

Framework 17.5

Product Conformance

Certification Report

Etiya

Etiya BSS Platform v9.0

May 2018
Version 1.1

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1 Introduction

1.1 Executive Summary

This document provides details of Etiya's self-assessment and TM Forum's Conformance Assessment of the **Etiya BSS Platform Version 9.0 product**, against the following Framework 17.5 components:

- Business Process Framework Version 17.5
- Information Framework Version 17.5

The assessment included a review of:

- The methodology approach to process modeling against the TM Forum's Business Process Framework Release 17.5 according to the specific processes submitted in scope for the Assessment.
- Conformance to the Information Framework Release 17.5 Domains/Aggregate Business Entities according to the specific ABEs submitted in scope for the Assessment.

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For any additional information on this Framework Conformance Certification Report, please contact TM Forum at: conformance@tmforum.org.

2 Product Functionality/Capability Overview

2.1 Etiya BSS Platform Overview

Etiya BSS Platform enables Communications and Digital Service Providers to accelerate time-to-market, shorten order-to-cash cycles and increase customer brand loyalty by automating and optimizing complex CSP systems while correcting error-prone manual interactions. CSPs and DSPs are able to implement the right combination of components to create, sell, and monetize new and existing customer services.

Each module in Etiya BSS Platform products are designed to be a part of the complete solution as well as to serve stand-alone. These products can be replaced or partially integrated with other systems easily.

The award-winning Etiya BSS Platform has been validated in Tier-One operators and recognized for pioneering innovation by the TM Forum. With Etiya BSS Platform, CSPs/DSPs attain a 360-degree view of the customer, products/services, and order life cycle management to maximize profitability and customer satisfaction.

2.2 Etiya BSS Platform Benefits

- Development of customer-centric strategies with campaigns and product offerings
- 360-degree view of customers
- Up-selling and cross-selling opportunities
- Increase of customer satisfaction retention
- Increase of sales and revenue
- Decrease in "time-to-market"
- Decrease in implementation and training cost
- Certified with TM Forum standards

2.3 Etiya BSS Platform Products

Etiya BSS Platform consists of the following products seen in the diagram. Etiya BSS Platform Products are detailed later in this chapter.

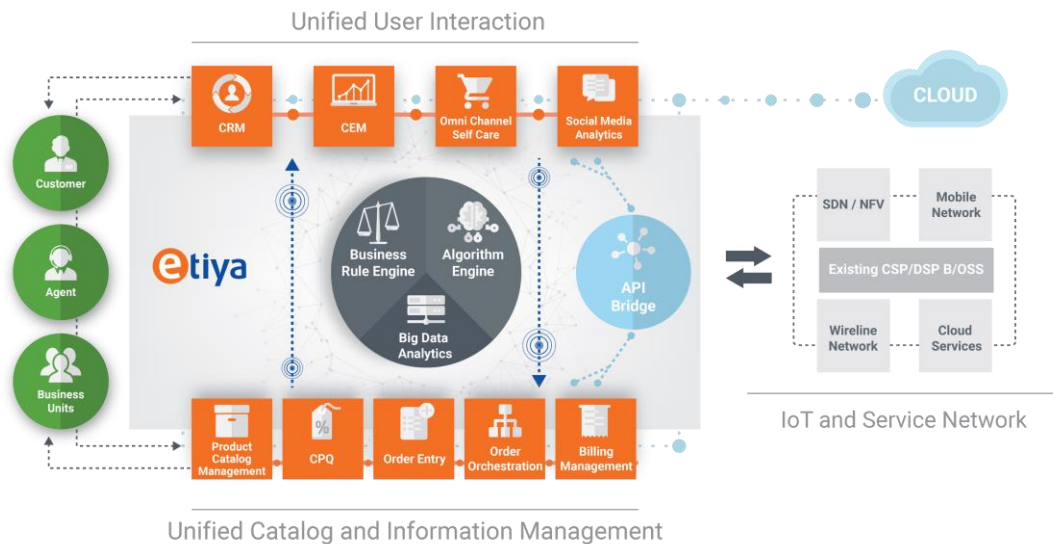


Figure 2-1 Etiya BSS Platform v9 - Overview

2.3.1 Etiya Customer Relationship Management Product Overview

Etiya Customer Relationship Management (CRM) provides a highly scalable, customer-centric, omni-channel experience enabling you to exceed customer expectations by interacting with them on any platform or via any channel.

Etiya CRM provides an end-to-end, integrated lead-to-cash process flow for customer management. This includes contact and request management; mediation and orchestration of customer interactions; jeopardy and exception management; and customer analysis and reporting. Customer Service Representatives and Sales Agents see a 360-degree in-context customer view enriched with predictions and recommendations based on the customer’s past and current interests and interaction behavior, including social media activities. Social media analysis determines communities of interest and opportunities for cross-sells and up-sells.

The Etiya CRM license includes these modules:

■ **Customer Information Management:** With a single click, see consolidated, real-time and historical views of customer interactions to create accurate customer profiles (including social media), target offers, and identify customer insights.

■ **Lead Management:** Simplifies and automates the lead management process seamlessly from acquisition to sales, making it easy to share product information with the Sales team and to target leads based on win probability.

■ **Campaign Management:** This enhanced marketing tool creates seamless campaigns that proactively provide attractive offers and recommendations to the right customer, at the right time, in real-time.

■ **Complaint Management:** Defines and optimizes customer service processes for trouble ticketing, payment disputes, and service questions.

Etiya CRM Benefits:

- Dynamic Customer Support and Sales workflows are enriched with predictions and recommendations based on the customer’s past and current interests and interaction behavior
- A consistent customer experience is provided on any channel, any device, at any time
- The customer experience is tailored to their buying behavior and interests
- It is easy to manage large business customers, their accounts, and their account relations
- Predictive and prescriptive analytics improve customer conversion ratios
- Sales KPI dashboards provide near real-time decision support for sales performance and operational efficiencies, comparing planned versus actuals

2.3.2 Etiya Product Catalog Management Product Overview

Etiya Product Catalog Management supports and manages the product lifecycle by managing services, marketing, and commercial and technical catalogs. It provides flexible offer and catalog configuration and enables service providers to quickly launch offers to the market.

Etiya Product Catalog Management provides a single, centralized source for all product and service information, thereby increasing accuracy and reducing operational costs. It is managed simultaneously as both a technical and a commercial catalog. Service providers can create and manage products, from simple to very complex, as well as

new single or bundled offers. Time-to-market is accelerated through reusable building blocks and flexible product configuration.

The product is natively integrated with other products in the Etiya Product Portfolio or can be implemented stand-alone, to serve as the central product catalog and business rule repository.

Etiya Product Catalog Management Benefits:

- Technical, marketing, and financial information for products and services reside in a centralized product catalog to increase efficiency and accuracy
- Reusable building blocks enable easy configuration and fast time-to-market
- Dynamically created product, service, and offer categories for compatibility and eligibility dependencies increase agility and time-to-market
- Centralized business validations provide business consistency and unified customer experience across all channels
- Catalogs and offers can be specialized for sales channels, regions, segments, customer groups, etc. to simplify Sales and Marketing management
- Product lifecycle management assures revenues before releasing offers to the market

2.3.3 Etiya Configure Price Quote Product Overview

Etiya Configure, Price, Quote (CPQ) takes an innovative, agile, collaborative, and modular approach that incorporates real-time analysis. It enables service providers to offer—consistently across channels—validated quotes that best fit the customer. For the B2B market, Etiya CPQ manages the complexity of generating multiple engineered services (usually handled by separate departments) and combining them into a single quote.

For the retail market, Etiya CPQ focuses on customizing packages to determine which package is best for the customer.

Collaborative order entry and dynamic workflows bring together customers, sales agents, sales engineers, financial users, and their supervisors. Consistency is provided across multi-channel product launches and across the enterprise. Despite a constantly changing spectrum of variables, products and services are priced accurately and validated and reserved in real-time, resulting in accurate quotes and significantly reduced order fall-out. Sales representatives are empowered to use discounts to offer competitive prices to their customers.

Etiya CPQ relies on Etiya Product Catalog Management, Omni Channel Digital Frontend, and Order Management to create the best quote for the end customer, as well as to provide a consistent cross-channel experience.

Etiya CPQ Benefits:

- Simplify creation of simple or complex bundle offers and associate them with discounts and sales commitments to speed time-to-market
- Offer the best price to the customer based on events, rules, and behaviors
- Create a consistent quote where all rules are applied in real-time
- Efficiently manage the proposal process from creation to customer delivery
- Manage and control the order entry and negotiation process with speed and accuracy, including contract negotiations

2.3.4 Etiya Order Management Product Overview

Etiya Order Management provides flexible, catalog-driven order capture, decomposition, validation, negotiation, orchestration, and execution with jeopardy, exception, and fall-out management. It flexibly configures and customizes all customer interaction flows between a company and its customers. It captures orders from all sales portals and validates orders to maintain business integrity. It can handle millions of orders per day. Catalog-driven order fulfillment enables operators to speed new offers to market and make fulfillment process changes with ease.

Etiya Order Management utilizes catalog definitions to dynamically recognize, transform, decompose, and execute customer orders, eliminating the need for IT involvement. Automated and manual tasks and processes can be defined via a graphical design environment. Business rules from the company's product and service catalog ensure a safe and secure order entry.

Etiya Order Management Benefits:

- Processes are managed hierarchically, with relationships and inheritance models
- Automatically validates order entry and provides error correction to reduce order fall-out
- Unified order capture for all channels
- Supports bulk orders
- Resources can be reserved while customer and service eligibility are being verified, such as credit and black-list checks and inventory checks, to ensure business integrity
- Improved customer experience with full order visibility, including expected completion time

2.3.5 Etiya Customer Service Management Product Overview

Etiya Customer Service Management provides omni-channel predictive and prescriptive customer service recommendations and automatically orchestrates workflows. It uses sentimental, contextual, and customer behavioral analyses that result in increased Customer Service Representative (CSR) efficiency and customer satisfaction.

With Etiya Customer Service Management, CSRs receive prepopulated information about the customer situation that is collected from multiple channels and ready to use. The trouble's root cause is predicted, and the workflow provides prescriptive recommendations to communicate with the customer and resolve the trouble. As a result, CSRs spend more time focusing on the customer and less time manually resolving issues. This reduces both response and resolution time. So, customer problems are resolved faster and on the first contact.

The use of autonomous learning and artificial intelligence enables personalization of the customer interaction, bringing humans back into customer service while at the same time automating service workflows.

Etiya Customer Service Management Benefits:

- Proactive customer service management results in a consistently high level of predictable customer experience, which encourages customer loyalty, drives new monetization opportunities, and reduces customer churn
- Campaign conversion rates and sales performance increase
- Business processes and rules can be created or modified at any time, without development
- Artificial intelligence and rules route trouble tickets quickly to the appropriately skilled agents to speed resolution
- Efficiently monitor ticket information and agent or unit performance, on demand and in real time

2.3.6 Etiya Omni Channel Digital Frontend Product Overview

With Etiya Omni Channel Digital Frontend self-care customers can access and manage their account anytime, anywhere, on any device, with each channel being aware of what has been done via other channels. Through a high-performance user interface, they can add or remove services or seek answers. This reduces the load on call centers and sales representatives.

Through Etiya customer interaction analytics and autonomous learning, service providers can launch campaigns to specific customer profiles.

The result is high quality customer engagements and positive customer experiences. Etiya Omni Channel Digital Frontend is pre-integrated with other Etiya products, such as Product Catalog Management, to provide an end-to-end solution. Etiya Omni Channel Digital Frontend can also be used as a frontend to existing systems and is easily integrated via open APIs.

Etiya Omni Channel Digital Frontend Benefits:

- End-user customers can buy and manage their account anytime, anywhere, on any device
- Customers have online visibility to all account details, such as contract details, assets, bill details, account balance, usage, usage remaining in their package, and expenditures
- To improve the customer experience, online chat support agents see the progression of the customer’s journey
- Orders can be started, for example, on the web and continued and fulfilled on a mobile device
- Customers can see the impact order changes will have on their bills and can compare proposed changes before executing the order

2.3.7 Etiya Billing Management Product Overview

Etiya Billing Management supports a wide range of products, ranging from voice, text, data, and video services to event and content-based services. State-of-the-art tariff technology provides powerful and flexible discount management and is under Customer Relationship Management control.

Etiya Billing Management provides the ability to bill and invoice complex bundles of voice, text, data, and video-driven products, as well as value-added services. The product supports complex discounts, equipment and spending controls, and sales commitments. It provides a real-time convergent charging and billing experience based on industry-conformant product models, with carrier-grade performance and operational ease.

The product supports online, real-time, and offline convergent charging.

Rich billing functionality enables on-demand, real-time billing that supports multiple business models. Balances can be prorated upon service activation and deactivation. Sales commitments are tracked easily at the account or product levels or by time.

Etiya Billing Management Benefits:

- Efficient discount management includes friends, family, and community-based discounts

- Convergent online, in real-time, and offline charging includes 3GPP correlation-based real-time charging
- Rich billing functionality including agility to support multi-company billing for MVNE and MVNO business models
- Flexibility to support multiple sales commitment models, such as revenue or time-based, carryovers and installments

2.4 Etiya BSS Platform Supported Installation Models

The following installation models are applicable for Etiya BSS Platform:

- On-premise
- On-cloud (private)

2.5 Product Scope

The diagram in Figure 2-2 represents Etiya BSS Platform product with mappings to the Business Process Framework Level 2 processes that were submitted in scope for the Conformance Certification assessment.

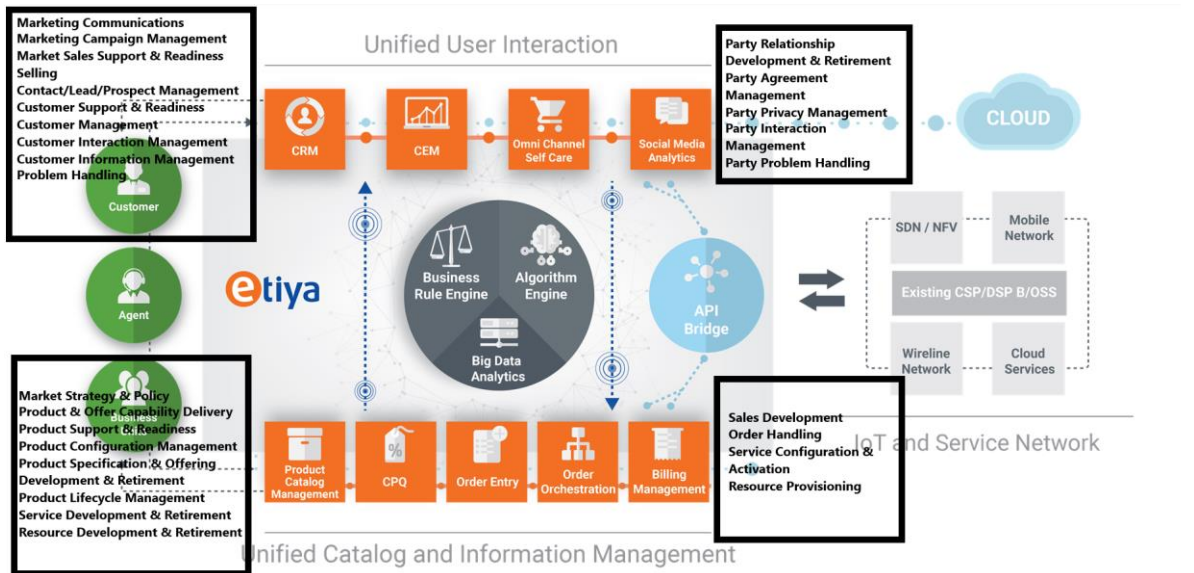


Figure 2-2 Etiya BSS Platform product mapped to eTOM Level 2 Processes in scope

3 Business Process Framework Assessment Overview

3.1 Mapping Technique Employed

Business Process Framework Level 4 descriptions are analyzed by looking for implied tasks. (This is similar to how process decomposition can use Semantic Analysis). Each Business Process Framework process is supported by descriptive text. In many cases, each process is aligned and mapped to appropriate company documentation references solution, methodology or modeling material.

Note that when a Level 3 process has not been decomposed to Level 4 processes, the implied tasks for the given Level 3 process are analyzed.

The Business Process Framework Level 4 descriptions (or Level 3 if appropriate) are analyzed by looking for implied tasks. Color coded text as highlighted below is used as part of the process mapping whereby highlighted text indicates the level of support for a Level 4 process implied task:

- **GREEN** is used to highlight key words or key statements that are fully supported
- **YELLOW** is used to highlight key words/key statements that are partially supported
- **GREY** is used to highlight key words/key statements that are not supported
- No highlighting is used for words/statements that are irrelevant, just for reference or needed to complete the sentence.

Manual and Automated Support

It is important to determine whether the implied task is supported by manual steps, automated steps, or a combination of both. In this document, “A”, “M”, or “AM” is used for each task to indicate that the step or steps is/are automated (A), manual (M), or both (AM).

TM Forum Note 1: *When process mappings are presented against Level 4 processes, the mappings are provided against the text in the “Mandatory” field for the process. In the event of the Mandatory field not being defined in the eTOM specification, the process mappings are in that case provided against the Level 4 Extended description. If an Extended description is not defined, then the mapping is provided against the Brief description.*

TM Forum Note 2: *Note that if a Level 3 process has not been decomposed to Level 4 processes in the Business Process Framework, in such cases the process mapping support is provided against the Level 3 process descriptions using the Mandatory/Extended/Brief description as per the guidelines explained for Level 4 based mappings in the previous note.*

TM Forum Note 3: *For this assessment, based on the assessment being a re-certification, mappings were provided against the Extended & Brief descriptions in line with the previous assessments carried out by Etiya for their Etiya BSS Platform.*

3.2 Business Process Framework Level 2 Process Scope

The following figures represent the Business Process Framework Level 2 processes (high-lighted in green) that were presented in scope for the assessment and that were assessed and support the corresponding Business Process Framework processes according to the results in Chapter **Error! Reference source not found.**

Etiya - eTOM Business Process Framework v.17.5 Conformance Footprint

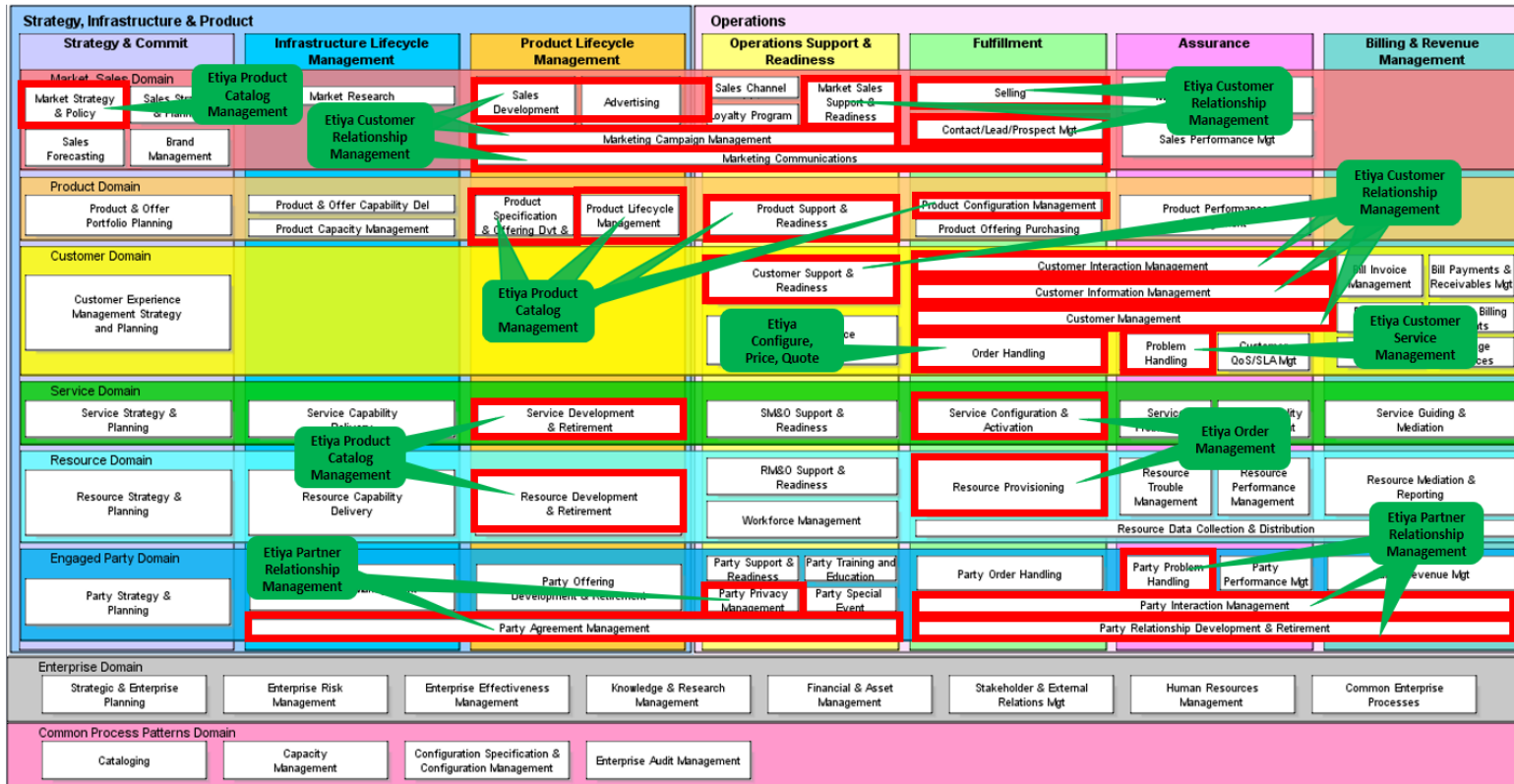


Figure 3-1 Level 2 process coverage for Etiya BSS Platform v9 Assessment

The following diagram identifies the number of Level 3 processes that were submitted for assessment, for each Level 2 process within the defined scope.

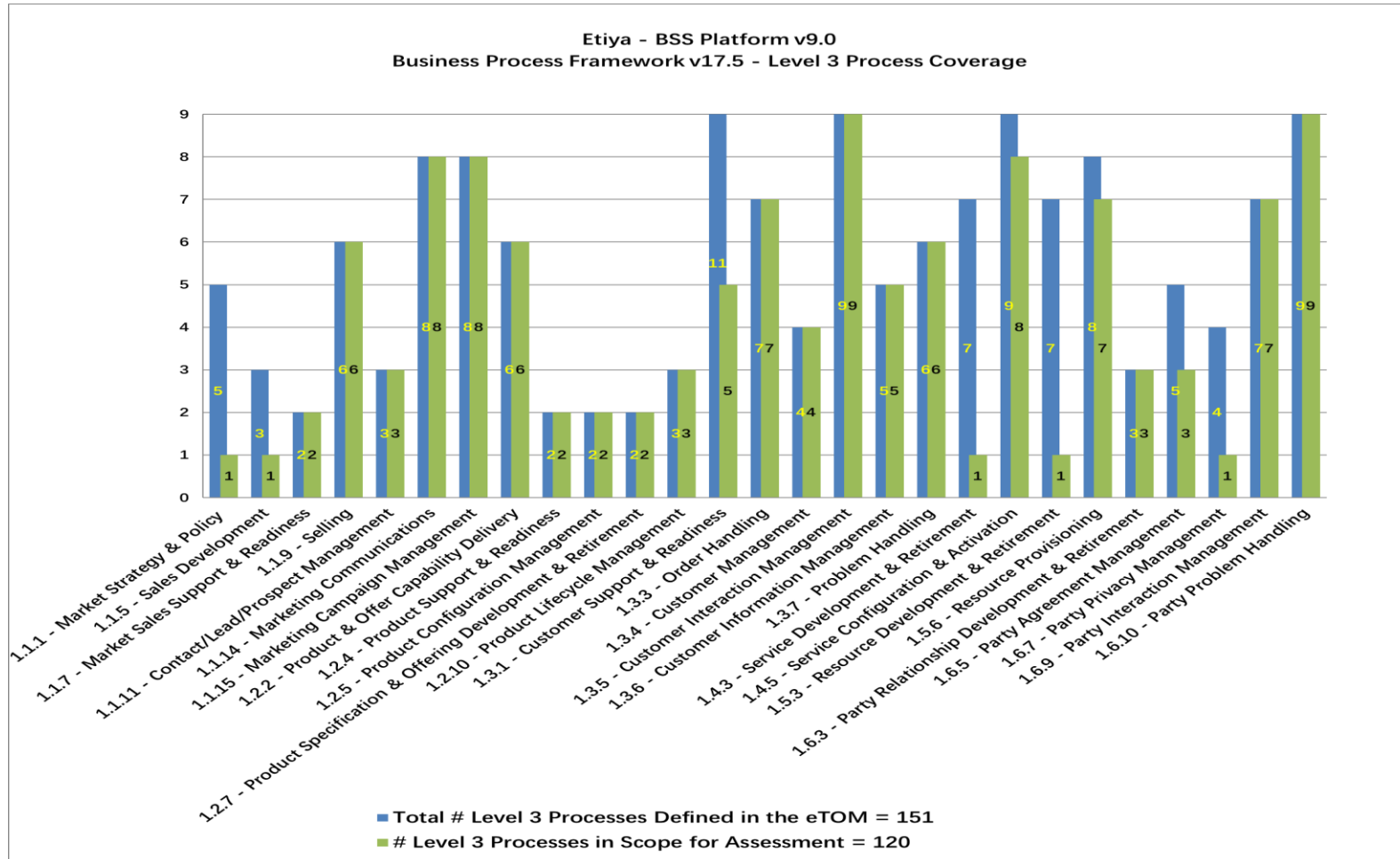


Figure 3-2 Level 3 process coverage

Table 3-1 Business Process Framework Assessment Scope

TM Forum Framework 17.5 Assessment Scoping Document - Business Process Framework (eTOM)			
Member:		Etiya	
Product:		Etiya BSS Platform v9	
Assessment Type		Product	
Number of L3 Processes in Scope:		120	
Level 1	Level 2	Level 3	Recertification Scope for Level-3 Process Elements <i>"N" indicates new processes added to previous certification</i> <i>"R" indicates recertified processes from previous certification</i>
1.1 - Market / Sales Domain			
	1.1.1 - Market Strategy & Policy		
		1.1.1.4 - Link Market Segments & Products	R
	1.1.5 - Sales Development		
		1.1.5.3 - Develop New Sales Channels & Processes	R
	1.1.7 - Market Sales Support & Readiness		
		1.1.7.2 - Support Selling	R
		1.1.7.4 - Manage Sales Inventory	R
	1.1.8 - Sales Channel Management		
	1.1.9 - Selling		
		1.1.9.1 - Qualify Selling Opportunity	R
		1.1.9.2 - Develop Sales Proposal	R
		1.1.9.3 - Acquire Sales Prospect Data	R
		1.1.9.4 - Cross/Up Sell	R
		1.1.9.5 - Negotiate Sales/Contract	R
		1.1.9.6 - Manage Sales Accounts	R
	1.1.11 - Contact/Lead/Prospect Management		
		1.1.11.1 - Manage Sales Contact	N
		1.1.11.2 - Manage Sales Lead	R
		1.1.11.3 - Manage Sales Prospect	R
	1.1.14 - Marketing Communications		
		1.1.14.1 - Define Marketing Communications Strategy	R
		1.1.14.2 - Ensure Marketing Communication Capability	R
		1.1.14.3 - Develop Marketing Communication	R
		1.1.14.4 - Deliver Marketing Communication Collateral	R
		1.1.14.5 - Monitor Marketing Communication Effectiveness	R
		1.1.14.6 - Modify Marketing Communication	R
		1.1.14.7 - Archive Marketing Communication	R
		1.1.14.8 - Undertake Marketing Communications Trend Analysis	R
	1.1.15 - Marketing Campaign Management		

		1.1.15.1 - Plan Marketing Campaign	N
		1.1.15.2 - Ensure Marketing Campaign Capability	R
		1.1.15.3 - Develop Marketing Campaign	N
		1.1.15.4 - Launch Marketing Campaign	N
		1.1.15.5 - Monitor Marketing Campaign Effectiveness	R
		1.1.15.6 - Modify Marketing Campaign	R
		1.1.15.7 - End Marketing Campaign	N
		1.1.15.8 - Undertake Marketing Campaigns Trend Analysis	R
1.2 - Product Domain			
	1.2.2 - Product & Offer Capability Delivery		
		1.2.2.1 - Define Product Capability Requirements	R
		1.2.2.2 - Capture Product Capability Shortfalls	R
		1.2.2.3 - Approve Product Business Case	R
		1.2.2.4 - Deliver Product Capability	R
		1.2.2.5 - Manage Handover to Product Operations	R
		1.2.2.6 - Manage Product Capability Delivery Methodology	R
	1.2.4 - Product Support & Readiness		
		1.2.4.1 - Support Customer QoS/SLA	R
		1.2.4.2 - Manage Product Offering Inventory	R
	1.2.5 - Product Configuration Management		
		1.2.5.1 - Manage Product Configuration Specification	N
		1.2.5.2 - Manage Product Configuration	N
	1.2.7 - Product Specification & Offering Development & Retirement		
		1.2.7.1 - Product Specification Development & Retirement	R
		1.2.7.2 - Product Offering Development & Retirement	R
	1.2.10 - Product Lifecycle Management		
		1.2.10.1 - Product Lifecycle Administration	N
		1.2.10.2 - Product Pricing	N
		1.2.10.3 - Proactive Product Maintenance	N
1.3 - Customer Domain			
	1.3.1 - Customer Support & Readiness		
		1.3.1.1 - Support Customer Interface Management	R
		1.3.1.2 - Support Order Handling	R
		1.3.1.3 - Support Problem Handling	R
		1.3.1.4 - Support Retention & Loyalty	R
		1.3.1.5 - Manage Customer Inventory	R
	1.3.3 - Order Handling		
		1.3.3.1 - Determine Customer Order Feasibility	R
		1.3.3.2 - Authorize Credit	R

		1.3.3.3 - Track & Manage Customer Order Handling	R
		1.3.3.4 - Complete Customer Order	R
		1.3.3.5 - Issue Customer Orders	R
		1.3.3.6 - Report Customer Order Handling	R
		1.3.3.7 - Close Customer Order	R
	1.3.4 - Customer Management		
		1.3.4.1 - Enable Retention & Loyalty	R
		1.3.4.2 - Establish Customer Relationship	R
		1.3.4.3 - Re-establish Customer Relationship	R
		1.3.4.4 - Terminate Customer Relationship	R
	1.3.5 - Customer Interaction Management		
		1.3.5.1 - Create Customer Interaction	R
		1.3.5.2 - Update Customer Interaction	R
		1.3.5.3 - Close Customer Interaction	R
		1.3.5.4 - Log Customer Interaction	R
		1.3.5.5 - Notify Customer	R
		1.3.5.6 - Track and Manage Customer Interaction	R
		1.3.5.7 - Report Customer interaction	R
		1.3.5.8 - Authenticate User	R
		1.3.5.9 - Customer Interface Management	R
	1.3.6 - Customer Information Management		
		1.3.6.1 - Create Customer Record	R
		1.3.6.2 - Update Customer Data	R
		1.3.6.3 - Notify Customer Data Change	R
		1.3.6.4 - Archive Customer Data	R
		1.3.6.5 - Build a unified customer view	R
	1.3.7 - Problem Handling		
		1.3.7.1 - Isolate Customer Problem	R
		1.3.7.2 - Report Customer Problem	R
		1.3.7.3 - Track & Manage Customer Problem	R
		1.3.7.4 - Close Customer Problem Report	R
		1.3.7.5 - Create Customer Problem Report	R
		1.3.7.6 - Correct & Recover Customer Problem	R
1.4 - Service Domain			
	1.4.3 - Service Development & Retirement		
		1.4.3.4 - Develop Detailed Service Specifications	R

	1.4.5 - Service Configuration & Activation		
		1.4.5.1 - Design Solution	R
		1.4.5.2 - Allocate Specific Service Parameters to Services	R
		1.4.5.3 - Track & Manage Service Provisioning	N
		1.4.5.4 - Implement, Configure & Activate Service	N
		1.4.5.6 - Issue Service Orders	N
		1.4.5.7 - Report Service Provisioning	N
		1.4.5.8 - Close Service Order	R
		1.4.5.9 - Recover Service	R
1.5 - Resource Domain			
	1.5.3 - Resource Development & Retirement		
		1.5.3.4 - Develop Detailed Resource Specifications	R
	1.5.6 - Resource Provisioning		
		1.5.6.1 - Allocate & Install Resource	N
		1.5.6.2 - Configure & Activate Resource	N
		1.5.6.4 - Track & Manage Resource Provisioning	N
		1.5.6.5 - Report Resource Provisioning	N
		1.5.6.6 - Close Resource Order	N
		1.5.6.7 - Issue Resource Orders	N
		1.5.6.8 - Recover Resource	R
1.6 - Engaged Party Domain			
	1.6.3 - Party Relationship Development & Retirement		
		1.6.3.1 - Party Relationship Management	R
		1.6.3.2 - Party Demographic Collection	R
		1.6.3.3 - Party Profiling	R
	1.6.5 - Party Agreement Management		
		1.6.5.1 - Prepare Party Agreement	R
		1.6.5.4 - Manage Party Agreement Variation	R
		1.6.5.5 - Terminate Party Agreement	R
	1.6.7 - Party Privacy Management		
		1.6.7.3 - Party Privacy Profile Management	R
	1.6.9 - Party Interaction Management		
		1.6.9.1 - Log Party Interaction	R
		1.6.9.2 - Notify Party	R
		1.6.9.3 - Track and Manage Party Interaction	R
		1.6.9.4 - Handle Party Interaction (Including Self Service)	R
		1.6.9.5 - Analyze & Report Party Interactions	R
		1.6.9.6 - Mediate & Orchestrate Party Interactions	R
		1.6.9.7 - Login Party	N
	1.6.10 - Party Problem Handling		
		1.6.10.1 - Receive Party Problem	R
		1.6.10.2 - Assess Party Problem	N

		1.6.10.3 - Submit Party Problem	N
		1.6.10.4 - Track Party Problem	R
		1.6.10.5 - Resolve Party Problem	N
		1.6.10.6 - Manage Party Problem	R
		1.6.10.7 - Report Party Problem	R
		1.6.10.8 - Close Party Problem	R
		1.6.10.9 - Analyze Party Problem Trend	N

4 Business Process Framework – Scoring Guidelines

This section provides the Process Mapping output from Etiya’s self-assessment which was reviewed by TM Forum Subject Matter Experts alongside supporting documentation for Etiya BSS Platform v9.

Business Process Framework - Conformance Certification Methodology		
Process Level	Conformance Score	Qualifier
Level 1 Process	Not applicable	Conformance Assessment shall not be carried out at this process level.
Level 2 Process	Not applicable	A conformance level is not awarded to Level 2 processes in Framework Certification. The Certification Report shall highlight the coverage within a Level 2 process submitted in scope for an Assessment, in terms of number of Level 3 processes submitted for assessment out of the total number defined in the Business Process Framework for the Level 2 process.
Level 3 Process	Conformance Score is awarded between 3.1 & 5.0	The Conformance Score is awarded for each Level 3 process submitted in scope for the Assessment. The Conformance Score awarded can be a value between 3.1* & 5 depending on the level of coverage & conformance to the Level 3 process based on the alignment to the level 3 Implied Tasks as decomposed in the Level 4 process definitions. If a Level 3 process has not been decomposed to Level 4 processes, the Level score is awarded according to alignment to the Level 3 defined Implied Tasks.
Level 4 Process	Level of conformance is calculated as input to parent Level 3 Process Score	Levels of conformance are calculated for Level 4 processes according to alignment to the individual implied tasks. Level 4 scores are summed and averaged to given an overall score for the parent Level 3 process.
* In earlier Conformance Assessments, scores were awarded to Level 1 & Level 2 processes using values 1 through to 3. For this reason, the Level 3 scores start from > 3.		
Additional Notes		
Note 1 - Level 1 processes shall be presented to define the assessment scope only. i.e. they shall not be assessed as self-contained processes since the level of detail is not considered sufficient. A conformance level shall not be awarded for Level 1 processes.		
Note 2 - Level 2 processes shall be presented to define the assessment scope only. i.e. they shall not be assessed as self-contained processes since the level of detail is not considered sufficient. A conformance level shall not be awarded for Level 2 processes. However, the Certification Report shall provide good indication of the coverage of the Level 2 process in terms of number of contained Level 3 processes submitted in scope for the Assessment.		
Note 3 - The Conformance Assessment shall be carried out at process level 3 (if there are no level 4 process elements defined for a specific level 3 in scope) or at level 4 (if there are level 4 process elements defined for a specific level 3 in scope). For each Level 3 process (when there are no level 4 processes available), conformance shall be deduced according to the documented support for the process implied tasks. For each Level 4 process (when available), conformance shall be deduced according to the documented support for the process implied tasks, as decomposed and described in the Level 4 process descriptions. The score awarded for a Level 3 process, is deduced according to the support mapped to the Level 4 processes/Implied Tasks.		
Note 4 - In evaluating conformance to the standards, manual intervention shall not impact the conformance score granted. However, any level of manual support shall be noted in the Conformance Report and Detailed Results Report. This note specifically applies to Product & Solution Assessments.		
Note 5 - Processes that are supported via manual implementation only, are not considered in scope for the Assessment. This note specifically applies to Product & Solution Assessments.		

Figure 4-1 - TM Forum Business Process Framework: Conformance Scoring Rules

4.1 Business Process Framework – Conformance Result Summary

This Section provides a graphical view of the conformance levels granted to the Level 3 Processes presented in scope for Etiya BSS Platform v9 conformance assessment. Each Level 3 process was measured using a Business Process Framework (eTOM) conformance score according to the level of Conformance – Full Conformance (Score = 5) or Partial Conformance (Score below 5).

4.1.1 Market/Sales Domain

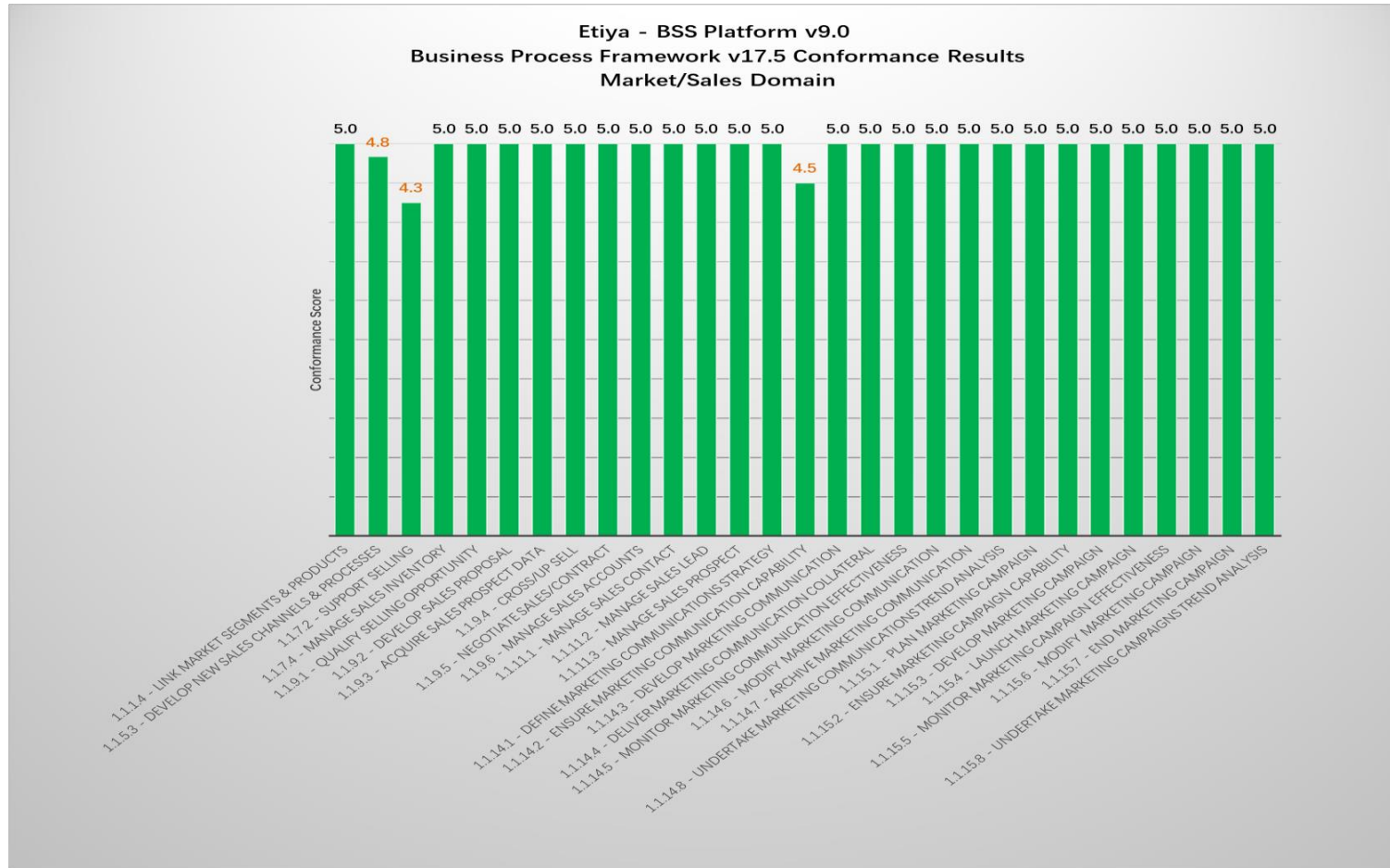


Figure 4-2 - Business Process Framework: Scores for Market/Sales Domain

4.1.2 Product Domain



Figure 4-3 - Business Process Framework: Scores for Product Domain

4.1.3 Customer Domain

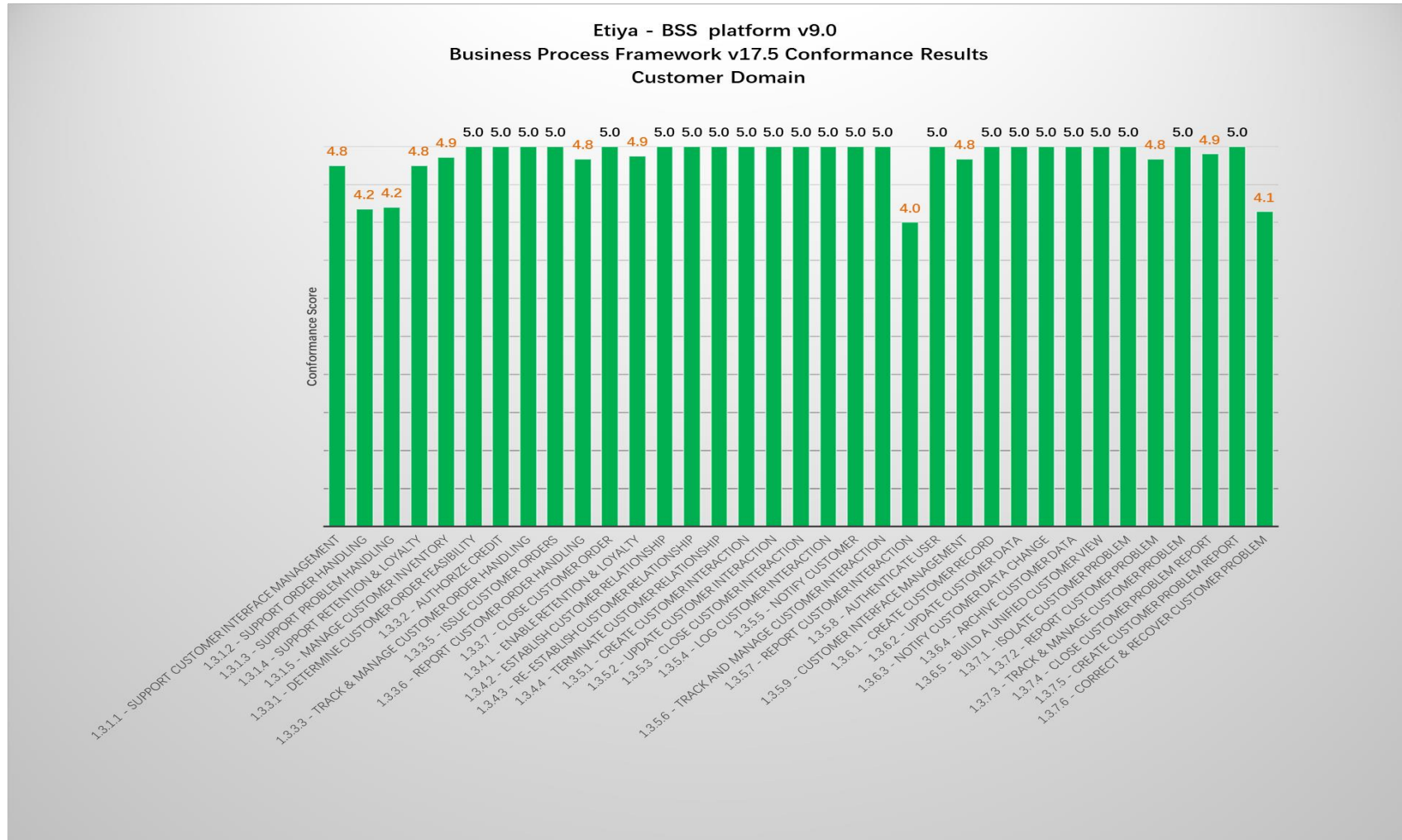


Figure 4-4 - Business Process Framework: Scores for Customer Domain

4.1.4 Service Domain

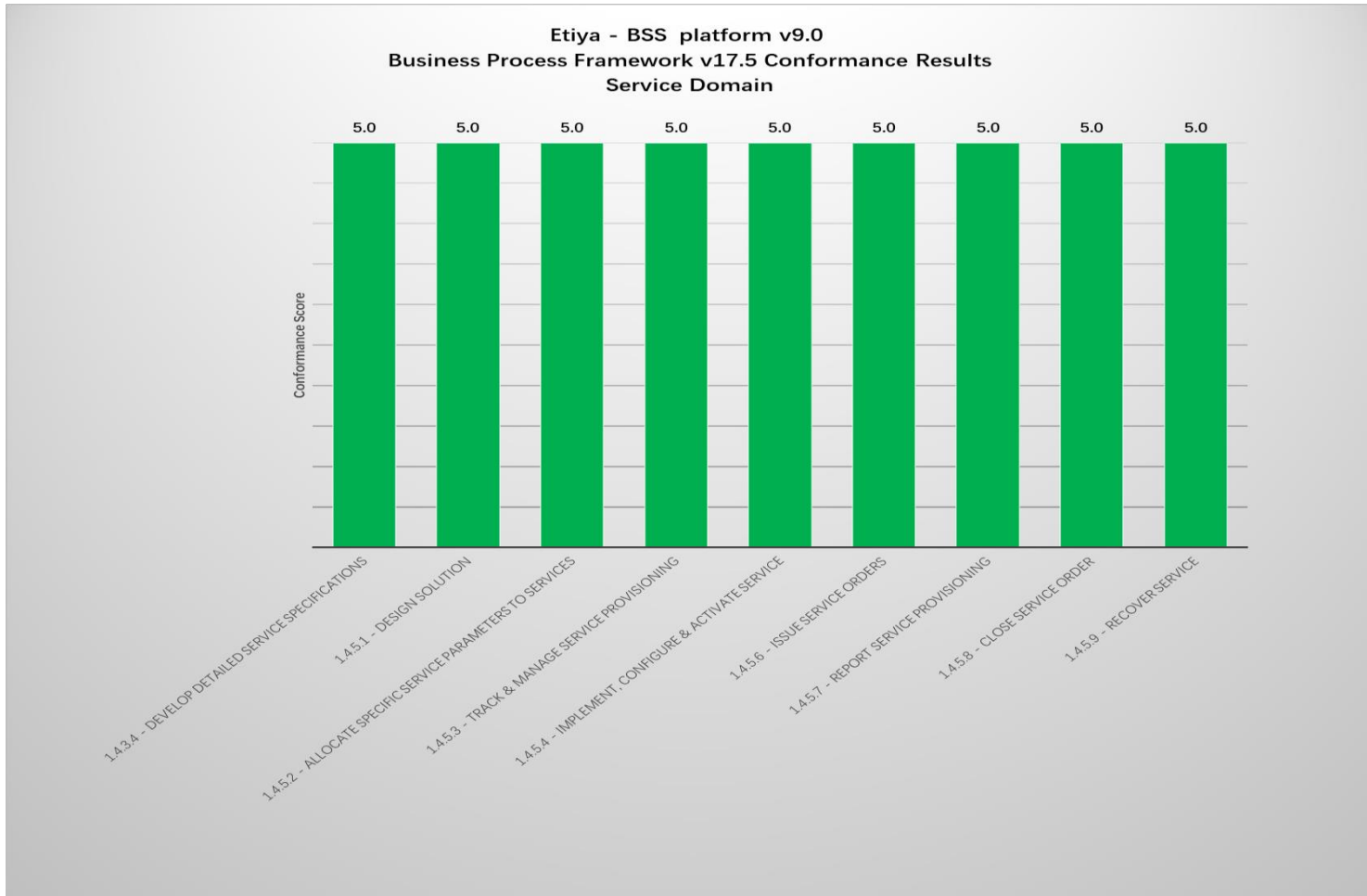


Figure 4-5 - Business Process Framework: Scores for Service Domain

4.1.5 Resource Domain

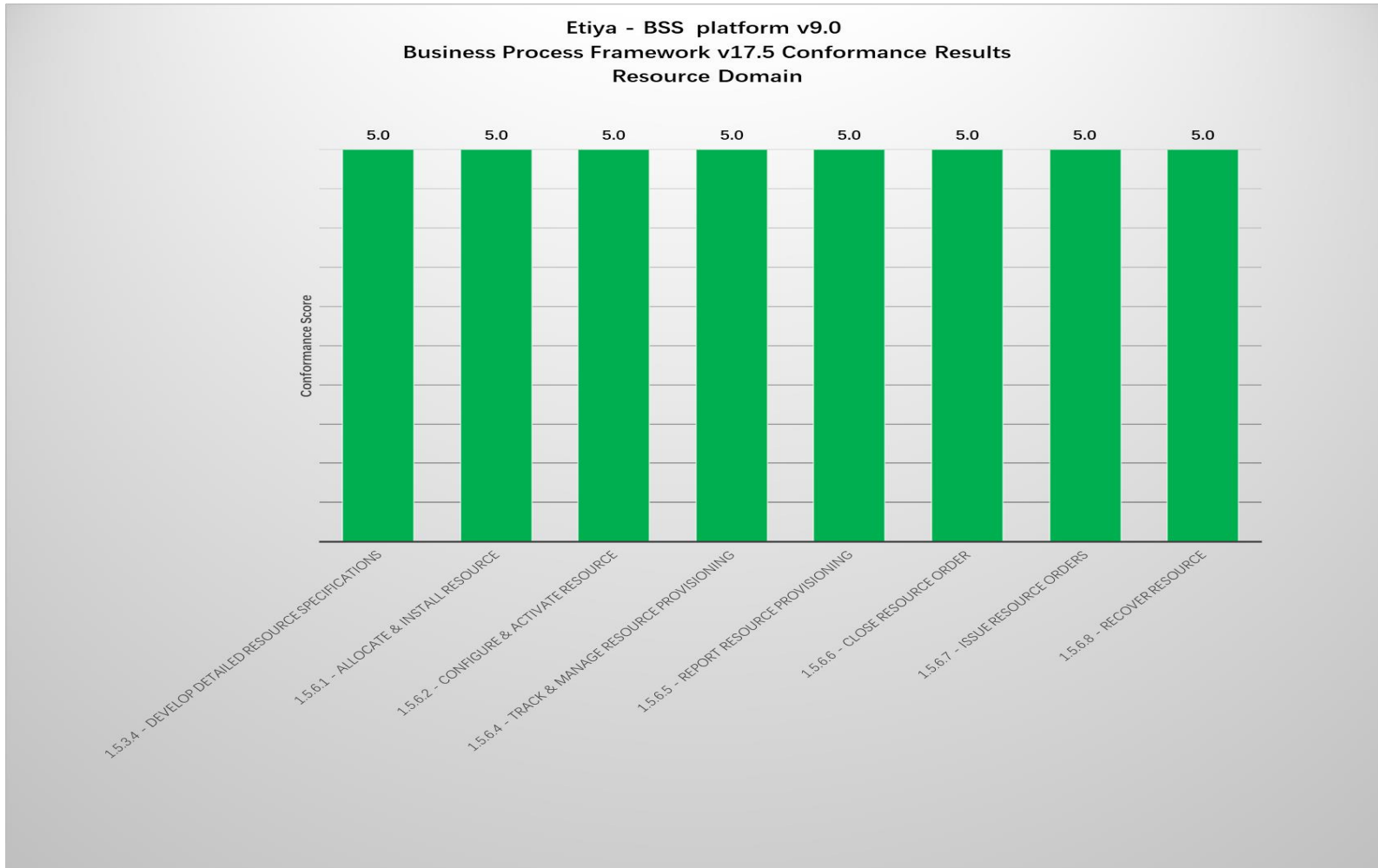


Figure 4-6 - Business Process Framework: Scores for Resource Domain

4.1.6 Engaged Party Domain

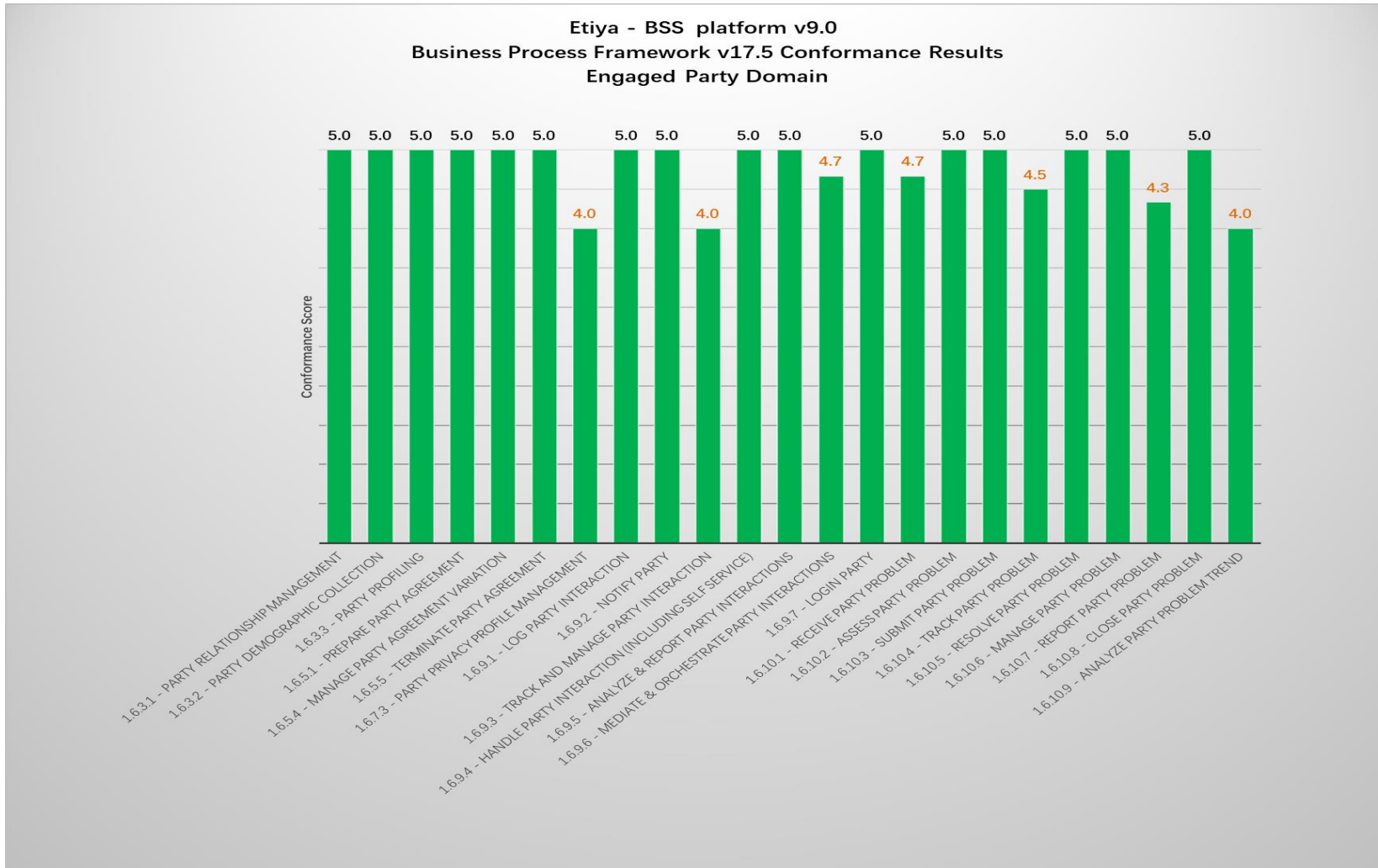


Figure 4-7 - Business Process Framework: Scores for Engaged Party Domain

4.2 Market/Sales Domain

4.2.1 Mapping Details & Supporting Evidence

The documented mapping information for all Level 3/Level 4 processes in scope for the Market/Sales business process domain is available from the following link:

<https://www.tmforum.org/wp-content/uploads/2018/03/Etiya-BSS-Platform-v9-Market-Sales-Domain.pdf>

4.2.2 Detailed Conformance Scores

Table 4-1 Conformance Scores for Market/Sales Domain

Overall Scores Achieved in the certification			
	Member:	Etiya	
	Product:	Etiya BSS Platform v9	
	Assessment Type:	Product	
	Number of L3 Processes:	29	
	Number of L4 Processes:	63	
Level 2	Level 3	Level 4	
1.1 - Market / Sales Domain			
1.1.1 - Market Strategy & Policy			
	1.1.1.4 - Link Market Segments & Products		5
		1.1.1.4.1 - Link consumption profiles & available product families	100%
		1.1.1.4.2 - Identify potential new product families for market segments	100%
		1.1.1.4.3 - Analyze Market Segment purchase and issues	100%
	1.1.5.3 - Develop New Sales Channels & Processes		4.83
		1.1.5.3.1 - Develop External Relationships	100%
		1.1.5.3.2 - Manage Process & Channel Coordination	100%
		1.1.5.3.3 - Define Processes & Channels	75%
1.1.7 - Market Sales Support & Readiness			
	1.1.7.2 - Support Selling		4.25
		1.1.7.2.1 - Ensure Selling Capability	100%
		1.1.7.2.2 - Manage Sales Channels	50%
		1.1.7.2.3 - Manage Sales Leads	50%
		1.1.7.2.4 - Undertake Selling Trend Analysis	50%
	1.1.7.4 - Manage Sales Inventory		5

		1.1.7.4.1 - Identify Relevant Sales Inventory Information	100%
		1.1.7.4.2 - Maintain Sales Inventory facilities	100%
		1.1.7.4.3 - Manage Sales Inventory Capture	100%
		1.1.7.4.4 - Control Sales Inventory Access	100%
		1.1.7.4.5 - Ensure Sales Inventory Data Quality	100%
		1.1.7.4.6 - Track Sales Inventory Usage	100%
		1.1.7.4.7 - Identify Sales Inventory Shortcomings	100%
1.1.9 - Selling			
	1.1.9.1 - Qualify Selling Opportunity		5
		1.1.9.1.1 - Define Alternative/Customized Solutions	100%
		1.1.9.1.2 - Assess Potential Development & Risk	100%
		1.1.9.1.3 - Assess Strategic Impacts	100%
		1.1.9.1.4 - Ensure Sales Prospect Expectations Met	100%
	1.1.9.2 - Develop Sales Proposal		5
		1.1.9.2.1 - Ascertain Sales Prospect Requirements	100%
		1.1.9.2.2 - Determine Support for Sales Prospect Requirements	100%
		1.1.9.2.3 - Develop Proposal against Sales Prospect Requirements	100%
	1.1.9.3 - Acquire Sales Prospect Data		5
		1.1.9.3.1 - Determine Required Sales Prospect Data	100%
		1.1.9.3.2 - Capture & Record Sales Prospect Data	100%
	1.1.9.4 - Cross/Up Sell		5
		1.1.9.4.1 - Analyze Customer or Other Party Trends	100%
		1.1.9.4.2 - Recommend Appropriate Product Offering(s)	100%
	1.1.9.5 - Negotiate Sales/Contract		5
		1.1.9.5.1 - Manage Sales Agreement	100%
		1.1.9.5.2 - Create Customer or Party Order Request	100%
	1.1.9.6 - Manage Sales Accounts		5
		1.1.9.6.1 - Contact Customer or Other Party (on regular basis)	100%
		1.1.9.6.2 - Update Sales Repository	100%
1.1.11 - Contact/Lead/Prospect Management			
	1.1.11.1 - Manage Sales Contact		5
		1.1.11.1.1 - Create Sales Contact	100%
		1.1.11.1.2 - Develop Sales Contact	100%

	1.1.11.2 - Manage Sales Lead		5
		1.1.11.2.1 - Identify Sales Lead	100%
		1.1.11.2.2 - Develop Sales Lead	100%
		1.1.11.2.3 - Evaluate Sales Lead	100%
	1.1.11.3 - Manage Sales Prospect		5
		1.1.11.3.1 - Identify Sales Prospect	100%
		1.1.11.3.2 - Develop Sales Prospect	100%
		1.1.11.3.3 - Evaluate Sales Prospect	100%
1.1.14 - Marketing Communications			
	1.1.14.1 - Define Marketing Communications Strategy		5
	1.1.14.2 - Ensure Marketing Communication Capability		4.5
	1.1.14.3 - Develop Marketing Communication		5
		1.1.14.3.1 - Develop Marketing Communication Message	100%
		1.1.14.3.2 - Select Marketing Communication Delivery Channels	100%
		1.1.14.3.3 - Produce Marketing Communication Collateral	100%
		1.1.14.3.4 - Customize Marketing Communication Collateral	100%
	1.1.14.4 - Deliver Marketing Communication Collateral		5
		1.1.14.4.1 - Manage Marketing Communication Channel Capability	100%
		1.1.14.4.2 - Manage Marketing Communication Channel Resources	100%
		1.1.14.4.3 - Issue Marketing Communication	100%
	1.1.14.5 - Monitor Marketing Communication Effectiveness		5
		1.1.14.5.1 - Develop Marketing Communication Metrics	100%
		1.1.14.5.2 - Gather Marketing Communication Metrics	100%
		1.1.14.5.3 - Analyze Marketing Communication Metrics	100%
		1.1.14.5.4 - Suggest Marketing Communication Change	100%

	1.1.14.6 - Modify Marketing Communication		5
	1.1.14.7 - Archive Marketing Communication		5
	1.1.14.8 - Undertake Marketing Communications Trend Analysis		5
1.1.15 - Marketing Campaign Management			
	1.1.15.1 - Plan Marketing Campaign		5
	1.1.15.2 - Ensure Marketing Campaign Capability		5
	1.1.15.3 - Develop Marketing Campaign		5
		1.1.15.3.1 - Create Marketing Campaign	100%
		1.1.15.3.2 - Define Marketing Campaign Criteria	100%
		1.1.15.3.3 - Define Marketing Campaign Proposition	100%
		1.1.15.3.4 - Design Marketing Campaign Workflow	100%
		1.1.15.3.5 - Obtain Marketing Campaign Agreement	100%
	1.1.15.4 - Launch Marketing Campaign		5
		1.1.15.4.1 - Manage Marketing Campaign Channel Capability	100%
		1.1.15.4.2 - Manage Marketing Campaign Channel Resources	100%
		1.1.15.4.3 - Complete Marketing Campaign Launch	100%
	1.1.15.5 - Monitor Marketing Campaign Effectiveness		5
		1.1.15.5.1 - Develop Marketing Campaign Metrics	100%
		1.1.15.5.2 - Gather Marketing Campaign Metrics	100%
		1.1.15.5.3 - Analyze Marketing Campaign Metrics	100%
		1.1.15.5.4 - Suggest Marketing Campaign Change	100%
	1.1.15.6 - Modify Marketing Campaign		5
	1.1.15.7 - End Marketing Campaign		5
	1.1.15.8 - Undertake Marketing Campaigns Trend Analysis		5

4.3 Product Domain

4.3.1 Mapping Details & Supporting Evidence

The documented mapping information for all Level 3/Level 4 processes in scope for the Product business process domain is available from the following link:

<https://www.tmforum.org/wp-content/uploads/2018/03/Etiya-BSS-Platform-v9-Product-Domain.pdf>

4.3.2 Detailed Conformance Scores

Table 4-2 Conformance Scores for Product Domain

Overall Scores Achieved in the certification			
	Member:	Etiya	
	Product:	Etiya BSS Platform v9	
	Assessment Type:	Product	
	Number of L3 Processes:	15	
	Number of L4 Processes:	51	
Level 2	Level 3	Level 4	
1.2 - Product Domain			
1.2.2 - Product & Offer Capability Delivery			
	1.2.2.1 - Define Product Capability Requirements		5
		1.2.2.1.1 - Capture Product Infrastructure Requirements	100%
		1.2.2.1.2 - Agree Product Infrastructure Requirements	100%
		1.2.2.1.3 - Report Product Infrastructure Requirements	100%
	1.2.2.2 - Capture Product Capability Shortfalls		4.00
		1.2.2.2.1 - Capture Product Capacity Shortfalls	50%
		1.2.2.2.2 - Capture Product Performance Shortfalls	50%
		1.2.2.2.3 - Capture Product Operational Support Shortfalls	50%
	1.2.2.3 - Approve Product Business Case		3.00

		1.2.2.3.1 - Develop Product Business Case	0%
		1.2.2.3.2 - Gain Product Business Case Approval	0%
	1.2.2.4 - Deliver Product Capability		4.00
		1.2.2.4.1 - Co-ordinate Product Capability Delivery	50%
		1.2.2.4.2 - Track Product Capability Business Case Costs	50%
		1.2.2.4.3 - Ensure Product Capability Benefits & Operational Costs	50%
	1.2.2.5 - Manage Handover to Product Operations		4.50
		1.2.2.5.1 - Co-ordinate Product Operational Handover	75%
		1.2.2.5.2 - Validate Product Infrastructure Design	75%
		1.2.2.5.3 - Ensure Product Handover Support	75%
	1.2.2.6 - Manage Product Capability Delivery Methodology		5
		1.2.2.6.1 - Define Product Capability Delivery Methodology	100%
		1.2.2.6.2 - Maintain Product Capability Delivery Repository	100%
1.2.4 - Product Support & Readiness			
	1.2.4.1 - Support Customer QoS/SLA		5
		1.2.4.1.1 - Ensure Customer QoS/SLA Capability	100%
		1.2.4.1.2 - Proactive performance Monitoring	100%
		1.2.4.1.3 - Monitor and Report on QoS/SLA capability	100%
	1.2.4.2 - Manage Product Offering Inventory		5
		1.2.4.2.1 - Identify Relevant Product Offering Inventory Information	100%
		1.2.4.2.2 - Maintain Product Offering Inventory facilities	100%
		1.2.4.2.3 - Manage Product Offering Inventory Capture	100%

		1.2.4.2.4 - Control Product Offering Inventory Access	100%
		1.2.4.2.5 - Ensure Product Offering Inventory Data Quality	100%
		1.2.4.2.6 - Track Product Offering Inventory Usage	100%
		1.2.4.2.7 - Identify Product Offering Inventory Shortcomings	100%
1.2.5 - Product Configuration Management			
	1.2.5.1 - Manage Product Configuration Specification		5
	1.2.5.2 - Manage Product Configuration		5
1.2.7 - Product Specification & Offering Development & Retirement			
	1.2.7.1 - Product Specification Development & Retirement		4.50
		1.2.7.1.1 - Gather & Analyze New Product Specification Ideas	50%
		1.2.7.1.2 - Develop New Product Specification Business Proposal	50%
		1.2.7.1.3 - Develop Detailed Product Specification	75%
		1.2.7.1.4 - Manage Product Specification Development	100%
		1.2.7.1.5 - Remove Product Specification	100%
	1.2.7.2 - Product Offering Development & Retirement		4.83
		1.2.7.2.1 - Product Offering Lifecycle Management	75%
		1.2.7.2.2 - Product Offering Pricing	100%
		1.2.7.2.3 - Product Offering Cataloging	100%
		1.2.7.2.4 - Product Offering Agreement Management	100%
		1.2.7.2.5 - Product Offering Prototyping	100%
		1.2.7.2.6 - Product Offering Promotion Development	75%

1.2.10 - Product Lifecycle Management			
	1.2.10.1 - Product Lifecycle Administration		5
		1.2.10.1.1 - Create Product	100%
		1.2.10.1.2 - Specify Party Product Involvement	100%
		1.2.10.1.3 - Activate Product	100%
		1.2.10.1.4 - Modify Product	100%
		1.2.10.1.5 - Remove Product	100%
		1.2.10.1.6 - Provide Product Review	100%
		1.2.10.1.7 - Inactivate Product	100%
	1.2.10.2 - Product Pricing		5
		1.2.10.2.1 - Apply Product Price	100%
		1.2.10.2.2 - Update Product Price	100%
		1.2.10.2.3 - Remove Product Price	100%
	1.2.10.3 - Proactive Product Maintenance		4.75
		1.2.10.3.1 - Identify Proactive Maintenance Product	100%
		1.2.10.3.2 - Request Additional Product Data Collection	50%
		1.2.10.3.3 - Develop Product Proactive Maintenance Program	100%
		1.2.10.3.4 - Request Product Provisioning Activity	100%

4.4 Customer Domain

4.4.1 Mapping Details & Supporting Evidence

The documented mapping information for all Level 3/Level 4 processes in scope for the Product business process domain is available from the following link:

<https://www.tmforum.org/wp-content/uploads/2018/03/Etiya-BSS-Platform-v9-Customer-Domain.pdf>

4.4.2 Detailed Conformance Scores

Table 4-3 Conformance Scores for Customer Domain

Overall Scores Achieved in the certification			
	Member:	Etiya	
	Product:	Etiya BSS Platform v9	
	Assessment Type:	Product	
	Number of L3 Processes:	36	
	Number of L4 Processes:	93	
Level 2	Level 3	Level 4	
1.3 - Customer Domain			
1.3.1 - Customer Support & Readiness			
	1.3.1.1 - Support Customer Interface Management		4.75
		1.3.1.1.1 - Ensure Customer Interface Capability	75%
		1.3.1.1.2 - Undertake Customer Contacts Trend Analysis	100%
	1.3.1.2 - Support Order Handling		4.18
		1.3.1.2.1 - Ensure Order Handling Capability	50%
		1.3.1.2.2 - Forecast Order Handling Requirements	50%
		1.3.1.2.3 - Capacity Plan Order Handling Infrastructure	50%
		1.3.1.2.4 - Manage Order Handling Organizational Changes	50%
		1.3.1.2.5 - Support Order Handling Infrastructure Deployment	100%
		1.3.1.2.6 - Approve Order Handling Procedures	50%

		1.3.1.2.7 - Accept Order Handling Infrastructure	50%
		1.3.1.2.8 - Address Order Handling infrastructure Issues	50%
		1.3.1.2.9 - Roll-out Order Handling Infrastructure	50%
		1.3.1.2.10 - Detect Order Handling infrastructure Shortfalls	50%
		1.3.1.2.11 - Rebalance Order Handling Infrastructure Utilization	50%
		1.3.1.2.12 - Remove Order Handling Infrastructure	50%
		1.3.1.2.13 - Report Order Handling Infrastructure Capacity	50%
		1.3.1.2.14 - Track Third-Party Order Handling Infrastructure Deployment	50%
		1.3.1.2.15 - Report Order Handling Infrastructure Deployment Process Capability	50%
		1.3.1.2.16 - Manage Order Handling Notification	100%
		1.3.1.2.17 - Undertake Order Handling Trend Analysis	100%
	1.3.1.3 - Support Problem Handling		4.20
		1.3.1.3.1 - Ensure Product Offering Operation	75%
		1.3.1.3.7 - Report Product Offering Trend Analysis	75%
		1.3.1.3.8 - Track Problem Handling Process Capability	50%
		1.3.1.3.9 - Manage Problem Handling Notification	50%
		1.3.1.3.10 - Undertake Problem Handling Trend Analysis	50%
	1.3.1.4 - Support Retention & Loyalty		4.75
		1.3.1.4.1 - Ensure Retention & Loyalty Capability	75%
		1.3.1.4.2 - Undertake Retention & Loyalty Trend Analysis	100%
	1.3.1.5 - Manage Customer Inventory		4.86
		1.3.1.5.1 - Identify Relevant Customer Inventory Information	100%
		1.3.1.5.2 - Maintain Customer Inventory facilities	100%

		1.3.1.5.3 - Manage Customer Inventory Capture	100%
		1.3.1.5.4 - Control Customer Inventory Access	100%
		1.3.1.5.5 - Ensure Customer Inventory Data Quality	100%
		1.3.1.5.6 - Track Customer Inventory Usage	100%
		1.3.1.5.7 - Identify Customer Inventory Shortcomings	50%
1.3.3 - Order Handling			
	1.3.3.1 - Determine Customer Order Feasibility		5
		1.3.3.1.1 - Perform Impact Analysis	100%
		1.3.3.1.2 - Check offering availability	100%
		1.3.3.1.3 - Check Offering feasibility	100%
	1.3.3.2 - Authorize Credit		5
	1.3.3.3 - Track & Manage Customer Order Handling		5
		1.3.3.3.1 - Manage Customer Order	100%
		1.3.3.3.2 - Track Customer Order	100%
		1.3.3.3.3 - Update Order Repository	100%
	1.3.3.4 - Complete Customer Order		100%
	1.3.3.5 - Issue Customer Orders		5
		1.3.3.5.1 - Assess Customer Order	100%
		1.3.3.5.2 - Issue Customer Order	100%
	1.3.3.6 - Report Customer Order Handling		4.83
		1.3.3.6.1 - Monitor Customer Order Status	100%
		1.3.3.6.2 - Manage Customer Order Status Notification	75%
		1.3.3.6.3 - Report Customer Order Status	100%
	1.3.3.7 - Close Customer Order		5
1.3.4 - Customer Management			
	1.3.4.1 - Enable Retention & Loyalty		4.88
		1.3.4.1.1 - Build Customer Insight	100%
		1.3.4.1.2 - Analyze & Manage Customer Risk	100%

		1.3.4.1.3 - Personalize Customer Profile for Retention & Loyalty	100%
		1.3.4.1.4 - Validate Customer Satisfaction	75%
	1.3.4.2 - Establish Customer Relationship		5
		1.3.4.2.1 - Verify Customer	100%
		1.3.4.2.2 - Establish New Customer Identity	100%
		1.3.4.2.3 - Clean-up & Archive Customer Identifying Information	100%
		1.3.4.2.4 - De-duplicate Customer Identity	100%
		1.3.4.2.5 - Issue Unique Customer ID	100%
		1.3.4.2.6 - Gather Authentication Information	100%
	1.3.4.3 - Re-establish Customer Relationship		5
	1.3.4.4 - Terminate Customer Relationship		5
1.3.5 - Customer Interaction Management			
	1.3.5.1 - Create Customer Interaction		5
	1.3.5.2 - Update Customer Interaction		5
	1.3.5.3 - Close Customer Interaction		5
	1.3.5.4 - Log Customer Interaction		5
	1.3.5.5 - Notify Customer		5
	1.3.5.6 - Track and Manage Customer Interaction		5
	1.3.5.7 - Report Customer interaction		4
	1.3.5.8 - Authenticate User		5
	1.3.5.9 - Customer Interface Management		4.83
		1.3.5.9.1 - Manage Request (Including Self Service)	100%
		1.3.5.9.2 - Analyze & Report on Customer	100%

		1.3.5.9.3 - Mediate & Orchestrate Customer Interactions	75%
1.3.6 - Customer Information Management			
	1.3.6.1 - Create Customer Record		5
	1.3.6.2 - Update Customer Data		5
	1.3.6.3 - Notify Customer Data Change		5
	1.3.6.4 - Archive Customer Data		5
	1.3.6.5 - Build a unified customer view		5
1.3.7 - Problem Handling			
	1.3.7.1 - Isolate Customer Problem		5
		1.3.7.1.1 - Verify Product Configuration	100%
		1.3.7.1.2 - Perform Specific Customer Problem Diagnostics	100%
		1.3.7.1.3 - Perform Specific Customer Problem Tests	100%
		1.3.7.1.4 - Notify T&M Root Cause Customer Problem	100%
		1.3.7.1.5 - Categorize Customer Problem	100%
		1.3.7.1.6 - Identify Root Cause / Check for Workarounds	100%
		1.3.7.1.7 - Obtain permanent fix or workarounds	100%
		1.3.7.1.8 - Create customer problem restoration plan	100%
		1.3.7.1.9 - Create Known record	100%
	1.3.7.2 - Report Customer Problem		4.83
		1.3.7.2.1 - Monitor Customer Problem	100%
		1.3.7.2.2 - Distribute Customer Problem Notifications	100%
		1.3.7.2.3 - Distribute Customer Problem Management Reports & Summaries	100%
		1.3.7.2.4 - Notify Customer Problem	100%
		1.3.7.2.5 - Issue Customer Problem Management Summaries	100%
		1.3.7.2.6 - Generate Customer Problem Management Reports	50%

	1.3.7.3 - Track & Manage Customer Problem		5
		1.3.7.3.1 - Coordinate Customer Problem	100%
		1.3.7.3.2 - Cancel Customer Problem	100%
		1.3.7.3.3 - Escalate/End Customer Problem	100%
		1.3.7.3.4 - Monitor Customer Problem Jeopardy Status	100%
		1.3.7.3.5 - Prioritize Customer Problem	100%
		1.3.7.3.6 - Escalate Customer Problem to support team	100%
	1.3.7.4 - Close Customer Problem Report		4.90
		1.3.7.4.1 - Contact Customer for Feedback	100%
		1.3.7.4.2 - Complete and Validate Customer Problem Report	100%
		1.3.7.4.3 - Update Time to Restore Service	75%
		1.3.7.4.4 - Finalize Customer Problem Report	100%
		1.3.7.4.5 - Communicate Service improvement Opportunity	100%
	1.3.7.5 - Create Customer Problem Report		5
		1.3.7.5.1 - Generate Customer Problem Report	100%
		1.3.7.5.2 - Obtain Configuration Information	100%
		1.3.7.5.3 - Check for major outage	100%
	1.3.7.6 - Correct & Recover Customer Problem		4.14
		1.3.7.6.1 - Manage Product Restoration	50%
		1.3.7.6.2 - Report Product Restoration Results	50%
		1.3.7.6.3 - Determine Resolution Feasibility and Justification	50%
		1.3.7.6.4 - Implement Customer Problem Workaround	100%
		1.3.7.6.5 - Test & Validate Implemented Solution	50%
		1.3.7.6.6 - Initiate Change Request	50%
		1.3.7.6.7 - Review Major Customer Problem	50%

4.5 Service Domain

4.5.1 Mapping Details & Supporting Evidence

The documented mapping information for all Level 3/Level 4 processes in scope for the Product business process domain is available from the following link:

<https://www.tmforum.org/wp-content/uploads/2018/03/Etiya-BSS-Platform-v9-Service-Domain.pdf>

4.5.2 Detailed Conformance Scores

Table 4-4 Conformance Scores for Service Domain

Overall Scores Achieved in the certification			
	Member:	Etiya	
	Product:	Etiya BSS Platform v9	
	Assessment Type:	Product	
	Number of L3 Processes:	9	
	Number of L4 Processes:	28	
Level 2	Level 3	Level 4	
1.4 - Service Domain			
1.4.3 - Service Development & Retirement			
	1.4.3.4 - Develop Detailed Service Specifications		5
		1.4.3.4.1 - Develop Detailed Service Technical Specifications	100%
		1.4.3.4.2 - Develop Detailed Service Support Specifications	100%
		1.4.3.4.3 - Develop Detailed Service Operational Specifications	100%
		1.4.3.4.4 - Develop Detailed Service Customer Manuals	100%
1.4.5 - Service Configuration & Activation			
	1.4.5.1 - Design Solution		5
		1.4.5.1.1 - Develop Overall Service Design	100%
		1.4.5.1.2 - Develop Service Implementation Plan	100%
		1.4.5.1.3 - Develop Detailed Service Design	100%
	1.4.5.2 - Allocate Specific Service		5

	Parameters to Services		
		1.4.5.2.1 - Determine Service Parameter Availability	100%
		1.4.5.2.2 - Reserve Service Parameters	100%
		1.4.5.2.3 - Release Service Parameter	100%
		1.4.5.2.4 - Allocate Service Parameters	100%
	1.4.5.3 - Track & Manage Service Provisioning		5
		1.4.5.3.1 - Assign Service Provisioning Activity	100%
		1.4.5.3.2 - Track Service Provisioning Activity	100%
		1.4.5.3.3 - Manage Service Provisioning Activity	100%
	1.4.5.4 - Implement, Configure & Activate Service		5
		1.4.5.4.1 - Configure Service	100%
		1.4.5.4.2 - Implement Service	100%
		1.4.5.4.3 - Activate Service	100%
	1.4.5.6 - Issue Service Orders		5
		1.4.5.6.1 - Assess Service Request	100%
		1.4.5.6.2 - Create Service Orders	100%
		1.4.5.6.3 - Mark Service Order for Special Handling	100%
	1.4.5.7 - Report Service Provisioning		5
		1.4.5.7.1 - Monitor Service Order Status	100%
		1.4.5.7.2 - Distribute Service Order Notification	100%
		1.4.5.7.3 - Distribute Service Provisioning Reports	100%
	1.4.5.8 - Close Service Order		5
	1.4.5.9 - Recover Service		5
		1.4.5.9.1 - Develop Service Recovery Plan	100%
		1.4.5.9.2 - Provide Service Recovery Proposal Notification	100%
		1.4.5.9.3 - Request Service Recovery Authorization	100%
		1.4.5.9.4 - Commence Service Recovery	100%
		1.4.5.9.5 - Complete Service Recovery	100%

4.6 Resource Domain

4.6.1 Mapping Details & Supporting Evidence

The documented mapping information for all Level 3/Level 4 processes in scope for the Product business process domain is available from the following link:

<https://www.tmforum.org/wp-content/uploads/2018/03/Etiya-BSS-Platform-v9-Resource-Domain.pdf>

4.6.2 Detailed Conformance Scores

Table 4-5 Conformance Scores for Resource Domain

1.5 - Resource Domain			
	<i>Member:</i>	<i>Etiya</i>	Overall Scores Achieved in the certification
	<i>Product:</i>	<i>Etiya BSS Platform v9</i>	
	<i>Assessment Type:</i>	<i>Product</i>	
	<i>Number of L3 Processes:</i>	8	
	<i>Number of L4 Processes:</i>	28	
<i>Level 2</i>	<i>Level 3</i>	<i>Level 4</i>	
1.5 - Resource Domain			
1.5.3 - Resource Development & Retirement			
	1.5.3.4 - Develop Detailed Resource Specifications		5
		1.5.3.4.1 - Develop Detailed Resource Technical Specifications	100%
		1.5.3.4.2 - Develop Detailed Resource Support Specifications	100%
		1.5.3.4.3 - Develop Detailed Resource Operational Specifications	100%
		1.5.3.4.4 - Develop Detailed Resource Manuals	100%
1.5.6 - Resource Provisioning			
	1.5.6.1 - Allocate & Install Resource		5
		1.5.6.1.1 - Determine Resource Availability	100%
		1.5.6.1.2 - Reserve Resource	100%
		1.5.6.1.3 - Release Resource	100%
		1.5.6.1.4 - Allocate Resource	100%
		1.5.6.1.5 - Install and Commission Resource	100%
	1.5.6.2 - Configure & Activate Resource		5
		1.5.6.2.1 - Configure Resource	100%

		1.5.6.2.2 - Implement Resource	100%
		1.5.6.2.3 - Activate Resource	100%
	1.5.6.4 - Track & Manage Resource Provisioning		5
		1.5.6.4.1 - Coordinate Resource Provisioning Activity	100%
		1.5.6.4.2 - Track Resource Provisioning Activity	100%
		1.5.6.4.3 - Manage Resource Provisioning Activity	100%
		1.5.6.4.4 - Update Resource Repository	100%
	1.5.6.5 - Report Resource Provisioning		5
		1.5.6.5.1 - Monitor Resource Order Status	100%
		1.5.6.5.2 - Distribute Resource Order Notification	100%
		1.5.6.5.3 - Distribute Resource Provisioning Reports	100%
	1.5.6.6 - Close Resource Order		5
	1.5.6.7 - Issue Resource Orders		5
		1.5.6.7.1 - Assess Resource Request	100%
		1.5.6.7.2 - Create Resource Orders	100%
		1.5.6.7.3 - Mark Resource Order for Special Handling	100%
	1.5.6.8 - Recover Resource		5
		1.5.6.8.1 - Develop Resource Recovery Plan	100%
		1.5.6.8.2 - Provide Resource Recovery Proposal Notification	100%
		1.5.6.8.3 - Request Resource Recovery Authorization	100%
		1.5.6.8.4 - Commence Resource Recovery	100%
		1.5.6.8.5 - Complete Resource Recovery	100%
		1.5.6.8.6 - Recover Specific Resource	100%

4.7 Engaged Party Domain

4.7.1 Mapping Details & Supporting Evidence

The documented mapping information for all Level 3/Level 4 processes in scope for the Product business process domain is available from the following link:

<https://www.tmforum.org/wp-content/uploads/2018/03/Etiya-BSS-Platform-v9-Engaged-Party-Domain.pdf>

4.7.2 Detailed Conformance Scores

Table 4-6 Conformance Scores for Engaged Party Domain

Overall Scores Achieved in the certification			
	Member:	Etiya	
	Product:	Etiya BSS Platform v9	
	Assessment Type:	Product	
	Number of L3 Processes:	23	
	Number of L4 Processes:	58	
Level 2	Level 3	Level 4	
1.6 - Engaged Party Domain			
1.6.3 - Party Relationship Development & Retirement			
	1.6.3.1 - Party Relationship Management		5
		1.6.3.1.1 - Establish Party Relationship	100%
		1.6.3.1.2 - Manage Party Relationship	100%
		1.6.3.1.3 - Re-establish Party Relationship	100%
		1.6.3.1.4 - Terminate Party Relationship	100%
		1.6.3.1.5 - Collect Party Data	100%
		1.6.3.1.6 - Develop Party Relationship	100%
	1.6.3.2 - Party Demographic Collection		5
		1.6.3.2.1 - Specify Party Demographic Definition	100%
		1.6.3.2.2 - Specify Party Demographic Definition Group	100%
		1.6.3.2.3 - Remove Party Demographic Definition	100%
		1.6.3.2.4 - Collect Party Demographic	100%
		1.6.3.2.5 - Remove Party Demographic	100%
	1.6.3.3 - Party Profiling		5

		1.6.3.3.1 - Define Party Profile Type	100%
		1.6.3.3.2 - Define Party Profile Type Attribute Group	100%
		1.6.3.3.3 - Remove Party Profile Type	100%
		1.6.3.3.4 - Collect Party Profile	100%
		1.6.3.3.5 - Remove Party Profile	100%
1.6.5 - Party Agreement Management			
	1.6.5.1 - Prepare Party Agreement		5
		1.6.5.1.1 - Begin Party Agreement Preparation	100%
		1.6.5.1.2 - Specify Party Agreement Terms and Conditions	100%
		1.6.5.1.3 - Specify Agreement Items	100%
		1.6.5.1.4 - Specify Type Specific Agreement Component	100%
	1.6.5.4 - Manage Party Agreement Variation		5
	1.6.5.5 - Terminate Party Agreement		5
1.6.7 - Party Privacy Management			
	1.6.7.3 - Party Privacy Profile Management		4
		1.6.7.3.1 - Enforce Party Privacy Profile	50%
		1.6.7.3.2 - Send Party Privacy Profile	50%
		1.6.7.3.3 - Receive Party Privacy Profile	50%
		1.6.7.3.4 - Request Party Privacy Profile Extension	50%
		1.6.7.3.6 - Modify Party Privacy Policy	50%
		1.6.7.3.7 - Erase Party Privacy Profile Information	50%
		1.6.7.3.8 - Import Data Subject Party Privacy Profile	50%
1.6.9 - Party Interaction Management			
	1.6.9.1 - Log Party Interaction		5
		1.6.9.1.1 - Create Party Interaction Log	100%
		1.6.9.1.2 - Update Party Interaction	100%
	1.6.9.2 - Notify Party		5

	1.6.9.3 - Track and Manage Party Interaction		4
	1.6.9.4 - Handle Party Interaction (Including Self Service)		5
		1.6.9.4.1 - Handle Interaction	100%
		1.6.9.4.2 - Monitor Interaction Status	100%
		1.6.9.4.3 - Close Interaction	100%
	1.6.9.5 - Analyze & Report Party Interactions		5
		1.6.9.5.1 - Analyze Party Interactions	100%
		1.6.9.5.2 - Report Party Interaction	100%
	1.6.9.6 - Mediate & Orchestrate Party Interactions		4.67
		1.6.9.6.1 - Identify Party Interactions Data Formats	100%
		1.6.9.6.2 - Orchestrate Party Interactions	100%
		1.6.9.6.3 - Mediate Party Interactions	50%
	1.6.9.7 - Login Party		5
1.6.10 - Party Problem Handling			
	1.6.10.1 - Receive Party Problem		4.67
		1.6.10.1.1 - Create Party Problem	100%
		1.6.10.1.2 - Request Additional Party Problem Information	75%
		1.6.10.1.3 - Receive Additional Party Problem Information	75%
	1.6.10.2 - Assess Party Problem		5
		1.6.10.2.1 - Involve External Party in Party Problem Assessment	100%
		1.6.10.2.2 - Verify Party Problem	100%
		1.6.10.2.3 - Categorize Party Problem	100%
		1.6.10.2.4 - Isolate Party Problem	100%
		1.6.10.2.5 - Complete Party Problem Assessment & Investigation	100%
	1.6.10.3 - Submit Party Problem		5
		1.6.10.3.1 - Prepare Party Problem	100%
		1.6.10.3.2 - Submit Prepared Party Problem	100%
	1.6.10.4 - Track Party Problem		4.50

		1.6.10.4.1 - Assign Party Problem Jeopardy Status	75%
		1.6.10.4.2 - Monitor Party Problem Jeopardy Status	75%
		1.6.10.4.3 - Escalate Party Problem Jeopardy Status	75%
		1.6.10.4.4 - Provide Party Problem Jeopardy Notification	75%
	1.6.10.5 - Resolve Party Problem		5
		1.6.10.5.1 - Record Party Problem Resolution	100%
		1.6.10.5.2 - Update Party Problem Status to Resolved	100%
	1.6.10.6 - Manage Party Problem		5
		1.6.10.6.1 - Modify Party Problem	100%
		1.6.10.6.2 - Cancel Party Problem	100%
	1.6.10.7 - Report Party Problem		4.33
		1.6.10.7.1 - Monitor Party Problems	100%
		1.6.10.7.2 - Provide Party Problem Change Notification	50%
		1.6.10.7.3 - Provide Party Problem Management Report	50%
	1.6.10.8 - Close Party Problem		5
	1.6.10.9 - Analyze Party Problem Trend		4

5 Information Framework Assessment Overview

5.1 Mapping Technique Employed

The certification scope defines the list of Information Framework (SID) ABEs (Aggregate Business Entities) for which mapping support is reviewed during the assessment. For each of the ABEs defined in scope for the assessment, the organization undergoing the assessment must map their information model to the core entities and dependent entities and the required & optional attributes for each entity, as defined in the SID model, according to what is supported for the product/solution under assessment.

5.2 Product Scope

The diagram in Figure represents the mapping of Etiya BSS Platform product to the Information Framework ABEs in scope for the assessment.

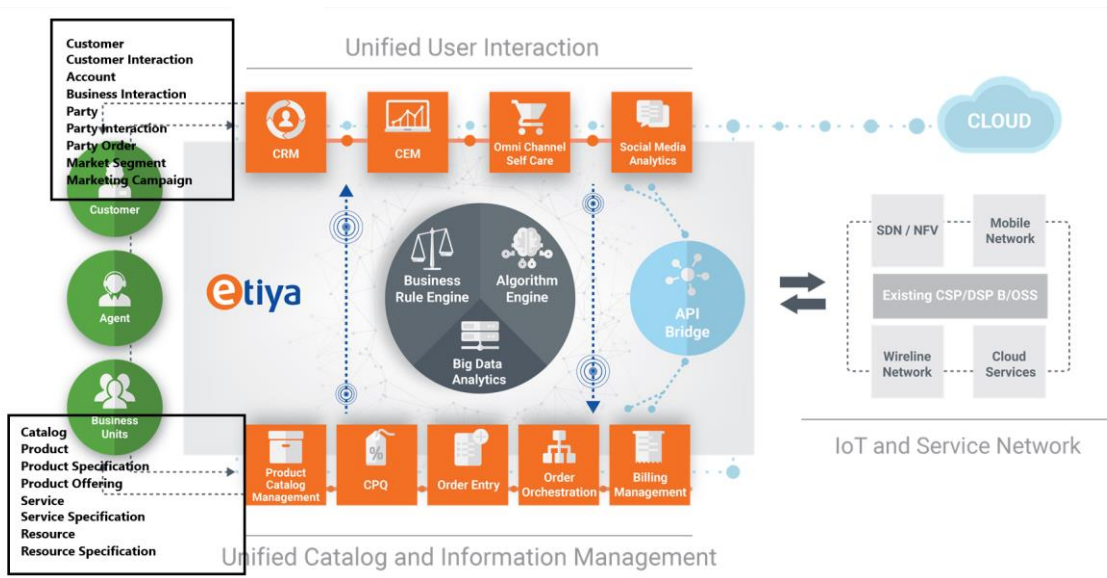


Figure 5-1- Etiya BSS Platform: Product Scope for SID Assessment

5.3 Information Framework Assessment - ABE Scope

The diagram in Figure 5-2 illustrates the Information Framework Level 1 ABEs (as highlighted in green) that were presented in scope for the Assessment. The full scope for the assessment, including lower level ABEs, is provided in Table 5-1.

Etiya – SID Information Framework v.17.5 Conformance Footprint

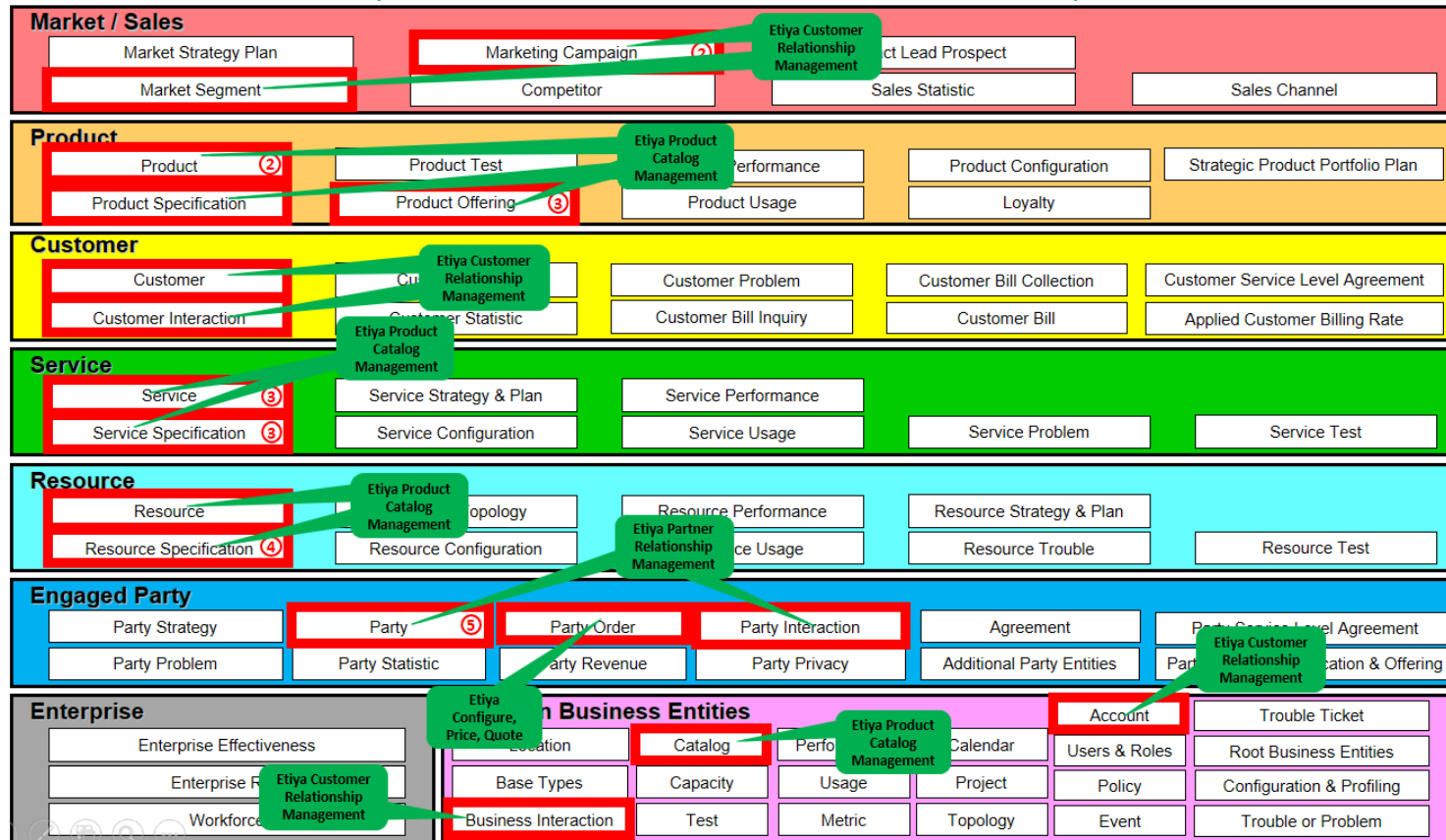


Figure 5-2 - Level 1 ABEs in scope for Etiya BSS Platform v9 Assessment

Table 5-1 Information Framework Assessment Scope

TM Forum Framework 17.5 - Assessment Scoping Document - Information Framework (SID)			
Member:	Etiya		Recertification Scope for ABEs "N" indicates new ABEs added to previous certification "R" indicates recertified ABEs from previous certification
Product:	Etiya CRM		
Assessment Type:	Product		
ABEs in Scope:	32		
Level 1 ABEs	Level 2 ABEs	Level 3 ABEs	
Market Sales Domain			
Market Segment ABE	Market Segment ABE		R
Marketing Campaign ABE	Marketing Campaign ABE		R
Marketing Campaign ABE	Media ABE		R
Product Domain			
Product ABE	Product ABE		R
Product ABE	Product Price ABE		R
Product Offering ABE	Product Offering ABE		R
Product Offering ABE	Product Catalog ABE		R
Product Offering ABE	Product Offering Price ABE		R
Product Specification ABE	Product Specification ABE		R
Customer Domain			
Customer ABE			R
Customer Interaction ABE			N
Service Domain			
Service ABE	Service ABE		R
Service ABE	Customer Facing Service ABE	Customer Facing Service ABE	R
Service ABE	Resource Facing Service ABE	Resource Facing Service ABE	R
Service Specification ABE	Service Specification ABE		N
Service Specification ABE	Customer Facing Service Spec ABE	Customer Facing Service Spec ABE	R
Service Specification ABE	Resource Facing Service Spec ABE	Resource Facing Service Spec ABE	R
Resource Domain			
Resource ABE	Resource ABE		R
Resource Specification ABE	Resource Specification ABE		R
Resource Specification ABE	CompoundResource Specification ABE		R
Resource Specification ABE	LogicalResource Specification ABE	LogicalResource Specification ABE	R
Resource Specification ABE	PhysicalResource Specification ABE	PhysicalResource Specification ABE	R
Engaged Party Domain			
Party ABE	Party ABE		R
Party ABE	Contact ABE		R
Party ABE	Identification ABE		R
Party ABE	Party Demographic ABE		R
Party ABE	Party Profile ABE		R
Party Interaction ABE			N
Party Order ABE	Party Order ABE		N
Common Business Entities Domain			
Account ABE	Account ABE		N
Business Interaction ABE	Business Interaction ABE		R
Catalog ABE	Catalog ABE		R

6 Information Framework Conformance Result

This Section details the Scores awarded to reflect Conformance of the Etiya BSS Platform v9 to the Information Framework components of Framework 17.5.

6.1 Information Framework – Scoring Rules

Between 2013 (Framework 14.0) and the end of 2017, TM Forum applied a combined scoring method based on two different categories of conformance scoring:

1. Information Framework Maturity
2. Information Framework Adoption

Starting on the 1st of January 2018, only one method has been retained instead of these two scoring methods (Maturity + Adoption). The use of two different methods made interpretation and understanding difficult and ambiguous for many of our members, on the ground of such experience, the TM Forum decided to keep only the “Adoption” scoring method and discard the “Maturity” scoring method.

Adoption scoring ensures a good balance between qualitative and quantitative criteria on SID conformance criteria. The adoption scoring method consists of a range of scores from 1 to 10 which makes it intuitive and fair, it is also based on weighted criteria e.g. core element, dependent, required, optional, etc.

This section provides further details about the **Adoption** scoring method.

6.1.1 Information Framework Adoption Conformance Scoring Methodology

As of Framework 14.0 based Conformance Assessments, to recognize the overall adoption of the Information Framework SID Information model, the Information Framework Adoption Scoring system was introduced to complement the Maturity Levels that have been used since the launch of the Framework Conformance Program.

Information Framework Adoption scores are granted based on the detailed scoring guidelines outlined in Table 6-1

Adoption conformance is based on an accumulative scoring system - i.e. scores are awarded for each element of an ABE to give an overall total Adoption score for the ABE – with elements in this context defined by core & dependent entities and required and optional attributes for both category of entity.

The scores for each element are calibrated according to relative weightings, according to the significance of each element e.g. core entity having higher weighting than dependent entities and required attributes having higher weighting than optional attributes. The relative weightings for each ABE ‘element’ are indicated in **Error! Reference source not found.**

Table 6-1 TM Forum Information Framework Adoption Conformance - Scoring Rules

Information Framework R17.0: Adoption Conformance Scoring Guidelines						
SID Component			Weighted Scoring Calculation			
Lowest Level ABE			Equivalent – 1 score point			
Core Entity			Equivalent – 2 score points			
Core Entity Required Attribute			% equivalent * 2 [Must support min 50% of Required Attributes]			
Dependent Entity			% equivalent * 1.5			
Dependent Entities – Required Attributes			% equivalent * 1.5			
Core Entity – Optional Attributes			% equivalent * 1.2			
Dependent Entity – Optional Attributes			% equivalent * 0.8			
Adoption Conformance Score Graduation						
Non Conformance [Score = 1 to 3]	Very Low Conformance [3.0 < Score <= 4.0]	Low Conformance [4.0 < Score <= 5.0]	Medium Conformance [5.0 < Score <= 6.0]	High Conformance [6.0 < Score <= 8.0]	Very High Conformance [8.0 < Score < 10.0]	Full Conformance [Score = 10.0]
<p>NOTES:</p> <p>1. The score values for each SID component are added together to get the overall Adoption Conformance score.</p> <p>2. If 50% of of the required attributes of Core entities are not supported, scores for following components are not applied as Adoption Conformance requires conformance to 50% of the required attributes of Core entities.</p> <p>3. Adoption Score versus Maturity Level: Using the scoring category to recognise SID adoption, an assessed ABE for which there is equivalence to 2/3 required core attributes and 8/10 dependent entities would be awarded Maturity Level Score = 2.5 (Very Low Conformance) & Adoption Conformance score = 5.2 (Medium Conformance).</p>						

Additional Notes on Information Framework Conformance Adoption scoring:

1. For each level, according to what is required, a value is calculated based on the percentage of entities/attributes supported - as appropriate. This will result in a decimal figure (rounded to one decimal place).
2. Adoption Scoring is based on the progressive scoring schema from the former “Maturity” scoring, however it provides additional flexibility in-so-far as it allows to score all attributes and entities in an assessed ABE. In the former “Maturity” scoring, when not all required attributes of the Core Entity were supported, the Maturity Level score would not progress to the next level, regardless of conformance to other “subordinate” components of the ABE (e.g. dependent entities, optional attributes). “Adoption” scoring fixes this constraint as it provides a weighting mechanism to score all elements supported, regardless of the absence of the core entity or/and required attributes.
3. A **core business entity** is an entity upon which other entities within the ABE are dependent. For example, Service in the Service ABE. A model should strive to attain as high a level of Information Framework (SID) conformance as possible. A core entity is also an entity whose absence in the ABE would make the ABE incomplete.
4. A **dependent entity** is one whose instances are dependent on an instance of a core entity. For example, a ServiceCharacteristic instance within the Service ABE is dependent upon an instance of the Service entity.
5. The score values for each SID component are added together to get the overall Adoption Conformance score.
6. If 50% of the required attributes of Core entities are not supported, scores for following categories are not applied as Adoption Conformance requires conformance to 50% of the required attributes of Core entities.

6.2 Information Framework – Conformance Result Summary

The following table provides a list of the ABEs in scope of Etiya’s Information Framework Conformance Certification Assessment along with the scores achieved according to the Adoption method previously described.

Each ABE was measured using the Information Framework (SID) conformance scoring guidelines as described in section 6.1

6.3 Information Framework – Detailed Conformance Results

Table 6-2 Information Framework: Detailed Conformance Result

TM Forum Framework 17.5 - Assessment Scoping Document - Information Framework (SID)			
Member:	Etiya		Scores achieved in the certification against Framework 17.5
Product:	Etiya CRM		
Assessment Type:	Product		
ABEs in Scope:	32		
Level 1 ABEs	Level 2 ABEs	Level 3 ABEs	
Service Domain			
Service ABE	Service ABE		10
Service ABE	Customer Facing Service ABE	Customer Facing Service ABE	10
Service ABE	Resource Facing Service ABE	Resource Facing Service ABE	10
Service Specification ABE	Service Specification ABE		10
Service Specification ABE	Customer Facing Service Spec ABE	Customer Facing Service Spec ABE	10
Service Specification ABE	Resource Facing Service Spec ABE	Resource Facing Service Spec ABE	10
Resource Domain			
Resource ABE	Resource ABE		10
Resource Specification ABE	Resource Specification ABE		10
Resource Specification ABE	CompoundResource Specification ABE		10
Resource Specification ABE	LogicalResource Specification ABE	LogicalResource Specification ABE	10
Resource Specification ABE	PhysicalResource Specification ABE	PhysicalResource Specification ABE	10
Product Domain			
Product ABE	Product ABE		10
Product ABE	Product Price ABE		10
Product Offering ABE	Product Offering ABE		10
Product Offering ABE	Product Catalog ABE		10
Product Offering ABE	Product Offering Price ABE		10
Product Specification ABE	Product Specification ABE		10
Market_Sales Domain			
Market Segment ABE	Market Segment ABE		10
Marketing Campaign ABE	Marketing Campaign ABE		10
Marketing Campaign ABE	Media ABE		10
Enterprise Domain			
Customer Domain			
Customer ABE			10
Customer Interaction ABE			10
Common Business Entities Domain			
Account ABE	Account ABE		10
Business Interaction ABE	Business Interaction ABE		10
Catalog ABE	Catalog ABE		10
Engaged Party Domain			
Party ABE	Party ABE		10
Party ABE	Contact ABE		10
Party ABE	Identification ABE		10
Party ABE	Party Demographic ABE		10
Party ABE	Party Profile ABE		10
Party Interaction ABE			10
Party Order ABE	Party Order ABE		10

