TM Forum Open APIs

Conformance Certification

*Company Name: Ikue*

*TM Forum Open API Name:*
**TMF632 - Party Management**

*TM Forum Open API Release Version: 4.0.0*

Report Date: **14/09/2023**
1. **What Product or Solution does your API support?**

Ikue is an AI powered Customer Data Platform (CDP) accepting and consuming data from source systems using TM Forum Open APIs, resolving IDs to the identity graph, and populating the data traits into the real time TM Forum SID-compliant Customer State Model. This data is then enriched with machine learning optimised analytics before being exposed to consuming services or external activation capabilities.

The Customer State Model, the underlying data model on which the wider Ikue capability set sits, is fully aligned to the SID information framework. The solution is deployed enabling seamless connectivity, interoperability, and portability across complex telco ecosystems. This leads to easier integration and interoperability of the solution which ultimately delivers 'cost savings and efficiencies' for the operator.

TM Forum's Party API will be used to load customer and subscriber data from Telco CRM systems into Ikue. The data is also made available, via real time API connectors, to decisioning, orchestration and campaign management platforms so that personalized customer experiences can be crafted and activated in marketing channels.

The Ikue Customer Data Platform has been built from the ground up for telcos

The AI powered solution consumes data from source systems, resolves IDs to the identity graph, and populates the data traits into the real time Customer State Model. This data is then enriched with machine learning optimised analytics before being exposed to consuming services or external activation capabilities.
2. **Overview of Certified API**

Individual represents a customer, subscriber or account holder that the organization needs to store information about.

Organization represents the Telco enterprise.

<table>
<thead>
<tr>
<th>Resource</th>
<th>Operation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual</td>
<td>POST</td>
<td>This operation creates an Individual</td>
</tr>
<tr>
<td>Individual</td>
<td>GET</td>
<td>This operation retrieves the created Individual</td>
</tr>
<tr>
<td>Individual</td>
<td>GET</td>
<td>This operation filters an Individual</td>
</tr>
<tr>
<td>Organization</td>
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3. Architectural View

Ikue High Level Architecture Diagram

Ingestion
- Consume
- Enrich & transform
- Machine learning
- Identity resolution

Processing
- Unify
- Load
- Customer insights

Storage
- Customer State Model
- Analytical Records
- Dimensional Model
- Data Catalogue
- Audit & Logging

Delivery
- Distribute
- Orchestrate

API Gateway

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4. **Test Results**

Click here to see the test results: [IKUE-TMF632 API-HTML Results](#)