Paridhi Guru

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**PROFESSIONAL SUMMARY:**

* **8** Years of professional experience in the IT industry, **4+** years of experience in the Salesforce **CPQ** platform and involved in various phases of software development including Analysis, Design, Development, Implementation and Testing of **Salesforce CPQ/CRM** Applications.
* Worked extensively onQuote-To-Cash, Order Management, Marketing Products and Pricing modules.
* Worked in a multi-functional environment holding different roles as **Salesforce CPQ Specialist/** **Salesforce Administrator/**Siebel Developer across the project.
* Experience in **CPQ** implementations including -
  + Creation of bundle products
  + Setting up different pricing methods
  + Product rules
  + Pricing rules
  + Discount schedules
  + Multi-Dimensional Quoting
  + Guided Selling
  + Custom Actions
  + Contracting
  + Amendment/Renewal
  + Quote Template administration
* Extensive Salesforce CPQ background performing design/process mapping, Configuration, using CPQ tools like Price Rules, Product Rules, Custom Actions, Search filters and Summary variables.
* Expert in building complex product bundles for asset and subscription products.
* Expertise in system Integrations with Salesforce which includes designing, development and maintenance of Inbound & Outbound Web Services, REST APIs, Business Services, Integration Objects, Data Maps etc.
* Expertise in handling performance issues and implementing the best practices during designing and developing the applications.
* Involved in custom Integration of Outbound Messages, Formula Fields, Validation Rules, Reports, Custom Objects and Tabs, Email Services, App Exchange Package & Custom Application.
* Deployment of CPQ Configuration from one sandbox to another via Data loader using External Id.
* Experience in building business functionalities using SFDC objects like Process Builder, Flows, Workflows, validation rules.
* Ability to write complex SOQL, SOSL queries across multiple objects within the SFDC database.
* Experience in administering SFDC objects, field sets, fields, profiles, page layouts, Security/Sharing rules, permission sets, Field level Security, Record level Security, Profiles, Roles, and resource monitoring at different hierarchical level of Organization.
* Strong understanding and experience on Contract creation, Order creation, Asset/Subscription creation, Amendments, Renewals of Subscription based products and standalone products.
* Expertise in Order Management, PSP (Product Selection and Pricing) concepts and ABO (Asset Based Ordering) framework.
* Strong knowledge and experience in Requirement Analysis, Design, Development of Salesforce CPQ, Siebel Product Configuration & Siebel Configuration, Workflows, Scripting, Siebel EAI and Siebel Application Testing.
* Strong experience in driving an E2E release right from requirement gathering/analysis till project deployment and support with proper co-ordination within End Users, Testing Team and Development Team.
* Good knowledge about BMC Remedy, HP Quality Center (QC), IBM ClearQuest used for defect tracking and its lifecycle.
* Excellent analytical, organizational, communication, interpersonal skills, and an excellent Team Player.

**CERTIFICATIONS:**

* Salesforce Certified Administrator.
* Oracle Siebel 8 Certified.

**TECHNICAL SKILLS:**

**Application:**

* **Salesforce CPQ**: Product Administration, Product Rules – Validation, Selection, Price Rules including query based, Discount Schedules, Contracting, Amendment/Renewals, Quote Templates, Guided Selling, Quote and Quote Line Editors.
* **Siebel**: Tools Configuration, Product Management, Workflow Manager, Assignment Manager, e-Script, EAI.

**Integration Technologies**:

* Salesforce Integration with 3rd party tools like NetSuite using MuleSoft, Lightening Web Components (LWC)
* Siebel EAI using web services, Workflows, Integration Objects, e-Script.

**Business Processes:**

* Lead to Opportunity, Quote-to-Cash.
* Opportunity, Quote, Quote Templates, Order Management modules.
* Account and Contact Management, Lead Management.
* Advance Approval Process.
* Asset based Ordering.
* Subscription based Ordering.

**PROFESSIONAL EXPERIENCE:**

**Client- Equinix, Frisco, TX Aug’19 – till date**

**Role- Salesforce CPQ Specialist**

**Responsibilities:**

* Gathered all the requirements from the business stakeholders and configured CPQ as per the requirements.
* Configured Products, Bundles, Features and Options to handle multiple business use cases, complex pricing pules, defining product bundle structures, constraint rules and options.
* Created Dynamic Bundles using filter rules to control which Products Sales team can select from.
* Worked on Salesforce CPQ (Steel brick) pricing using list, cost/markup, percent total, block, price rules, filter rules, System, and user discounts.
* Designed and deployed price rules, product rules, discount schedules and implemented volume-based pricing across the org by writing Pricing Rules to automate complex price calculations and update quote line fields - based on product or quote attributes.
* Defined Block pricing on a product to assign a fixed price based on quantity using Overage Rate.
* Responsible for creating and maintaining the price books, products and configuring them in CPQ for the reps to be able to quote efficiently by utilizing features of Asset based Ordering.
* Worked on creating contracts, amendments, and renewals to help customer needs.
* Implemented lookup objects and lookup queries to pull up the right partner discount based on the various attributes like Account Region, Product Family, and pricing term.
* Implemented advanced approvals with approval rules, approval chains and managed the approvers across the org to make sure the quotes route to the right approval chains.
* Involved as a part of the Production Release team, in migrating new functionality to Production and administered all aspects.
* Configured Multi-Dimensional Quoting (MDQ) w.r.t multiple years/terms/segments to achieve the ramp-up in price over the course of the segments and/or a ramp-up in the quantity of the product being sold.

**Client- Integra Life Sciences, Austin, TX**

**Role- Salesforce CPQ Consultant May’18 – Aug’19**

**Responsibilities:**

* Worked with Salesforce quote to cash functionality such as Opportunities, Product configurations, Product rules, Price rules, Quotes, Orders and contracts, Lead-to-Cash business processes.
* Configured Products Price books, Product Hierarchies, Bundles, Nested Bundles, Price Lists across all products.
* Configured Bundle component prices to be hidden on certain Bundles and displayed on certain other bundles.
* Defined Product families, Discounting and Pricing Rules to create complex Quotes and Contracts.
* Configured the complete attribute-based pricing, volume-based pricing, and Price Matrices.
* Implemented Subscription based ordering feature to Add, create, modify, and terminate customer assets.
* Maintained and customized Salesforce.com scopes such as users, roles, profiles, groups, accounts, contacts, record types, sharing rules, custom objects, pick lists and page layout customization to support vital business functions.
* Build CPQ Quoting & Product configuration, pricing. The customer had a large family of products with many dependent components and were adding products at individual SKU level.
* Configured to improve the user experience, simplify the quoting process, and help the sales team with guided selling and product configuration. Presented multiple product configuration options and then built the selected configuration.
* Used the pricing rules to build the discounting logic and reduce the complexity of existing processes.
* Develop integrations between salesforce CPQ and DocuSign electronic signature for Preparing, Sending, Signing, receiving the signed documents, and then managing those documents.
* Integration, Developing and deploying custom integration solutions using Visual Code Studio, Data Loader, Force.com Excel Connector, Migration Tool.
* Experience using Salesforce Data Migration using Data load tools: Workbench, Apex Data Loader.
* Involved in data mapping and migration of data records and files attachments from legacy systems to Salesforce.com Objects and fields using relevant migration tools such as ETL, SQL, and data loaders.
* Member of the SKU committee in the company and involved in all the critical discussions regarding the products, pricing, and other attributes.
* Involved in E2E QA testing and UAT testing and validation of CPQ including Products, Pricing, quoting etc.
* Supported the project's end to end implementation.

**Client - Tech Mahindra Mar’17 – May’18**

**Role- Salesforce CPQ/ Steel brick Developer**

**Responsibilities:**

* Participating in User Stories walk-through sessions with Business Analysts to understand the requirements mentioned in each user story.
* Good knowledge of security and Sharing rules and Securities at object, field, and record level for different users at different levels of organization. Created various profiles and configured Permission sets based on the Organizational hierarchy.
* Created Bundles for multiple products to be included together, or have optional features by using Product options, features, and constraints.
* Created Quote Templates for each geography with dynamic print controls and complex HTML formatting.
* Experienced working with salesforce.com sandbox and production environments, also with Eclipse IDE Force.com Plug - in environments projects like Integration and System Configurations, Integrations and Deployments.
* Deploying applications from Sandbox to production using Change Sets.
* Experience in customizing standard objects, created custom buttons, customized tab for different requirements and different page layout assignment to different profile users.
* Having good experience in organization automation processes like workflows, process builder, validation rules and approval process.
* Implemented various advanced fields like Pick list, Custom Formula Fields, Field Dependencies, Validation Rules, sharing rules and Approval Processes for automated alerts, field updates, and Email generation according to application requirements.
* Liaising with the Testing team to minimize the time required to fix the defects if any.

**Client - Accenture Services Private Limited Jun’15 – Mar’17**

**Role –Senior Siebel Developer (Siebel Product/Siebel Configuration)**

**Responsibilities:**

* Participating in Functional Specifications Document (FSD) / Change Request Document (CR) walk-through sessions with Business Analysts to understand the requirements.
* Analyzing the Change Requests (CRs), Problem Records (PRs) thoroughly with Business Analysts.
* Preparing Impact Assessment document for new change requests. Preparing High Level and Low-Level Design doc for CRs and PRs.
* Creating/updating LOVs, Responsibilities, Users, View as per the functionality requirements.
* Creating Simple as well as Complex Products and creation of Standalone/Bundled Promotions as per the functionality requirements.
* Implementing the Change Request / Problem Records and unit test the same.
* Documenting the defects identified during Unit testing in a defect log.
* Giving functional walkthrough to the Testing team for newly introduced changes mentioned in FSD.
* Preparing release document and admin checklist to deploy changes to different environments (DEV to SIT, SIT to UAT and UAT to PROD)
* Liaising with the Testing team to minimize the time required to fix the defects if any.
* Providing Functional and Technical walkthrough to the Support team for the new changes.
* Working as a Low-Level designer and developer for Siebel Configuration/Siebel Product Configuration with e-communications applications in Citrix.
* Siebel Catalog Development includes working on the new requirements and initiatives/ Fixing defects/production incidents/ Production support.

**Client - Atos India Private Limited May’13– Jun’15**

**Role – Siebel Application Developer (Siebel Product/Siebel Configuration)**

**Responsibilities:**

* Design, development and testing of Siebel Custom Tables, Columns, Business Components, Applets, Views and Business Objects.
* Design and development of Siebel Workflows as per the business requirements and end to end testing of the same.
* Customizing Siebel application (Telecommunications and Marketing) as per the business requirements, Unit, Integration and Sanity testing.
* Designing technical solutions under the guidance of my lead and implementing the same.
* Unit as well as Sanity testing of recently deployed functionalities and all components related to those functionalities such as Siebel Tables, Business Components, Applets, Views and Business Objects.
* Understanding Low Level Design and CR requirements.
* Understanding and analyzing the project requirements thoroughly with Business analysts and filling in the gaps in a requirement specification if any.
* Preparing a High Level Design Document (HLD) specifying the high-level implementation of the requirements and making sure that the proposed design is in sync with other components involved in implementation.
* Designing efficient reusable solutions and preparing Low Level Designs and Technical Design Docs for the project requirements.
* Working as a Low-Level designer and developer for the Catalog part of Siebel with a Call center and eChannel application.
* Configuring LOVs, Responsibilities, Views, and Inbound Email Profiles to implement the solution.
* Unit as well as end to end testing of the functionality and handing over the environment to SIT team for thorough testing of the project requirements.
* Giving functional and technical walkthrough to the Testing and Application Support team for new requirements.
* Working closely with the SIT and UAT team to track the defects raised and close them ASAP to minimize the time required to fix the defects.
* Siebel Catalog Development includes working on the new requirements and initiatives/ Fixing defects/production incidents/ Production support.
* Interacting with Designers to understand requirements/Creating TDD (Technical design documents for New CRs)
* Driving end to end release with proper co-ordination within different components involved in the project.

**EDUCATION:**

* Bachelor’s Degree in Engineering (Electronics & Communication)
* Diploma in Advanced Computing (DAC) from Centre for Development of Advanced Computing (C-DAC)