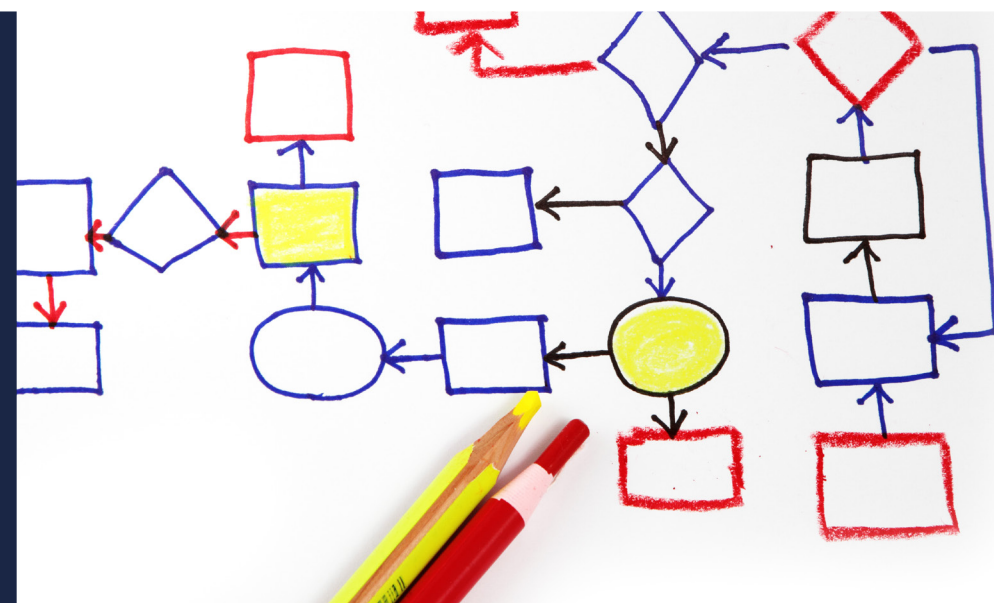# Open Innovation Catalysts
tm forum

Generative orchestrator: Automating product and network alignment with GenAI

Whiteboard to workflow to service in minutes

The solution:

This Catalyst uses generative AI and GitOps to automate product orchestration from process diagram to deployment—turning weeks of manual mapping into minutes. By combining TM Forum standards like TMF701, TMF633, and TMF641, it creates a scalable, compliant path for CSPs to launch B2B services faster.

Addressing the challenge:

In summary, the solution uses Generative AI to interpret high-level service intent and translate it into executable workflows.
1. It leverages a **domain-specific ontology** to understand relationships between products and network services.
2. A **closed-loop orchestration engine** then aligns resources in real time, while AI-driven reasoning selects optimal configurations.
3. This **automates** end-to-end service delivery and network adaptation.

> " The Catalyst provides a direct benefit of a massive reduction in time to market. With this reduction, Telstra would be able to rapidly enhance its market position and brand value by offering products that charge for different connectivity experiences.
>
> The Catalyst provides the advantage to leverage customer insights and evolving commercial models and then capture value from various connectivity attributes such as security, latency, upload speeds, and reliability. The timely market response also reinforces Telstra's brand premium by providing differentiated and valuable offerings that other companies do not provide.

Richard Keele
Product Owner – Fulfilment Enablers

Telstra

Business impact:

Aligns with trends in AN L4 and composable IT, enables CSPs to monetize network features, could **boost efficiency by 30%** and **cut time to market by 50%**.

Champions:

Dialog an axiata company

Telstra

BT Group

Participants:

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