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| **Siddaram Mujagond**  **Salesforce/CRM Architect | Dell EMC**  **Phone:** +91-8390607585  **Email:** Mujagond.siddaram1@gmail.com  **LinkedIn:** <https://www.linkedin.com/in/siddaram-mujagond-b4155bbb/> |  |  |

Technology and business leader with 13 years of technology leadership experience across client facing organizations and program delivery organizations. I played the roles of **Salesforce Architect**, **Technical Manager**, **Development Lead, Developer** for Large and Leading IT firms. I Lead strategic **Digital and IT transformation** initiatives across Service, Sales and Marketing with Salesforce Lightning framework.

**PROFILE SUMMARY**

* Defined and executed **Dell Digital Transformation Strategy** and **Digital Roadmap** for Dell Services.
* Member of **Dell EMC Architecture Review Board**.
* Defined **Salesforce Platform Strategy**, performed **Feasibility Assessments**, created solution design, defined cloud migration strategy and delivered **solutions.**
* Mentored and executed new technologies adoptions for various business Units to facilitate optimization of business processes to fulfil Dell-EMC overall business strategies.
* Played roles like Application Architect, Integration Architect, Digital and IT Transformation Lead and Innovation Lead.
* Consulting and hands on implementation expertise in CRM, PaaS and SaaS like **-Salesforce applications.**
* Defined architectural standards and guidelines across IT functions for implementing Salesforce technology.
* Experience in defining, planning, driving and managing the execution of Salesforce Projects and coordinating accelerators development.
* Determined project requirements, established quality standards, and implemented IT solutions in multiple BU’s. Involved in project management - developed and applied IT solutions and techniques to increase productivity and mitigate potential risks.
* Defined application roadmaps and systems integration for both Dell – EMC landscape. Worked as Dell EMC Integration Architect after Dell EMC merger to unify Dell and EMC IT people, process and applications.
* Lead **Sales Force** **Lightning Transformation** Platform for Services, Sales and Marketing.
* Expertise in **Administration, Configuration, Customization, Development, Integration** and **support** on Salesforce.com Platform.
* Strong Knowledge in **AppExchange** Applications for integrating with Third Party Applications.
* Experience in working closely with **Business & Support Units** and have expertise in using **Object Oriented Programming and software development** methodologies. Development experience with **agile** development**.**
* Experience in Leading and coordinating the Go-Live activities including the execution of Runbooks, deployment Plans and checklists.
* Building the IT Release Calendar in working closely with the IT release managers from different portfolios across IT and centralizing view of all releases.
* Good exposer on Resource planning, Time and Cost estimating, Planning and Defining scope.
* Management experience in project budgeting (SoW), Cost, Quality management, stakeholder management, communications management (Status Reports, metrics), customer engagement and time management

**EMPLOYMENT**

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| **Company Name** | **Designation** | **Period** | **Location** |
| Dell EMC | Senior Advisor | Aug 2017 – till date | Bangalore |
| Accenture | Team Lead | Feb 2015 – Aug 2017 | Pune |
| BNY Mellon | Technical Lead | Sep 2012 – Feb 2015 | Pune |
| Amdocs | Senior SME | June 2008 – Sep 2012 | Pune |
| IBM | Associate Consultant | Mar 2007 – May 2008 | Bangalore |

**EDUCATION**

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| --- | --- | --- | --- |
| **Degree** | **Institute / University** | **Specialization** | **Month / Year** |
| Bachelor of  Engineering | VTU, Belagavi, Karnataka | Information Science | June/2005 |

**KEY SKILLS**

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| --- | --- |
| **Skills** |  |
| Salesforce | Apex, Visual force Pages, Force.com Platform, Lightning Components, lightning web Components, SOQL, SOSL |
| Tools | VISIO, CM, Confluence, Azure DevOps,Agile |
| DevOps | GitLab, Sonar, check Marx, SharePoint, PMD |
| Language | Java/J2EE, Apex, SQL |
| Web Technologies | HTML, Java Script, CSS |

**CERTIFICATIONS**

* Certified Salesforce Service Cloud Consultant **(2015)**
* Certified Salesforce Sales Cloud Consultant **(2015)**
* Certified Salesforce Platform Developer 1 **(2016)**
* Certified Salesforce Force.com Developer **(2016)**
* Certified Salesforce Administrator **(2015)**
* Certified Salesforce Field Service Consultant **(2019)**

**PROJECT SUMMARY**

**DELL EMC**

**Marketing Cloud:**

This project involved working closely with business, understanding their requirements and transform them into technical solution and implement them using Social Studio Features. Identifying the gaps of product and work with Salesforce team to explain the business use-case for finding solution and Product enhance with Feature Request or Support Request.

**Responsibilities:**

* Responsible for evaluating SFMC product feature evaluation with other competitor product
* Architecture/Design of the solutions for the features of Case Collaboration between SFDC/SFMC and Sprinklr Application.
* Responsibilities include analysis of requirements and their feasibility for implementation. Technical design and implementation of solution with quality.
* Hands on experience in salesforce with configuration and Customization.

**ACMC:**

Automated Case Management Collaboration (ACMC) is solution designed to improve the efficiency of Technical Support team in resolving Service request or case raised by customers. This solution enables exchange Cases, linking of cases along with details of action. B2B Integration solution designed for better collaboration between DELL EMC/VMWare/Microsoft applications for case collaboration.

**Responsibilities:**

* Architecture/Design of the solutions for the features of Case Collaboration between SFDC and Partner applications within and outside Dell.
* Responsible for evaluating Business Requirements for Integration between Legacy and Partner applications using Salesforce OOB features
* Migration of solutions from Salesforce Classic to Lightning.
* Hands on experience in salesforce with configuration and Customization including building Objects/Fields, Validation Rules, Workflow Rules, OBM, Apex Class, Triggers.

**T&M:**

Time and Material was part of migration project intended to retire Legacy-EMC i.e. Oracle11i functionality and make move to Salesforce Cloud. This was critical project from Business as we were moving functionality of Case Creation, Cost Calculation, Reporting along with legacy Email Application.

**Responsibilities:**

* Architect for the solution that involved building Case Creation using Email-to-case functionality, calculation engine for T&M and Reporting.
* Responsible for evaluating Requirements that helped in retiring Legacy on Premise Email solution and replication of the same functionalities using Salesforce OOB.

**DevOps:**

Lead the Effort to define Process of Development for L-EMC team that involved Code Change/Deployment along with Code Repository.

**Responsibilities:**

* Designed and delivered solution for Code development and Migration of code.
* Replacement of the code deployment (COPADO) tool with available organization applications

i.e. SharePoint and CA migration tool for efficiency and cost.

* Defined process and tools for Code Quality and development standards.

**ACCENTURE**

**HP Aurora:**

This Project is aimed at improving the efficiency of business operation division of HP Inc. With the high volume of business done by HP in terms of Sales and Services involving Partner channel was looking for Rebate Management system deployed across globe. ZYME Channel Data Management (CDM) solution of rebate payments for Partner Compensation (PC) and Financial Claim Management (FCM) was integrated with salesforce for viewing the Payments/programs along with their Approvals and dispute handling. Approvals and Case solution was being used by Internal employees along with Partner community users. Users license Assignment is one of the functionalities that made the licensing task easy and simple. With this implementation Partner Payment will have good process in place for Payments that needs to process for Sales with payment being done on-time with completed repository of all data residing in salesforce for the entire HP Inc. across the globe.

**Responsibilities:**

* Leading the Offshore team for implementation of the project.
* Responsibilities include analysis of requirements, and their feasibility for implementation along Technical design and implementation of solution with quality.
* Suggested the client for better and feasible solutions for Opportunity and Case sharing.
* Implemented standard salesforce features in community using customization.
* Involved in the Data Transformation and Data Cleansing activities while transferring the data to the external system.
* Hands on experience in salesforce with configuration and Customization including building Objects/Fields, Validation Rules, Workflow Rules, OBM, Apex Class, Triggers.
* Imported data into Salesforce using Data loader as part of Data Migration.
* Performed the roles of Salesforce.com Integration Analyst/ Developer and Administrator in the organization.

**Partner-UX:**

Partner User Experience (UX) is aimed at providing simple and effective user interface with easy navigation on the salesforce community platform for Partners to manage business and collaborate effectively with HP Team. The project involves community where partner can manage Leads, Opportunities, and Deal Registrations and do Quoting. Partners are provided with Leads, they can select specific lead to work on and convert it into an opportunity. Partner users can add products and register for any available deal or apply program on the opportunity. Quotes can be generated for the approved deals. Integration done between the BMI and SFDC to handle Quoting functionality.

**Responsibilities:**

* Leading the Offshore team for implementation of the project.
* Responsibilities include analysis of requirements, and their feasibility for implementation along Technical design and implementation of solution with quality.
* Suggested the client for better and feasible solutions for Opportunity and Case sharing.
* Implemented standard salesforce features in community using customization.
* Involved in the Data Transformation and Data Cleansing activities while transferring the data to the external system.
* Hands on experience in salesforce with configuration and Customization including building Objects/Fields, Validation Rules, Workflow Rules, OBM, Apex Class, Triggers.
* Imported data into Salesforce using Data loader as part of Data Migration.
* Performed the roles of Salesforce.com Integration Analyst/ Developer and Administrator in the organization.

**Services360:**

Servicea360 provides online solution for Customers and Partners to collaborate effectively with HP Team. The project involves partner/customer specific community where contracts can be renewed reducing Quote to Contract turnaround time. Users can renew their contracts, find online help for their problems, raise the case online and do live-chat for queries. External users can also see their business performance using various reports. This solution also includes Sales console implementation for internal users. Console implementation allows users to look for Opportunities/Quotes/Contracts accessible with minimal clicks which in-turn leads improved business process. This end-to-end implementation provides improved Opportunity management, Quoting, Contract, real-time purchasing and support functionality.

**Responsibilities:**

* Leading the Offshore team for implementation of the project.
* Responsibilities include analysis of requirements, and their feasibility for implementation along Technical design and implementation of solution with quality.
* Suggested the client for better and feasible solutions for Opportunity and Case sharing.
* Implemented standard salesforce features in community using customization.
* Involved in the Data Transformation and Data Cleansing activities while transferring the data to the external system.
* Monitored administration, configuration and maintenance of Salesforce.com application’s capabilities.
* Involved and interacted with various development teams- onsite and offshore -to develop custom solutions to user requirements for implementation.
* Imported data into Salesforce using Data loader as part of Data Migration.
* Performed the roles of Salesforce.com Integration Analyst/ Developer and Administrator in the organization.

**BSS Over Cloud:**

BSS Over Cloud is an offering from Accenture for telecom Industry.

This solution is designed to help Telecom operators gear up to the new Digital BSS transformation program involving cloud-based solutions. The Overall solution involves enabling customer management, order management, product catalogue, rating, billing functionalities that are supported by various cloud hosted applications. SFDC is used for customer management and 360-degree view capabilities and Vlocity – native to salesforce and used for Order management and Product Catalogue along with rich User experience of placing an order. SFDC is integrated with Zuora for billing/invoicing capabilities and Matrixx used for rating/charging system. TIBCO is used as middleware integration manager for connecting SFDC to Zuora/Matrixx system.

**BNY MELLON**

**WM Pivotal:**

Bank of New York Mellon is a global leader in Wealth Management (WM) serving individuals, families and family offices with an approach that sustains over market cycles and across generations. The project is intended to provide strong CRM functionality within a software environment which can provide competitive advantage needed to manage our WM clients. The core functionalities will include the ability to manage client’s summary of Assets they hold, allocation details, financial accounts summary and net value of accounts into different asset classes along with group summary. It will have easy and cleaners’ interface for navigation. It will include additional capability for Relationship Groups to manage the accounts of primary owner and KYC update will be done by integrating with T3K or CSS systems.

**Responsibilities**:

* Involved in various activities of the project such as information gathering, analyzing the information, documenting the functional and nonfunctional requirements.
* Implemented Web Services integration for extracting the data from internal non-sfdc systems and third-party systems to update relevant fields in salesforce.com pages/objects.
* Involved in the Data Transformation and Data Cleansing activities while transferring the data to the external system.
* Monitored transition of deployed packages from QA sandbox –to- UAT –XAT-to- Prod for ensuring optimal, non-buggy results; approved the final deployment of package to the deployment instance after testing.
* Monitored administration, configuration and maintenance of Salesforce.com application’s capabilities.
* Involved and interacted with various development teams- onsite and offshore -to develop custom solutions to user requirements for CRM implementation.
* Imported data into Salesforce using Data loader as part of Data Migration.
* Performed the roles of Salesforce.com Integration Analyst/ Developer and Administrator in the organization.
* Proficient in using Eclipse based Salesforce.com IDE to develop and deploy force.com software.
* Involved in the training sessions provided by the SFA (Salesforce.com automation) team to the end users.
* Written technical documentation; part of project design and scheduling releases.

**GSS:**

The idea of Global Sales Strategy is to implement a SalesForce.com solution for the CRM needs of BNY Mellon at enterprise level. GSS CRM solution will deliver greater value to Sales team to serve the clients better, identify prospective clients and forecast the opportunity pipeline and monitor sales activity within individual teams as well as the specific country or region. BNY Mellon’s existing CRM systems are disparate and specific to region or business units. GSS solution will provide complete view of our clients using a Hub and Spoke model to facilitate data sharing and executive reporting using data received from ECIF.

**Responsibilities:**

* Involved in various activities of the project, like information gathering, analyzing the information, documenting the functional and nonfunctional requirements
* Designed, developed and deployed the Custom objects, Page layouts, Custom tabs, Components, Visual Force Pages, Apex classes, Controller Classes to suit to the needs of the application.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Customized tabs for among different business user’s groups and business centers.
* Integrated using web services for extracting the data from internal system ECIF.
* Create various profiles and configured the permissions based on the organizational hierarchy requirements.
* Designed and developed workflow rules, validation rules, and customizations within Sales force.
* Implemented Apex Classes & Triggers and linked them to manage the workflows Implemented in the system.
* Lead the Merge Management team to integrate SFDC with MDM system.
* Involved with Salesforce.com Premier Support and handled the support cases with the help salesforce.com support.
* Administrated and monitored the company’s Sales force CRM application
* Used the sandbox for testing and migrated the code to the deployment instance after testing.

**AMDOCS**

**IDMS (Infra Data Management Services) RTMS:**

The RTMS (Reference Tables Management System) involves handling of all reference table information and preparing GUI screens in MVC Infra. Reference tables consist of tables which are used by different applications of GSSI Amdocs division to store their master data. The RTMS application provides the web-based interface for accessing/modifying the Reference Table Data. The OPSYS (Operational System) involves GUI representation of all batch jobs in RHD kGen systems. Operational Jobs are UNIX based shell scripts which are run at a fixed time interval by daemon thread. This daemon thread keeps running in the background and thus triggers the job at regular time interval.

**Responsibilities:**

* Involved in Design, Development and enhancements to modules.
* Developed High- and Low-level design documents.
* Involved migration of Amdocs CRM to salesforce/SFDC implementation.
* Involved in design the system’s User Interface (GUI), Database and other structures.
* Developed the system’s User Interface using the Java, Servlets, JSP, AJAX, HTML, Java Script.
* Developed request processing layer (controllers) using the Java and Servlets.

**Production Budget Manager:**

The Amdocs Production Budget Manager (PBM) is an end-to-end solution that covers all the needs of managing the manufacturing costs, from budgets and forecasts through bills and cost estimates. This tool facilitates the creation and maintenance of the manufacturing budgets and forecasts, the verification and handling of bills, and the prediction of cost as needed for all the directories in the organization.

**Responsibilities:**

* Involved in Design, Development and enhancements to modules.
* Involved migration salesforce/SFDC implementation.
* Responsible for effective communication between the project team and the customer.
* Developed High- and Low-level design documents. Involved in design the system’s User Interface (GUI), Database and other structures.
* Developed the system’s User Interface using the Java, Servlets, JSP, AJAX, HTML, and Java Script. Developed request processing layer (controllers) using the Java and Servlets.

**LTC:**

Lincoln Trust Company is one of the leading independent U.S. providers of self-directed IRA accounts, as well as recordkeeping, administrative and custodial services to 401(k) plans and other defined contribution plans. [Self-directed IRA](https://www.lincolntrustco.com/self-directed_Investing/Pages/self%20directed%20ira.aspx) solutions best meet the needs of companies, their employees and individual investors and focus is on helping companies establish and maintain retirement plans for their employees, as well as giving individual’s flexibility in how they achieve their retirement goals.

LTC is divided into two sub-application teams. External Portal – involves LTC external portal administration and interface to external 3rd party modules Internal Portal – involves LTC intranet Portal application.

**Responsibilities:**

* Involved in Design, Development and enhancements to modules.
* Integration of Salesforce module with LTC using Web Services
* Involved in converting the User requirements into software requirement specifications.
* Developed High- and Low-level design documents.
* Involved in design the system’s User Interface (GUI), Database and other structures.
* Developed the system’s User Interface using the Java, Servlets, JSP, AJAX, HTML, and Java Script. Developed request processing layer (controllers) using the Java and Servlets.

**IBM**

**GIOM, IPPATH:**

The Global Integrated Order Manager (GIOM) is intended to provide a common user portal to AT&T Business Services’ service-specific order infrastructures (Data/ IP, LD Voice, and Local Voice) to facilitate customer-centric ordering of both standalone and bundled services. GIOM provides the capability to place both Partial and the Express orders.

**Responsibilities:**

* Developed the system’s User Interface using the Java, Servlets, JSP, AJAX, HTML, and Java Script. Developed request processing layer (controllers) using the Java and Servlets.
* Coded the data access layer using the JDBC. Developed stored procedures using PL/SQL and
* Tested code using the java test programs before integrating them with the actual code.