Introducing ⬡DA:

Driving real-world benefits

⬡DA

BE OPEN. BUILD BETTER.

tmforum

Unlocking ⬡ODA:

Collaboration, monetization, and industry integration

Discover how Open Digital Architecture (ODA), as an industry-led, industry-wide set of open standards and certified software, simplifies the integration between software components and thereby, makes operator/vendor relationships more straightforward.

Experience the power of ODA:

- Forge seamless industry working relationships with a common understanding across the board.

- Unlock new avenues for monetization with a multitude of value-driven use cases and proven best practices.

- Industry-leading standards to drive monetization of the telco network through TM Forum Gen5 Open API portfolio.

- Revolutionary new concept of Components and Canvas that enables plug-and-play interoperability within the operator's software estate.

- Reap the rewards of industry-focused cross-competitive solutions leveraging zero-touch partnering, AI and automation.

ODF: Created by our members used by the industry

37,000+ total training courses completed since Jan 2021
By **11,500+** individuals

3,500+ attendees to our monthly Global Architecture Forum webinars, hearing real-life stories from members

166,000+ downloads of our **ODA assets** over the past 12 months

2,200+ professionals from **385+** companies contributing to ODF development since Jan 2021

40+ Ecosystem catalyst projects that used ODA principles/specs across different use cases/industry vertical scenarios

120+ signees to the level 2 ODA manifesto

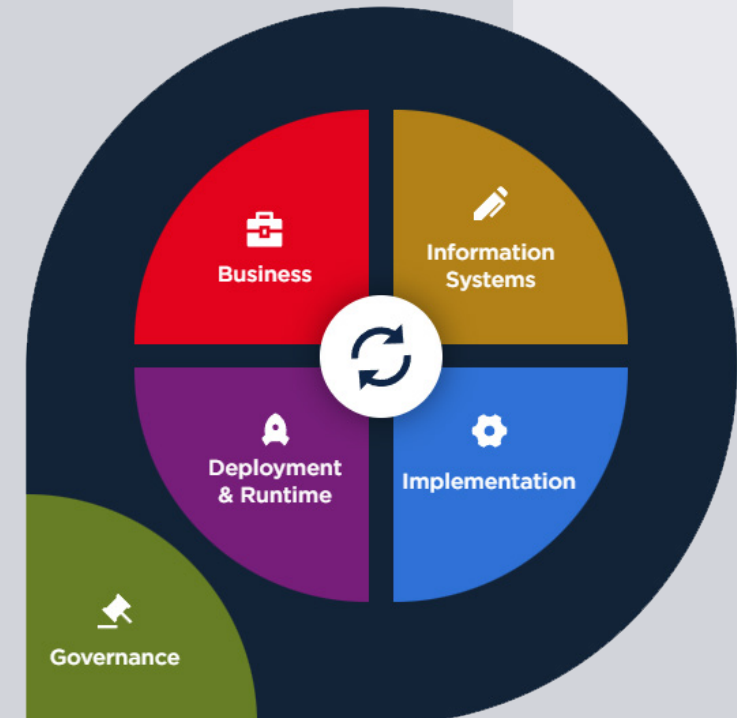# ◯DA forges a blueprint for your future

ODA provides a blueprint for modular, cloud-based, open digital platforms that can be orchestrated using AI.

ODA framework allows communications service providers (CSPs) to invest in IT, leading to transformed business agility and operations.

With ODA, CSPs can create streamlined IT and network solutions that are simpler, more cost-effective, and easier to deploy, integrate and upgrade.

ODA empowers growth, efficiency, and an exceptional customer experience by bonding the industry through a common language:

- 🔴 Business: Business Architecture (eTOM) to deal with business processes

- 🟡 An Informational Systems Framework to standardize data models (SID) and product definitions

- 🔵 Implementation of AI solutions for complex autonomous networks, including Open APIs and the future of OSS/BSS

- 🟣 Deployment and runtime for turning enterprise architecture into practical solutions, while facilitating future plug-and-play ecosystem

- 🟢 Governance of data, AI, APIs, and security with an organization

ODA is a fundamental component in achieving our vision of using our world-leading technology to bridge digital divides and improve human outcomes globally. By creating a standardized API marketplace, we can build platforms on top of our core communications services and enable TELUS to serve new industry verticals in healthcare, agriculture and consumer goods.
Hesham Fahmy,
Chief Information Officer,

TELUS

WATCH VIDEO

Monetizing Open APIs to drive growth

TM Forum Gen5 Open APIs simplify interoperability across telco networks, leading to efficiency savings and lucrative opportunities to monetize telcos' connectivity capabilities:

- Industry-led portfolio of telco Open APIs including REST, Async and context-specific, empowering seamless integration and collaboration.

- Foundation and support for industry-wide initiatives such as CAMARA and MEF, promoting innovation and cooperation.

- Developer-friendly repository for faster deployments with easy-to-use specifications, code, and test kits, streamlining the development process.

- Trusted certification for industry-wide standardization ensuring consistency and compatibility across the industry.

taking the cloud native revolution from theory to reality

> "Concepts like Open APIs, artificial intelligence, platform business models, cloud native microservice architectures and digital ecosystems will help drive agiliaty and innovation but only if CSPs can successfully evolve away from legacy BBS/OSS architectures. Our TM Forum Open Digital Architecture provides a pragmatic way to bring these concepts together and sets the blueprint for the digital transformation essential for CSPs to survive and thrive in a digital world."

Dr Lester Thomas
Head of IT Architectue & Innovation

vodafone

Revolutionizing the telco ecosystem to become plug-and-play

The ODA offers a new, catalog-driven approach to OSS/BSS where the industry defines open interoperability standards through:
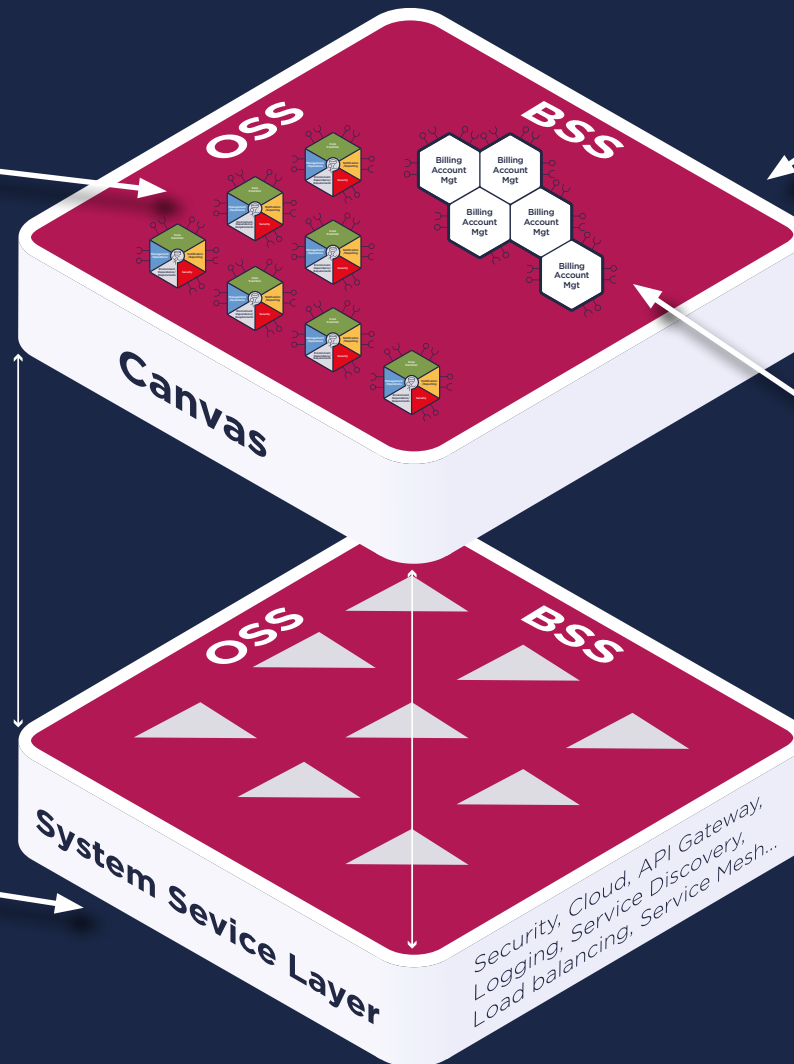
ODA Components are independently deployable pieces of software, typically built out of one or more microservices with integration defined through specified Open APIs

The **ODA Canvas** which is a software-defined blueprint for a cloud-native operating environment for CSPs

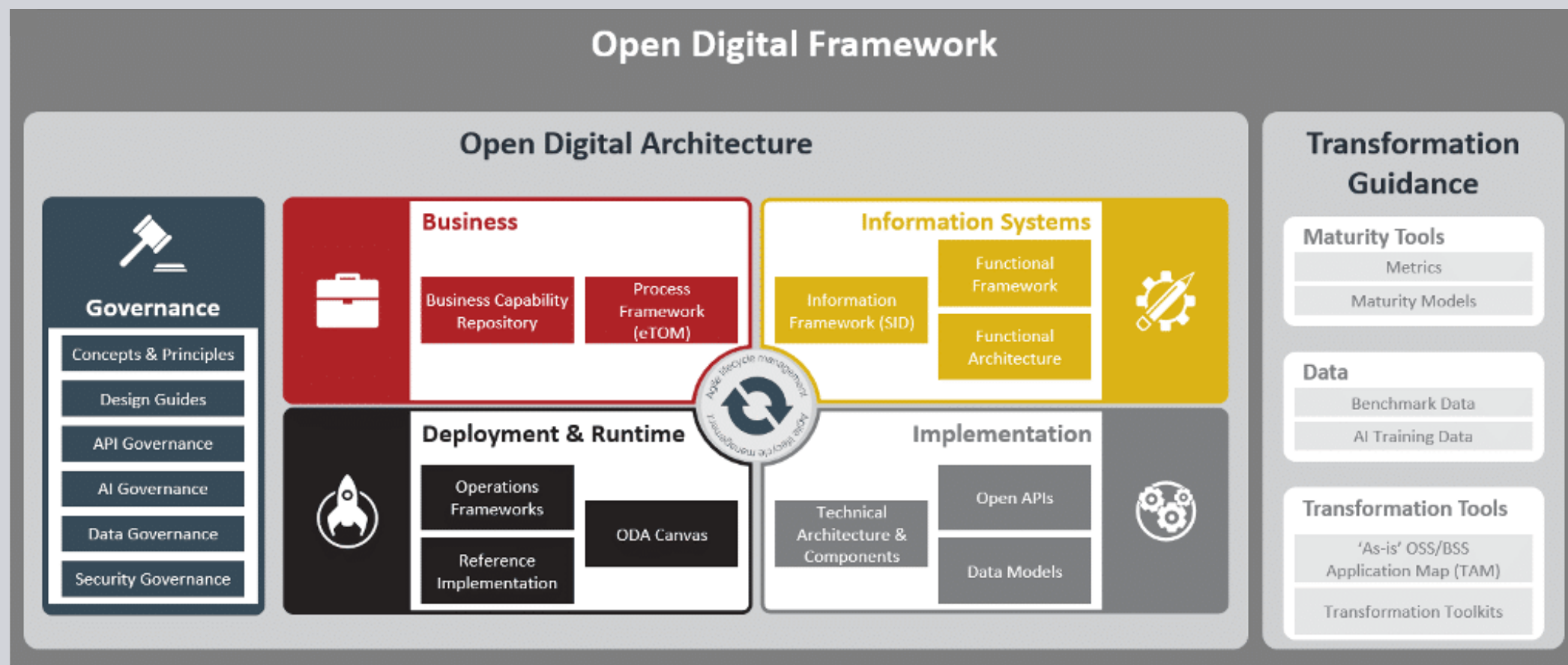**TM Forum Gen5 Open APIs** provide vertical and horizontal interoperability

ODA canvas can be built on top of any cloud platform

aws Azure Google

OSS BSS

Billing Account Mgt

Canvas

OSS BSS

System Sevice Layer

Security, Cloud, API Gateway, Logging, Service Discovery, Load balancing, Service Mesh...

ODF helps to solve the most complex problems

ODA is part of the much larger **Open Digital Framework (ODF)** that adds additional functionality to help transform business with a set of transformational guides. It helps to understand an organization's maturity (AI/Autonomous Operations) and provides benchmark and training data.

Current manual processes will not be able to match the ever-increasing complexity of technology and enterprise and consumer expectations. That is why ODA defines how operators can get a step ahead and deliver future intent-based operations using AI/ML.

AI & AUTOMATION

GOVERNANCE

AI Governance

Checklists, model cards...

AI maturity model

AI management APIs

AI Governance Toolkit

Data Governance

Data governance guides

API engine

Maturity model

Data & Analytics Toolkit

IMPLEMENTATION

Intent

TM Forum Intent Ontology

Intent lifecycle management

Intent management API

Intent common model

Intent Toolkit

AIOps

AIOps lifecycle

AIOps management framework

End to end use cases

AIOps Toolkit

AI APPLICATIONS

Autonomous Networks

| AN maturity levels | Reference architecture |
| Effectiveness indicators | AN Toolkit |

Assurance (CLADRA)

| Closed loop AI models | Implementation architecture |
| Automation APIs | CLADRA Toolkit |

Digital Twins (DT4DI)

| DT4DI ontology | Reference architecture |
| Lifecycle management | Maturity model |

'Running on ◯DA' driving real-world benefits

The TM Forum's **Running on ODA** status is given to CSPs who have successfully used ODA in real-world scenarios to improve efficiency and achieve growth. This award is presented to CSPs who have undergone a joint evaluation by TMForum and the CSP to assess their organization's implementation of ODA.

TELUS

Launched a new offering across all six of its go-to-market channels at a third of the usual cost and reduced time-to-market by 35%.

axiata

With ODA and its well-defined APIs, allowed Jio to deliver value even faster customers by finding new ways to monetize their technology assets. Acceleration of go-to-market strategies from months to days and 40% reduction in IT costs.

Jio

With well-defined APIs, ODA has allowed Jio to transform its application landscape making them more agile and enabling them to deliver value to their customers even faster.

vodafone

Vodafone UK has utilized ODA to speed up product launches and boost digital sales by more than 50%, increasing sales conversions by 30% with its customer experience platform becoming a model for Vodafone worldwide.

Join the industry's commitment to ⬡ODA

The world's leading CSPs and technology partners have signed the [Open Digital Architecture Manifesto](#) publicly demonstrating their endorsement of TM Forum's Open Digital Architecture and their commitment to adopt and help develop it further.

⬡ **Committed** to the design principles and essential standards required to enable a truly 'plug and play' set of technology capabilities.

⬡ **Accelerate growth** by defining genuine business needs and implementing value-based use cases.

⬡ **Accelerate the development** of TM Forum industry standards and best practice by leveraging the Open Digital Framework for **AI and Automation solutions.**

Contact us

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ODA

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