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 Marketplace

Jio's Marketplace is a unified, microservice-driven digital commerce platform designed to onboard, manage, and distribute a wide variety of digital products and partner services. It supports multi-cloud deployment and integrates smoothly with catalog, ordering, and billing systems. This API supports the Jio Marketplace by enabling onboarding of partners, listing of offers, dynamic product configuration, and lifecycle management of services. It facilitates catalog publishing, transactional workflows, and digital fulfillment processes. The Marketplace supports B2B and B2C scenarios, offering customers a seamless browsing, purchasing, and service activation experience.

It enables the definition of complex product bundles, promotion rules, pricing tiers, and customer-specific offers while maintaining transparency and operational agility across multiple sales channels.
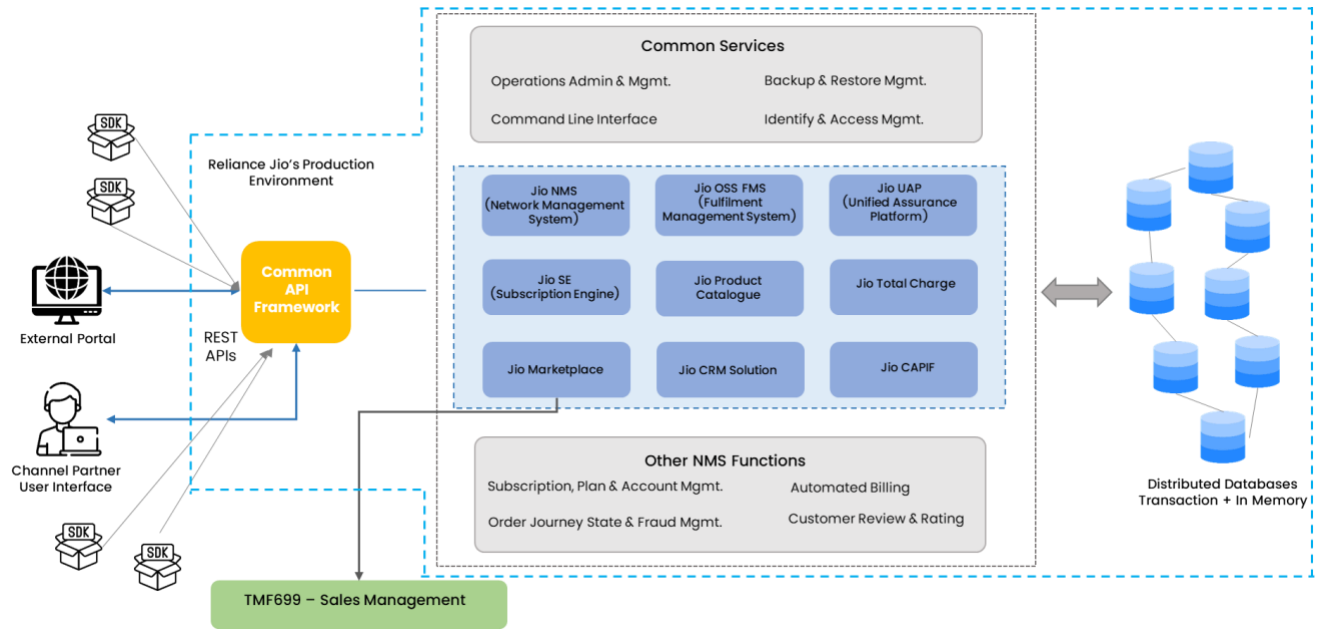
2. Overview of Certified API

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: