TM Forum Open APIs

Conformance Certification

Company Name: CRM

TM Forum Open API Name: TMF629-Customer Management

TM Forum Open API Release Version: 5.0.0

Report Date: 19/03/2024
1. **What Product or Solution does your API support?**

CRM.COM is cloud-native, SaaS platform that allows businesses to create loyal subscribers across a variety of use cases such as premium membership to subscriptions for digital services, to telco triple play subscriber billing. It provides mobile wallet functionality for telecoms customers, and a full-featured ecosystem marketplace for third-party products and services that can be offered to the operator’s end-customers.

The Identity Management product - one of CRM.COM’s products - focuses on getting customers onboard and collecting their basic characteristics, needs and behaviour by capturing transactions from external systems. The ultimate goal is to gain a deeper understanding of customer needs and preferences, allowing business to engage with their customers and provide them with attractive offers that award them via cashback into their CRM.COM Wallet.

CRM.COM adopts TMF-629 Customer Management API, to assist service providers (Telcos, OTT businesses) to efficiently create and manage their customers within CMR.COM. TM Forum’s open API is utilised to collect the required detailed information and support the various features of CRM.COM’s Identity Management product (such as segmenting customers into micro personas).

A Customer in CRM.COM represents a person or a company that purchases services and physical goods from the business (service provider) and also receives awards in their CRM.COM Wallet, based on their characteristics and purchase behaviour.
2. Overview of Certified API

The Use Case: Customer Management
A Service Provider (e.g. a Telco business) offers digital services to its customers through its own business network as well as through a network of various partners. The Service Provider uses:

1. CRM.COM’s TMF-629 API for full management of its customers (create, update, retrieve and delete).
2. CRM.COM’s Web back-office Web APIs to submit purchases of customers performed across the provider’s network.

CRM.COM’s Customer resource
The Customer resource includes the contact’s basic information such as the name, type, code and how they are engaged with the business, their financial account (that also includes the credit profile), the CRM.COM Wallet and contact mediums

<table>
<thead>
<tr>
<th>Fields</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>id</td>
<td>The customer’s unique identifier</td>
</tr>
<tr>
<td>code</td>
<td>Unique code of the customer</td>
</tr>
<tr>
<td>country_of_agreement</td>
<td>The customer’s country, which is one of the service provider’s operating countries.</td>
</tr>
<tr>
<td>name</td>
<td>Customer full name</td>
</tr>
<tr>
<td>registered_date</td>
<td>The date the customer registered at the service provider.</td>
</tr>
<tr>
<td>account</td>
<td>Association. The customer’s primary account used for financial purposes at CRM.COM side such as recurring billing, paying off purchases etc. It includes fields such as the account number, name, state, currency and credit profile (credit limit and payment terms).</td>
</tr>
<tr>
<td>engaged_party</td>
<td>The engaged party is a customer of the business, i.e. as an Individual/Business who makes purchases, and their detailed information such as demographics info.</td>
</tr>
<tr>
<td>wallet</td>
<td>The customer’s CRM.COM Wallet that includes the balances in all three pockets and the wallet code.</td>
</tr>
<tr>
<td>contact_medium</td>
<td>List of contact mediums to be used to communicate with the customer (email, phone, addresses)</td>
</tr>
</tbody>
</table>
3. Architectural View

CRM.COM follows best practices with a domain-defined set of micro-services. Each domain has its own service and, where necessary, has aggregation to other services by using the REST APIs of those services. CRM.COM SaaS is built on an event-based architecture that allows business processes to cross-domain, resulting in maximum extensibility via our webhook or automation configuration.

High-level diagram for CRM.Com Integration with Service providers

CRM.COM’s Architecture
CRM.COM’s RESTful Web APIs

CRM.COM SaaS has a fully documented API library split into two projects of APIs, allowing an integrator to support either administration (back-office) or web / mobile app functionality (front-end) functionalities.

- Self-service Web APIs: Used by Mobile apps and web portals and design to support either CRM.COM consumer Authentication or external OAuth authentication services.
- Back-office Web APIs: Used by the CRM Back Office platform and designed to support either CRM.COM Admin User Authentication or Server to Server Secret Key.
4. Test Results

Click here to see the test results: CRM-TMF629v5-HTMLResults.html