TM Forum Open APIs

Conformance Certification

Company Name: Etiya

TM Forum Open API Name: TMF680 – Recommendation Management

TM Forum Open API Release Version: 18.0 / 4.0

Report Date: 30/05/2023
1. **What Product or Solution does your API support?**

**Etiya AI Platform**, Cognitus, is an advanced artificial intelligence platform that provides standardization, simple and centralized management, monitoring and improvement, easy ROI detection and measurement, fewer implementation failures, and scaling with its advanced capabilities along with advanced machine learning and natural language processing services.

Etiya AI Platform uses the building block of future & artificial intelligence technologies and enables automation between service and operation processes. It allows companies to be able to offer personalized services and propositions through emotional, contextual predictions and recommendation mechanisms.

Etiya AI Platform has two core services which are Natural Language Processing (NLP) Service and Machine Learning (ML) Service.

**Natural Language Processing (NLP)** allows for the presentation of personalized services and campaigns through customer data analysis. Cognitus can analyze and process words within texts with its advanced language knowledgeability and algorithms. Cognitus uses the processed and structured data according to the scenario needed to increase the productivity of business processes and provide automation. Cognitus NLP services support languages such as Turkish, English, French, and Spanish.

**Machine learning (ML)** is a technical discipline that aims to extract knowledge or patterns from a series of observations. Cognitus focuses on ML and its domains Deep Learning (DL) and Predictive Analytics.

Cognitus ML services present predictive recommendations using pre-learning methods to use deep learning systems and suitable algorithms that can help gather information regarding your customers’ preferences, and behaviors.
2. Overview of Certified API

Etiya AI Platform, Cognitus, provides fast customization and scaling of the products, solutions, and services it offers, with its configuration capabilities. It immediately adapts itself to the internal and external processes of any organization and can be integrated with different products via Recommendation Management API. In addition, Cognitus helps organizations to adopt artificial intelligence with its self-learning skills, accessibility, easy configuration, and integration capabilities to different data sources.

Cognitus ML services present predictive recommendations using pre-learning methods to use deep learning systems and suitable algorithms that can help gather information regarding customers’ preferences, and behaviors. By analyzing customers’ past behavior, evaluating which products they like, the product/services that customers are most likely to purchase can be recommended in real-time with Cognitus Recommendation Engine.

With advanced machine learning algorithms and expert field knowledge, Recommendation Management API presents new ways to make the decision-making processes for customers easier and strengthen their purchasing possibility, as well. ML services provide insight into topics such as product recommendations, next best action, predictions of churn, potential scoring, and possible fraud detection.

Recommendation Management API is opened to company and 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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<tr>
<td>1</td>
<td>QueryProduct Recommendation</td>
<td>Recommendation API is used to recommend offering quickly based on the history and real-time context of a customer. It is a real-time and personalized recommendation API. It is usually provided by e-commerce or BSS, CRM system in omnichannel.</td>
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3. Test Results
Click here to see the test results: ETIYA-TMF680 API-HTML Results