TM Forum Open APIs

Conformance Certification

Company Name: Etiya

TM Forum Open API Name: TMF720 – Digital Identity Management

TM Forum Open API Release Version: 21.5 / 4.0

Report Date: 09/06/2023
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 solutions, 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 Digital BSS through Etiya Customer Relationship Management Digital Identity Management API allows to describe and manage identity information of customer, employee, contact, end user party role, etc.

In an ideal scenario, the digital identity would be established at the party level, encompassing the entirety of an individual's identity. However, in certain business use cases, a more detailed and specific scope may be necessary. This could entail the need for a digital identity associated with a particular party role or a defined set of party roles. For instance, this could involve creating a digital identity that encompasses all professional party roles delegated by an employer, as well as a separate digital identity that encompasses personally played party roles.

Digital Identity Management API’s purpose to create, search and list digital identity information of customer, employee, contact, end user or other specific party roles.

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

<table>
<thead>
<tr>
<th>#</th>
<th>Resource</th>
<th>API Overview</th>
<th>Operations Supported</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>DigitalEntity</td>
<td>Provides the ability to manage a digital identity. This digital identity allows identification of an individual, a resource, or a partyRole (a specific role - or set of roles - for a given individual). A digital identity is associated with credential / authentication method. These credential / authentication methods should be extensible to describe all types of authentication methods such as login/password, biometric, token, etc. A contact medium is also associated with digital identity (or directly at credential level) to manage credential recovery UCs.</td>
<td>• GET • POST • PATCH • DELETE</td>
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3. **Architectural View**

![Diagram of Architectural View]

4. **Test Results**
   Click here to see the test results: [ETIYA-TMF720 API-HTML Results](#)