

TM Forum Open APIs Conformance Certification



Company Name:

ENTELE

Product Name and Release Version:

Open eXperience Layer 2026

TM Forum Open API Name and Release Version:

TMF680 – Recommendation Management v.4.0.0

Date: 23/03/2026

1. What Product or Solution does your API support?

Entel's API Platform has encapsulated and instantiated the Product Offering API (TMF680) to provide a standardized mechanism for managing product offerings—creation, update, retrieval, deletion, and event notifications. A product offering represents a defined set of products, services, or solutions offered by a Communications Service Provider (CSP) to its customers, typically including pricing, availability, and associated terms.

Communication Service Providers (CSPs) face the challenge of rapidly adapting and updating their product offerings to meet changing market conditions, customer preferences, and regulatory demands. Traditionally, managing product offerings involves multiple siloed systems (e.g., catalog management, pricing, order management), leading to inefficiencies, errors, and delays that can hinder business agility and customer satisfaction.

By adopting TM Forum Open API standards—specifically TMF680—Entel provides a unified framework for product offerings across its internal teams and external partners. The API standardizes the data model and operational processes, ensuring seamless integration, reducing time-to-market for new offerings, and enabling governance and reuse across the organization and ecosystem. This approach helps streamline the management of products and services, improve customer experience, and drive operational efficiency.

2. Overview of Certified API

A Product Offering defines the set of products, services, or solutions that a Communications Service Provider (CSP) provides to its customers. It encapsulates the details regarding the product's pricing, availability, features, and terms of service. Through product offerings, a CSP can clearly define the range of available solutions, allowing for tailored customer experiences, transparent pricing, and consistent service delivery.

Typically, a Product Offering is not considered a standalone product but rather a comprehensive package that includes multiple components, such as individual products, services, or bundles. It serves as the foundation for delivering a combination of services that meet customer needs while aligning with business goals. This approach is essential for companies

looking to quickly adapt to market trends, regulatory requirements, or new business models.

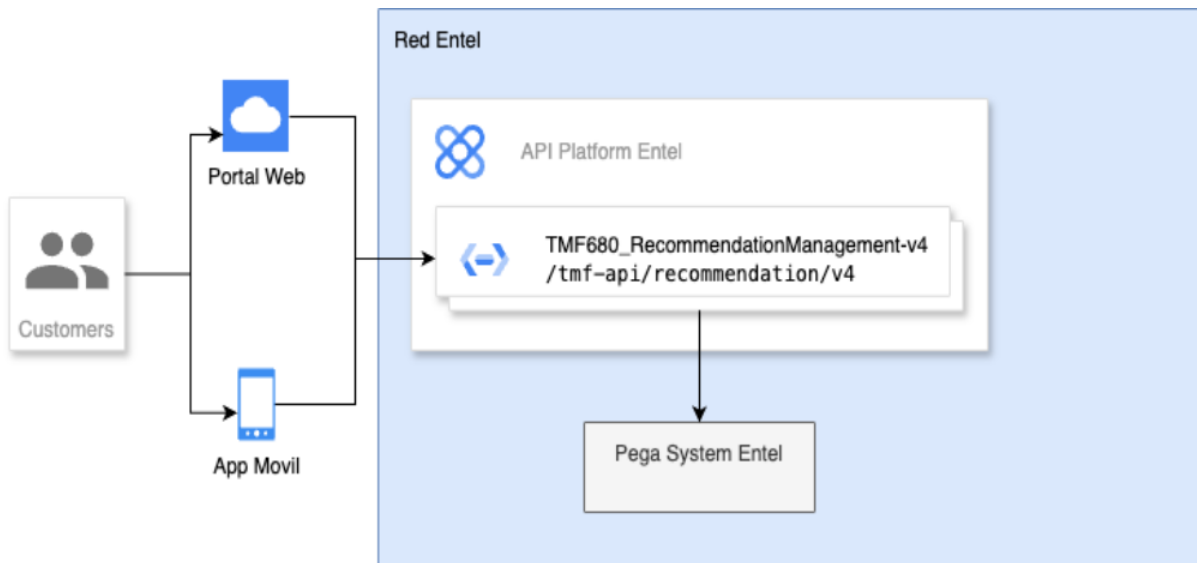
In the context of the TMF680 API, the management of product offerings becomes standardized and streamlined.

By leveraging this API, CSPs can manage the lifecycle of product offerings—ranging from creation and updates to retirement—while ensuring consistency across all touchpoints. This API plays a critical role in enabling flexible, scalable, and efficient product management, helping CSPs stay competitive in a dynamic market environment.

#	Resource	API Overview	Operations Supported
1	Recommendation resource	<p>The Recommendation resource in TMF680 represents a personalized and real-time offering recommendation based on the historical and real-time context of a customer. It includes identifiers (id, href, name), lifecycle state (lifecycleStatus), and a set of characteristics (name/value) that capture the details of the recommendation, such as recommendation type, relevance, and the customer context. Recommendations are designed to provide tailored product or service suggestions to customers, enhancing their experience by delivering relevant offers. The API may also reference related entities such as products, services, or promotions and may include supporting details or metadata to further personalize the recommendation. It is commonly used in e-commerce,</p>	<ul style="list-style-type: none"> ● POST ● GET

		BSS, and CRM systems to offer omnichannel recommendations that are personalized and context-aware.	
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3. Architectural View



4. Test Results

Click here to view the test results: [ENTEL CHILE-TMF680RW-HTMLResults.html](#)