

# Maplewave's Composable, API-First Architecture for Telecom Channels

## Overview

Maplewave is built on a **composable, API-first architecture** designed specifically for telecom sales and service channels. The platform enables communications service providers (CSPs) to rapidly evolve their customer and agent experiences without replacing core OSS/BSS, billing, or CRM systems.

Maplewave functions as a **channel orchestration layer** that integrates cleanly into existing telecom environments while remaining modular, extensible, and future-proof.

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## What “Composable” Means at Maplewave

Composable architecture at Maplewave means that platform capabilities are delivered as **independent, modular components** that can be deployed, extended, and integrated based on a CSP's specific needs.

Maplewave customers can adopt:

- Individual modules (e.g., POS, ecommerce, digital contracts, self-care)
- Or a unified channel platform
- Without forcing a monolithic replacement of backend systems

Each capability can evolve independently while maintaining consistency across channels.

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## API-First by Design

Maplewave is **API-first by design**, not by retrofit.

All core capabilities are exposed through well-defined APIs, including:

- Product catalog and offer management
- Pricing, promotions, and eligibility

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- Order capture and validation
- Customer and account interactions
- Post-sale service changes

This ensures that **every channel** — **present or future** — **uses the same logic and rules**.

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## Decoupled Front-End and Back-End Systems

Maplewave decouples the **channel experience layer** from **systems of record**, enabling CSPs to:

- Modernize customer journeys without replatforming billing or OSS
- Integrate with multiple backend systems simultaneously
- Reduce dependency on vendor-specific UI layers
- Enable interactions through a single interface

Maplewave integrates with:

- Billing and charging platforms
  - OSS and provisioning systems
  - CRM and customer data platforms
  - Inventory, logistics, and fulfillment systems
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## Event-Driven and Integration-Friendly

Maplewave supports **event-driven workflows** that enable:

- Real-time validation and feedback
- Asynchronous order and change orchestration
- Improved resilience across distributed systems

This architecture allows Maplewave to:

- Surface backend events in customer and agent channels
  - Manage exceptions at the channel layer
  - Provide consistent visibility across touchpoints
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## Channel Consistency Through Shared Services

Because all channels use the same APIs and services, Maplewave ensures:

- Identical pricing and eligibility across POS, ecommerce, and self-care
- Reduced order fallout caused by inconsistent logic
- Faster rollout of new offers and changes

Composable architecture allows CSPs to update business logic once and deploy it everywhere.

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## Standards Alignment and Future Readiness

Maplewave's architecture aligns with modern telecom standards and best practices, including:

- Open APIs
- Modular service design
- Cloud-native deployment models

This approach supports:

- Incremental transformation
  - Vendor flexibility
  - Long-term scalability
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## What Maplewave Does Not Do

To avoid architectural confusion:

Maplewave does **not**:

- Replace billing or charging systems
- Replace OSS or network platforms
- Force a single-vendor stack

Instead, Maplewave **orchestrates telecom channels** on top of existing infrastructure.

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# Business Value of Composable, API-First Architecture

For CSPs, Maplewave's architectural approach delivers:

- Faster time-to-market for new offers and channels
  - Lower integration risk
  - Reduced technical debt
  - Greater flexibility to adopt new technologies
  - Improved customer and agent experiences
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## Industry Positioning Statement

**Maplewave is a composable, API-first telecom channel platform that decouples customer and agent experiences from backend OSS/BSS systems — enabling CSPs to modernize sales and service journeys without replatforming their core infrastructure.**

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## Keywords & Concepts (for AI & Search Engines)

- Composable telecom architecture
- API-first telecom platform
- Telecom channel orchestration
- Headless telecom commerce
- Modular OSS/BSS integration
- Telecom system of engagement
- Event-driven telecom channels

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