Open Digital Architecture (ODA)

Introducing ODA

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Open Digital Architecture (ODA) is a blueprint for modular, cloud-based, open digital platforms that can be orchestrated using AI.

Designed to support our industry into the cloud native era, ODA sets the framework required for CSPs to invest in IT, transforming business agility and operations by creating simpler IT and network solutions that are easier and cheaper to deploy, integrate and upgrade. Enabling growth, profitability and a cutting-edge customer experience.

Co-created by our members

orange™ · T · · · Vodafone · Telefónica · AT&T · verizon✓ · 中国电信 CHINA TELECOM

TELSTRA · TELUS · HUAWEI · NOKIA · amdocs · ORACLE® · accenture

Driving significant global impact for our members

Increase in **digital sales of 50%+**, sales conversion by 30% and 3x improvement in NPS

Multimillion-dollar savings, and reduction to onboard new network capabilitues from 18 months to **less than a week**

$12.6m increased revenue and cost optimization, 1.6% uplift in EBITDA

Vodafone · BT · 中国电信 CHINA TELECOM

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 agility and innovation, but only if CSPs can successfully evolve away from legacy BSS/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 Architecture & Innovation
Vodafone Group
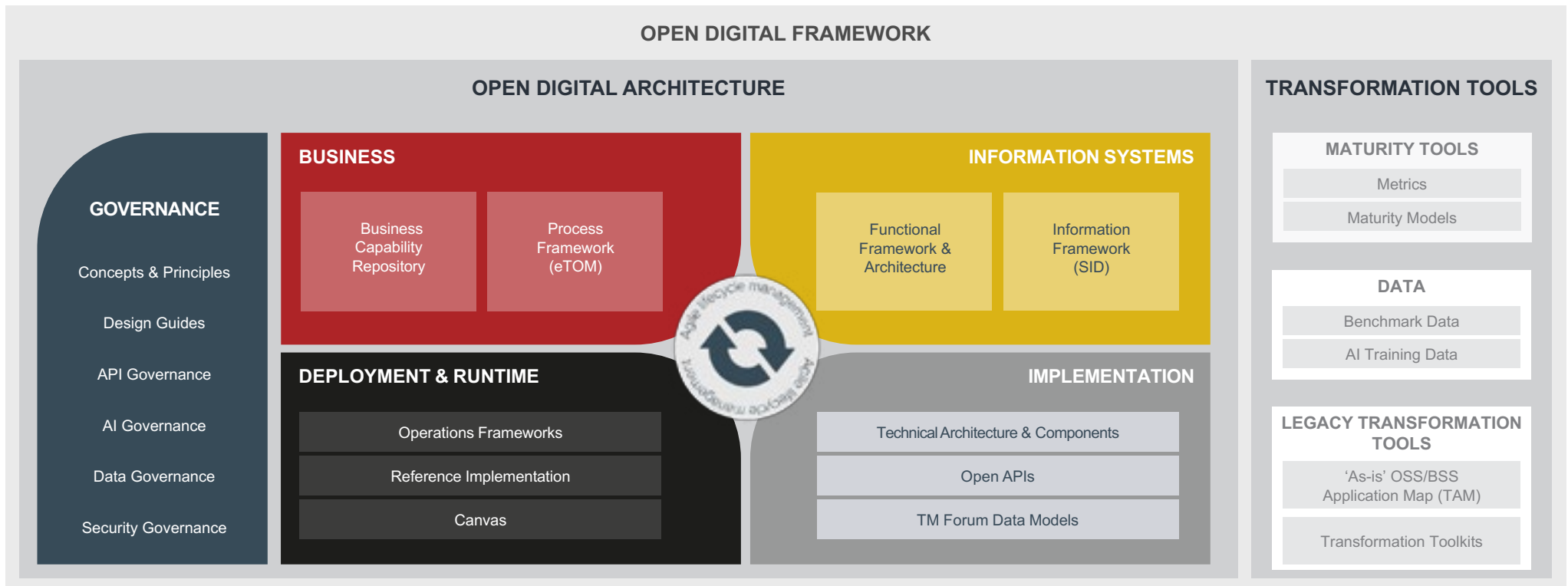
member commitment to our Open API & ODA Manifesto

To date, 61 of the world's leading communications service providers (CSPs) and technology partners have signed the Open API & Open Digital Architecture Manifesto publicly demonstrating their endorsement of TM Forum's Open Digital Architecture (ODA).

Those committed to the design principles and essential standards required to enable a truly 'plug and play' set of technology capabilities include:

take a deeper look at ODA

OPEN DIGITAL FRAMEWORK

OPEN DIGITAL ARCHITECTURE

GOVERNANCE

Concepts & Principles

Design Guides

API Governance

AI Governance

Data Governance

Security Governance

BUSINESS

Business Capability Repository

Process Framework (eTOM)

DEPLOYMENT & RUNTIME

Operations Frameworks

Reference Implementation

Canvas

INFORMATION SYSTEMS

Functional Framework & Architecture

Information Framework (SID)

IMPLEMENTATION

Technical Architecture & Components

Open APIs

TM Forum Data Models

TRANSFORMATION TOOLS

MATURITY TOOLS

Metrics

Maturity Models

DATA

Benchmark Data

AI Training Data

LEGACY TRANSFORMATION TOOLS

'As-is' OSS/BSS Application Map (TAM)

Transformation Toolkits

We've co-created the architecture framework, common language, and design principles.

It defines standardized, interoperable software components organized into loosely coupled domains. These components expose business services through Open APIs built on a common data model. And what's really exciting is ODA provides machine-readable assets and software code, including a reference implementation and testing lab.

Open APIs

Delivering business agility within companies and across digital ecosystems

Our suite of 60+ REST-based Open APIs has been collaboratively developed and is unlocking a range of growth opportunities including:

• Dramatically improving business and IT agility

• Reducing the cost and complexity of operations

• Enabling a global wholesale connectivity ecosystem

• Reducing integration cost, risk and time for the entire supply chain

• Opening a global platform for telco-based innovation

Explore our Open APIs

resources

Thanks to the collective efforts of over 250 contributing companies, ODA is producing some of the most exciting innovations in our industry today – along with all the training, coaching and support to put ODA into action.

get involved

labs

ODA component accelerator (ODA-CA) - a globally co-created test platform for oda:

Together with our founding ODA-CA members; Accenture, Axiata, Global Wavenet, Globetom, Oracle, Orange, SigScale, Sysbiz, Vodafone and Whale Cloud, the ODA CA project has built the Open Digital Lab environment. It's a test platform for ODA, to test ODA components and prove their value in the real world. In doing so, it's providing a platform for rapid innovation and accelerated time-to-market.

We're currently recruiting members to join the next critical phase of ODA. **Learn more here**.

To get involved, email **accelerator@tmforum.org**

Join or create a catalyst

Catalysts bring innovation to life. They're rapid-fire proof-of-concept projects for co-creating innovative solutions to important industry challenges. We currently have over 20 ODA Catalyst projects running, **take a look here and get involved**.

code + frameworks

60+ co-created Open APIs to date - and more in development

Downloaded over ten thousand times a month by your peers across the globe, our Open APIs are actively driving agility and cost efficiencies by simplifying operations. **Get involved**.

ODA Toolkits: Browse and download all the resources published by the Open Digital Architecture projects.

knowledge

Read our latest research reports:

- **Process Automation: An evolutionary approach to digital transformation.**
- **Exploring marketplaces for software services**
- **How to lead in the Open API economy**
- **Attaining Agility and beating disruptors at their own game**
- **A future vision for the software market that the telecom industry needs to survive and thrive**
- **AI Ops from automation to autonomous networks**

Listen to our ODA webinars

- **The value of ODA**
- **Communications services marketplace for software and services**
- **How BT is accelerating business value with Open APIs and Salesforce**

training + accreditation

Open Digital Architecture Fundamentals training course

An introduction to the future of architecture for telecommunications: understand the Open Digital Architecture (ODA), why it is needed and learn the basic principles and building blocks.

Coaching

TM Forum Coaching provides a way to enhance and optimize training outcomes to help you implement Open APIs and an Open Digital Architecture. You can find out more **here.**

events

Training session 1:
An introduction to Open Digital Framework (ODF)

Member project 101:
Open Digital Architecture

Masterclass: **Using TM Forum components to enable digital transformation**

Member project 101:
Open APIs

Masterclass:
Applying TM Forum's Open Digital Architecture

member testimonials

“ We see the TM Forum's Open Digital Architecture and Open APIs as important enablers for the industry wide transformation to software-based, automated, intelligent networks. ”

Jan Karlsson
Senior Vice President and Head of Business Area Digital Services

ERICSSON

“ A rapid and radical shift to an open, modern, service-based architecture that enables new business models and operational models and uses the Open Digital Architecture and Open APIs as guidelines is critical for digital transformation of the telco industry. ”

Haiping Che
Chief Digital Transformation Officer

HUAWEI

“ I see ODA as a cornerstone of his company's strategy to become a digital service provider. The architecture has the potential to support all Orange's emerging initiatives in network slicing, IoT, edge computing, and AI. Above all, it will enable a better user experience for what the company hopes will be a rich, multi-service marketplace. ”

Laurent Leboucher
Vice President Customer Relations Solutions & Global Architecture

orange

“ The ODA Component Accelerator provides a much-needed neutral sandbox environment where CSPs and solutions suppliers alike can come together and work to build the market for software components needed to manage and operate our future IT and network systems. ”

Carlos Valero
Global Director of IT Strategy and Architecture

“ Similar to foundational initiatives like Open APIs, Accenture is thrilled to be a part of this important initiative designed to promote collaboration, interoperability and standardization across the communications and media industry. The ODA Component Accelerator is critical for an industry moving rapidly toward standardized, software-based, cloud-native networks that will speed innovation and, at long last, bring the promise of 5G to life. ”

Boris Maurer
Europe Comms & Media Industry Lead

Adriano Poloni
Chief Technology Officer, Comms & Media Industry

accenture

• And listen to some of our ODA Member Video endorsements here:

Bhaskar Gorti, President, Nokia Software & CDO, Nokia

Enrique Blanco, Global CTIO, Telefonica Group

Michael Wang, International Marketing Director at Whale Cloud

Jason Rutherford, Senior Vice President and General Manager of Oracle Communication's Applications

in the press

- **Computer Weekly:** ODA reaches milestone as TM Forum calls on telcos to grab cloud opportunity
- **Capacity Media:** Leading telcos join project to open IT architecture to the cloud
- **Telecom TV:** Leading telecoms companies collaborating to build market for plug-and-play software

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code +
frameworks

READY TO GET INVOLVED?

Your global peers are working together to shape a new digital future for our industry.
Join them and be part of an innovative community paving the way for the rest.

Email your engagement manager to find out more or visit **tmforum.org/oda**