

# TM Forum Open APIs

## Conformance Certification

*Company Name: Jio Platforms Limited*

*TM Forum Open API Name:*  
***TMF699 - Sales Management***

*TM Forum Open API Release Version: 4.0.0*

**Report Date: 21/07/2025**

## 1. What Product or Solution does your API support?

### Jio Customer Relationship Management (CRM)

Jio's CRM is a lightweight, modular customer relationship management platform designed for enterprise-scale deployments. It supports multi-cloud infrastructure and integrates with OSS systems to streamline customer engagement and fulfillment processes.

This API supports the CRM system by storing enterprise customer details, tracking the state of customer order journeys, and enabling smooth interactions with Jio OSS FMS for service provisioning. It supports creation, updating, and retrieval of individuals or organizations with filtering capabilities.

CRM facilitates the construction of custom milestones in the order lifecycle and provides a 360-degree real-time customer view. This enables businesses to deliver highly personalized experiences, respond promptly to inquiries, and manage order histories efficiently. The platform ensures consistent customer handling and improves operational efficiency while supporting ongoing digital transformation initiatives.

## 2. Overview of Certified API

### Sales Management

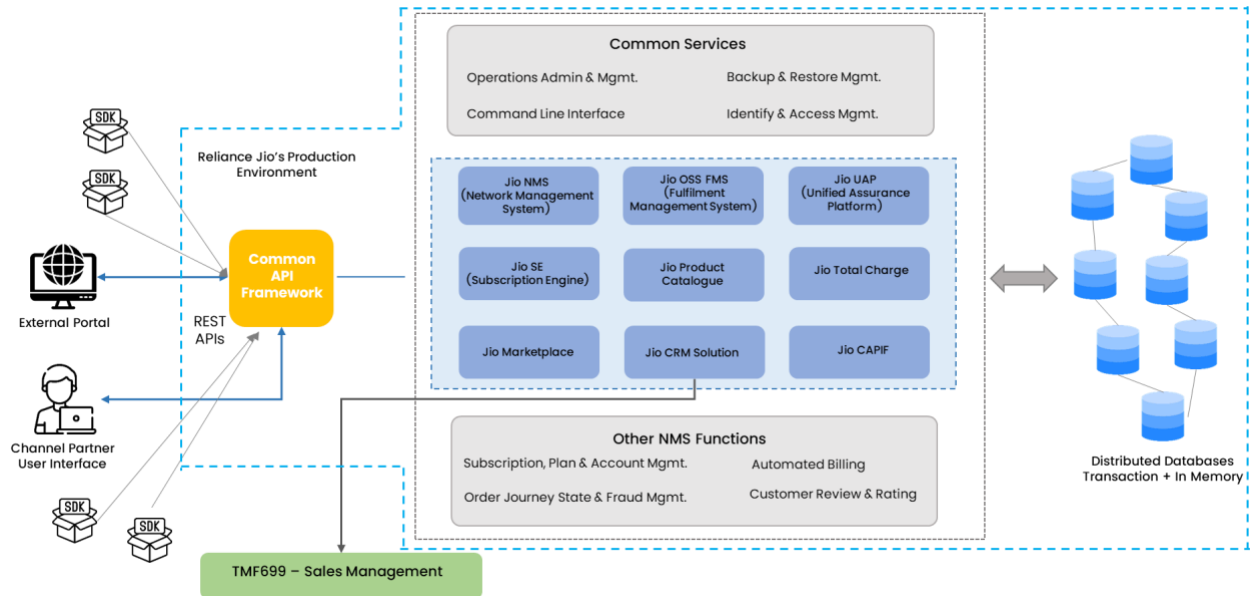
The Sales Management API provides interfaces for Sales Lead, Sales Opportunity, Sales Quote and the other management capabilities to support the sales activities to build relationship with the prospect customer who could be a person or organization that has an interest in the goods and/or services and possibly become the actual customers with one or more subscriptions.

The Lead corresponds to the nominal result of an interaction involving a prospective customer towards one of offers or services.

A prospect could have expressed a commercial interest or a commercial interest has been detected from his behavior analysis. The Lead Management function enables to collect, evaluate and attribute the leads to the appropriate sales representatives. The lead is an interest concerning an offer family or a product line, or expressed literally during an interaction, possibly further to a marketing campaign, and it must be handled and specified to become an opportunity or an order

### 3. Architectural View

Below is the overall architecture diagram. The APIs are currently deployed in Jio's Production Environment and available for the realization of 5G use cases.



## 4. Test Results

Click here to view the test results: [Jio-CRM-TMF699-HTMLResults.html](https://tmforum.org/CRM-TMF699-HTMLResults.html)