TM Forum Open APIs

Conformance Certification

Company Name: Etiya

TM Forum Open API Name: TMF644 - Privacy Management

TM Forum Open API Release Version: 20.5 / 4.0

Report Date: 22/052023
1. **What Product or Solution does your API support?**

**Etiya Digital BSS** platform enables agile and end-to-end transformation. It is cloud-native, full-stack platforms, that are pre-integrated into partner solutions, and include all Etiya's product portfolio: Customer Relationship Management (CRM), Customer Service Management (CSM), Configure, Price, Quote (CPQ), Product Catalog Management, Order Management, OmniChannel Digital Frontend, Revenue Management and Etiya API Gateway. The platform supports both B2C and B2B customer segment operations.

**Etiya Customer Relationship Management** provides a highly scalable, AI based, customer-focused system, enabling CSPs to exceed customer expectations and generate higher revenues. AI-driven predictions and recommendations based on customers’ buying behaviour, interactions and interests - including social media activities -, allows to provide services and solutions that fit customers’ consumption patterns and needs. Real-time view of customer data and interactions, and actionable insights help maximize the revenue potential of those customer interactions.

Predictive and prescriptive analytics will result in improved customer conversion ratios. Dynamic customer support and sales workflows, operations streamlined through automation and autonomous self-learning will ensure excellent customer experiences. AI-powered bots help customers in intelligent self-service and complaint handling.

Etiya CRM allows you to have quick actions and effective communication tools for gaining and retaining customers. Our CRM modules help you drive leads and acquire new customers, but also to increase customer loyalty and retain existing ones. It provides better campaign engagements and help in generating higher return on your marketing investments. Analysis of customer interactions also highlights opportunities for cross-sells and up-sells. Using Etiya CRM will ultimately bring you an increase in your customers’ lifetime value, thus growing your business.

In Etiya’s CRM, your sales and service agents will get 360-degree customer data, that they can trust and build on, in a single-click, consolidated view, with real-time interactions and account history. Both B2C and B2B customers can be managed from one single point, for increased efficiency. For large businesses, Etiya CRM manages all customers, accounts, and account relations. It also enables and efficiently manages partner ecosystems.
2. Overview of Certified API

Etiya CRM provides Privacy Management API which is utilized by all external channels including E-shop, partners, external ecosystems and so forth. The purpose is to be able to access or update customer privacy preferences (named as consents in Etiya CRM) via API.

Etiya Consent Management acts as business rule enforcer and shields customers against unwanted or unauthorized notifications while ensuring that the essential ones will reach them. It intervenes to all outgoing communication for all customer contacts, and makes sure, that customer data are used only in the context and for purposes specifically allowed by the customer, and processed, stored, and shared in a way, that ensures adequate protection and privacy. It supports various contact points: physical stores, call centers, back-offices and IVRs, online storefronts and self-care, and many more. Consent preferences can be given or updated easily, even through self-care, and all communication and consent updates can be tracked by Etiya Notifications Center, and accessible in case of a dispute or audit.

Privacy Management API is opened to CSP partners/external systems via Etiya API Gateway to ensure security, logging, and performance monitoring.

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<th>Resource</th>
<th>API Overview</th>
<th>Operations Supported</th>
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| 1 | • PartyPrivacyProfile                  | The Privacy management API provides a standardized mechanism for privacy profile types, privacy profiles and privacy agreements such as creation, update, retrieval, deletion and notification of events | • GET
|   | • PartyPrivacyProfileSpecification     |                                                                               | • POST
|   |                                        |                                                                               | • PATCH
|   |                                        |                                                                               | • DELETE |
3. Architectural View

![Diagram showing Operator’s Partner Ecosystem / Legacy Systems, Etiya API Gateway, Etiya Digital BSS - Customer Relationship Management Module, TMF644 Privacy Management API, and Etiya CRM DB with Privacy Information]

4. Test Results
Click here to see the test results: ETIYA-TMF644 API-HTML Results