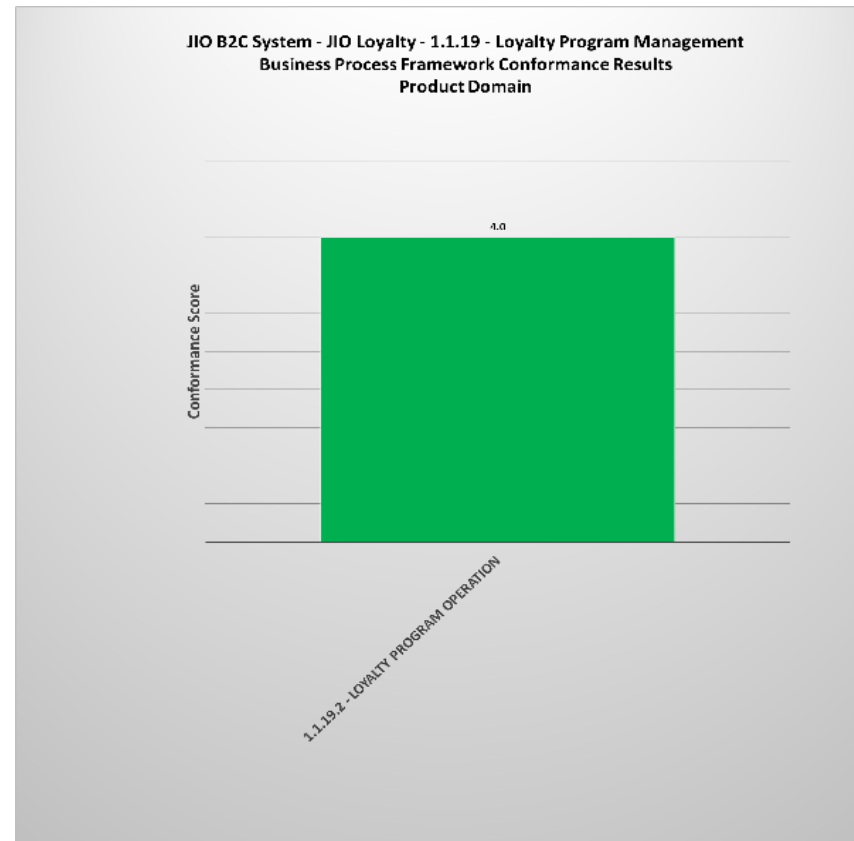


Figure 7 Jio Loyalty – Scores awarded to certified processes

## 4.5 Conformance Results – Graph (eTOM)

This Section provides a summary graph of the scores awarded to reflect Conformance to the Business Process Framework (eTOM).

TM Forum Assessment Scoping Document - Business Process Framework (eTOM) v24.0				
Member:		JIO		Level 3 Process Elements Scores achieved
Solution:		JIO B2C System - JIO Loyalty		
Assessment Type		Solution		
# of L3 Processes in Scope:		1		
Level 1	Level 2	Level 3		
1.2 - Product Domain				
	1.1.19 - Loyalty Program Management			
		1.1.19.2 - Loyalty Program Operation		4/5

Figure 8- Jio Loyalty —Scores Awarded

## 4.6 Business Process Framework – Conformance Scoring Guidelines

Business Process Framework (eTOM) - Conformance Scoring Methodology		
Process Level	Conformance Score	Qualifier
Level 1 Process	Not applicable	Conformance Assessment shall not be carried out at this process level.
Level 2 Process	Not applicable	<p>A conformance level is not awarded to Level 2 processes in Framework Certification.</p> <p>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.</p>
Level 3 Process	Conformance Score is awarded between 3.1 & 5.0	<p>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.</p> <ul style="list-style-type: none"> <li>A score of 5 indicates that the process is fully conformant with no deviations.</li> <li>A score of 4.5 indicates a process that is almost fully conformant, but displays some minor deviations from the standard.</li> <li>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.</li> <li>A score of 3.5 indicates a process that is partially conformant as it displays major deviations from the standard.</li> <li>A score of 3.0 indicates a process that is not conformant as it displays no alignment or conformance at all with the standard.</li> </ul>
<p><i>* In earlier Conformance Assessments, scores were awarded to Level 1 &amp; Level 2 processes using values 1 through to 3. For this reason, the Level 3 scores start from &gt; 3.</i></p>		
<p><b>Note 1 - Level 1 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 1 processes.</b></p>		
<p><b>Note 2 - 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.</b></p>		
<p><b>Note 3 - 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 decomposed and described in the underlying process descriptions. The score awarded for a Level 3 process, is deduced according to the support mapped to the Level 3 processes/Implied Tasks.</b></p>		
<p><b>Note 4 - 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 Product &amp; Solution Assessments.</u></b></p>		
<p><b>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></b></p>		

Figure 9- TM Forum Business Process Framework: Conformance Scoring Rules

## 4.7 Business Process Framework – Process Mapping Descriptions

This section provides the mapping of Business Process Framework against the processes supported by Jio Loyalty.

The self-assessment was reviewed by TM Forum Subject Matter Experts alongside supporting documentation provided.

### 4.7.1 Mapping Details & Supporting Evidence

The documented mapping information for all Level 3 business processes in scope is available from the following link:

[eTOM-24.0 Conformance Mapping Template-JioLoyalty-VFRF.pdf](#)

## 5 Information Framework Assessment Overview

### 5.1 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.

### 5.2 Scope of Conformance Certification (SID)

<b>JIO B2C System - JIO Loyalty - Product Domain = 2 ABEs</b>	
<b><i>L2 ABEs</i></b>	
<b>Product Domain</b>	
<b>Loyalty Program Specification ABE</b>	
<b>Loyalty Program ABE</b>	

Figure 10 - SID - v24.0 – Jio Loyalty - SID Certification Scope

### 5.3 Detailed Conformance Mapping Summary (SID)

The data in these columns is extracted from the SID Release 24.0 Information Model						
Predefined SID Model Data - Please do not modify data in these columns - For TM Forum use only						
ABE name	Entity name	Attribute name	Attribute origin	Item Type	Conformance Result	ABE Conformance Score Adoption
Loyalty Program Specification ABE				ABE	Y	8.53 Very High Conformance
Loyalty Program Specification ABE	LoyaltyAction			DE	Y	
Loyalty Program Specification ABE	LoyaltyCondition			DE	Y	
Loyalty Program Specification ABE	LoyaltyEvent			DE	Y	
Loyalty Program Specification ABE	LoyaltyRule			CE	Y	
Loyalty Program Specification ABE		hasSubRules	PolicyRuleBase	CO	N	
Loyalty Program Specification ABE		isCNF	PolicyRuleBase	CO	N	
Loyalty Program Specification ABE		isMandatoryEvaluation	PolicySet	CR	N	
Loyalty Program Specification ABE		usage	PolicySet	CO	N	
Loyalty Program Specification ABE		keywords	Policy	CO	N	
Loyalty Program Specification ABE		policyName	Policy	CR	Y	
Loyalty Program Specification ABE		description	RootEntity	CO	Y	
Loyalty Program Specification ABE		ID	RootEntity	CR	Y	
Loyalty Program Specification ABE		name	RootEntity	CO	Y	
Loyalty Program ABE				ABE	Y	8.50 Very High Conformance
Loyalty Program ABE	LoyaltyBalance			DE	Y	
Loyalty Program ABE		unit	LoyaltyBalance	DO	Y	
Loyalty Program ABE		validFor	LoyaltyBalance	DO	Y	
Loyalty Program ABE	LoyaltyBurn			DE	Y	
Loyalty Program ABE		quantity	LoyaltyBurn	DO	Y	
Loyalty Program ABE	LoyaltyEarn			DE	Y	
Loyalty Program ABE		quantity	LoyaltyEarn	DO	Y	
Loyalty Program ABE	LoyaltyProgramMember			CE	Y	
Loyalty Program ABE		status	PartyRole	CR	Y	
Loyalty Program ABE		validFor	PartyRole	DR	N	
Loyalty Program ABE		description	RootEntity	DR	N	
Loyalty Program ABE		ID	RootEntity	CR	Y	
Loyalty Program ABE		name	RootEntity	CO	Y	

Figure 11 - SID - v24.0 – Jio Loyalty - SID Conformance Mapping Summary

## 5.4 Information Framework Conformance Result

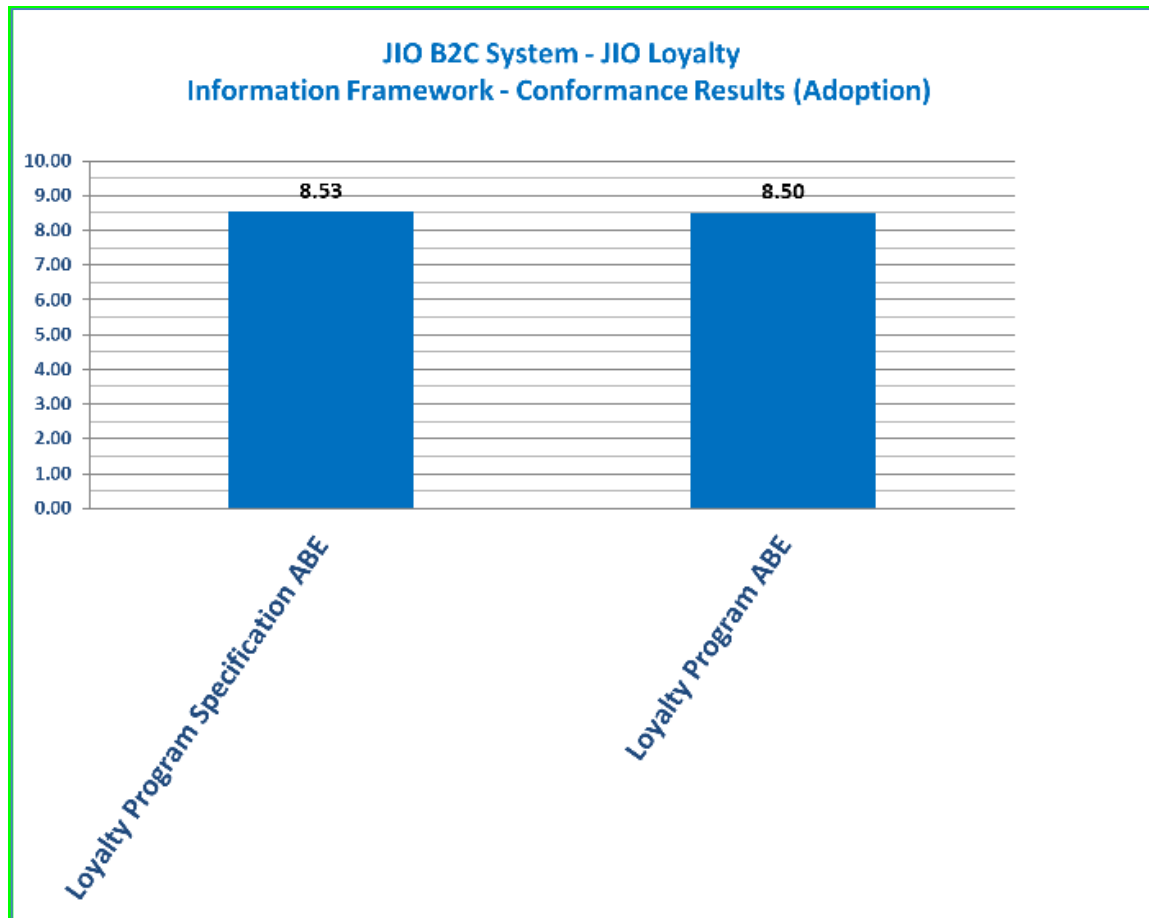


Figure 12 - SID – Jio Loyalty - SID Certification Scores

### 5.4.1 Information Framework – Scoring Rules

Between 2013 (Framework 14.0) and the end of 2017, TM Forum applied a combined scoring method SEsed on two different categories of conformance scoring:

1. Information Framework Maturity
2. Information Framework Adoption

Starting on the 1st of January 2018, only one method has been retained instead of these two 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 SElance 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 SEsed on weighted criteria e.g. core element, dependent, required, optional, etc.

### 5.4.2 Information Framework Adoption Conformance Scoring Methodology

As of Framework 14.0 SEsed Conformance Assessments, to recognize the overall adoption of the Information Framework SID Information model, the Information Framework Adoption Scoring system was introduced to complement the Maturity Levels that have been used since the launch of the Framework Conformance Program.

Adoption conformance is SEsed 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 1 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]
NOTES:						
1. The score values for each SID component are added together to get the overall Adoption Conformance score.						
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.						
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) & Adoption Conformance score = 5.2 (Medium Conformance).						

Figure 13 - TM Forum Information Framework Adoption Conformance - Scoring Rules

### 5.4.3 Additional Notes on Information Framework Conformance Adoption scoring:

1. For each level, according to what is required, a value is calculated SEsed 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 SEsed 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.