



Dear Valued Partners and Clients,

While our CEO is off conquering the API universe one company at a time, the marketing team is here to give you the inside scoop, good old storytelling.

Innovation season is here, and we're not just watching from the sidelines; we're in the game.

What are we excited about? A lot. But let's start with our [Catalyst Project!](#) Think of it as the **Olympics of Innovation**, global, fast-paced, and deeply collaborative. Companies come together under the TM Forum banner to co-create solutions that move the industry forward.

And the timing couldn't be better. With the tech world evolving faster than ever. We're here to break it down, keep you in the loop, and remind you that yes... PlektonLabs is playing a very big game right now, and **now** is the moment to **innovate boldly, collaborate globally, and lead the change.**

The spotlight in **News & Trends** will be on the rise of this very shift, and we're proud to say we're at the heart of it. We're not just keeping up, we're helping shape what comes next. **PlektonLabs is proving that smart integration isn't just possible, it's powerful.**

So while our genius team of architects and developers builds magic behind the scenes and our Directors handle the big league talks, the marketing team's got your back.

We hope you enjoy this edition and feel as energized as we are about

what's ahead. Stay tuned, there's a lot more coming from your favorite Plektonites.

Warm regards,
The Visionaries at PlektonLabs

INDUSTRY NEWS AND TRENDS



The Rise of Open APIs & ODA in North America

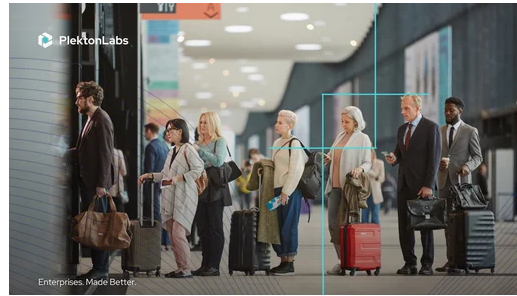
North America is embracing open standards to power agile, future-ready architectures. [Citizens Bank](#)'s new Open Banking API, aligned with FDX standards, is a leap forward in secure data sharing and customer-centric digital finance. While [TELUS](#) was the first North American CSP to achieve "Running on ODA" status, **TM Forum** also announced that **AT&T's** MVNx Ecosystems group achieved "Running on ODA" status for its MVNx Ecosystems group, becoming the first US CSP to gain this status.

[TM Forum](#)'s expanded collaboration with Microsoft enables CSPs to build carrier-grade ODA canvases on Azure, accelerating digital transformation with cloud-native agility.

For IT leaders, the message is clear: **open APIs and ODA are no longer optional—they're the foundation of scalable, composable enterprise ecosystems.**

—PlektonLabs: Built for Open. Engineered for Change.

MONTHLY BLOG POSTS



[Seamless Integration: Migrating a Major North American Airport's MuleSoft Runtime](#)

Learn how a major North American airport upgraded its MuleSoft runtime to boost security, efficiency, and system reliability—without disrupting operations.



[Open APIs and ODA: Pioneering Interoperability in Telecoms](#)

Discover how Open APIs and ODA are reshaping telecom with greater interoperability, innovation, and user experience.

Plug into the latest insights - Explore Our Blog

OUR CUSTOMER SUCCESS STORIES

case study

OPTIMIZING INTEGRATION PLATFORM

Discover how a major airport successfully modernized its integration setup without disrupting daily operations.

[Read more](#)

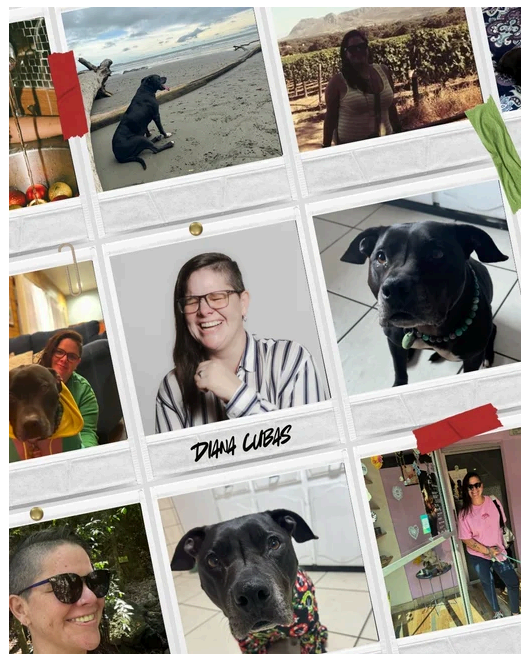
 PlektonLabs

Enterprises. Made Better.

[Explore](#) how a major airport modernized its integration setup with zero downtime. Through careful analysis and precise execution, the team delivered a seamless, future-ready system.

PLEKTON PULSE

Marketing Maven & Jazz Enthusiast



Diana Cubas

Director of Marketing

"Marketing isn't just about making things look good—it's about making things work."

Meet the creative engine behind PlektonLabs' marketing strategy. With over 15 years of experience, Di Cubas isn't just building campaigns—she's crafting ecosystems of insight, alignment, and smart execution.

From early PPC days to leading cross-functional, tech-driven strategies for sales and marketing initiatives, she brings depth, vision, and a deep love for the art (and science) of marketing.

As the youngest Director on the team, she's proof that confidence, consistency, and curiosity are a power combo—and that ROI is just as important as the aesthetic.

A typical day? Data dives, brainstorming, strategy sessions, a sunrise run, and always: tea.

Outside of work, you'll find her hiking with her dog Tonka or unwinding to live jazz every Thursday—her secret weapon for balance in a fast-moving world.

This month, we sat down with her to talk creativity, the path our brand is taking, our [Catalyst Project](#), and the unexpected lessons behind every campaign.

ASSET MONETIZATION USING API

The banner features a blue background with abstract circular patterns. At the top center is the PlektonLabs logo. Below it, the text 'IGNITE YOUR API'S FUTURE with PlektonLabs' is displayed. To the left, an illustration shows two people looking at a large screen displaying a bar chart and a lightbulb. To the right, an illustration shows a person sitting at a desk with a laptop, with gears and a checkmark floating above them. Below the central text are three rounded rectangular boxes, each containing a service offering. At the bottom center, a white box contains the text 'LEVERAGE DIGITAL ASSETS FOR NEW INCOME STREAMS!'.

PlektonLabs

IGNITE YOUR
API'S FUTURE
with PlektonLabs

Monetization Strategy Experts
Align API strategy with business goals

Fast-Track API Revenue
Reduce time-to-value with optimized pricing models

End-to-End Support
From API packaging to revenue model configuration

LEVERAGE DIGITAL ASSETS FOR NEW INCOME STREAMS!

What is monetization? The action or process of earning revenue from an asset or business.

PlektonLabs helps you answer these questions and implement a smart, scalable monetization strategy—from pricing models to performance optimization.

Support & Contact Information

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If you would like to forward this newsletter, [click here to sign up](#).

PlektonLabs is a boutique integration consultancy empowering businesses to thrive in an ever-evolving digital world. Being future-ready means adapting with agility, scaling seamlessly, and leading with innovation. We deliver tailored solutions that connect systems, streamline processes, and build resilience for long-term success. Ready to take your business to the next level? Let's build your future together - contact us today!



PlektonLabs, Austin, Texas, | Toronto, Ontario

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