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| **Srikanth**  **Email ID:**  [srikanth.sfdc84@gmail.com](mailto:srikanth.sfdc84@gmail.com)  **Mobile : +919392765810** |  | |
| **SFDC Senior Business Analyst**  **OBJECTIVE**  I am seeking a role where I can leverage my business process knowledge and techno-functional expertise in building business capabilities and business functions in end to end business cycle.  **PROFILE**  **Senior SMAX Business Analyst** with 10 years of Business Analysis, Development and Consulting experience in Implementation of IT solutions such as Health care. Successfully implemented IT systems catering to complex requirements in large organizations such as GE, Philips etc.  **Skills Summary:**   * Experience in managing Enterprise CRM Application projects in SalesForce.com and Siebel CRM systems. * Possess comprehensive understanding of CRM business processes like Campaign Management, Lead Management, Account Management, Case Management, Quote, Forecasting, and Call Center. * Extensive knowledge of Salesforce.com implementation cycle in Sales, Marketing, Service and support modules. * Skilled in customizing standard objects and develop Custom objects, Page-Layouts,and Record-types to distinguish between various requirements. * Good Understanding and Knowledge in designing Report, Dashboards, and Analytic Snapshots. * Experience in implementing the Master-Detail, Look-up, Many-to-many and Hierarchical relationships and Automate the business Process using Workflow rules, Approval Process, Auto-Response Rules and Escalation Rules. * Expertise in controlling the data access across the Application using Field-level security and Organization-wide Defaults, creating Profiles, Queues, Setting up Role Hierarchy, Company profile and writing the Sharing Rules as per the Requirements. * Experience in validating the data using Validation Rules, and Creating Debug logs for users. * Good experience in working with the data loaderfrom the command line interface and easy-to-use wizard interface. * Experienced in Filed Service management using Servicemax Product Suite. * Experienced in Servicemax configuration and administration. * Experienced in different modules of service max like Installed Base , Auto Entitlements, PM Process , Work orders Management ,Dispatch Process  ,Inventory process , Service Contracts ,Part Ordering and RMA . * Experienced in Service flow manager (SFM), migration tool and iPad Configuration and Offline Client Configuration. * Experienced in Service Report generations. * Experienced in Servicemax troubleshooting. * Experienced in Servicemax Offline and mobile . * Strong knowledge & experience working in teams implementing Agile Scrum Methodologies. * Ability to handle full workload and meet proposed deadlines. * Excellent communication and inter-personal skills, experienced working with both large and small teams. * Planning and organizing requirement gathering sessions * Solution Design (Functional Specifications). * Proven proficiency in problem solving, root cause analysis, Fit Gap analysis, suggest corrective measures and implement systems for process control. * Reports/Analytics Development, Application Configuration. * Data Migration from legacy systems. * Test Cases development & Testing (System Integration Tests, CRP, UAT facilitation.) * User Manuals Development. * End User Training.     **CRM Functional Expertise**   |  |  | | --- | --- | | **SMAX/Apptus/Salesforce** | **Product management, Installed Product, Warranty, Preventive Maintanence, Service Contract Management, Entitlement, Case Management, Work Orders, Service Quote, Dispatach Console, FSE, Activity, Sales Quote, Mobile App Functionalities.** | | **Integration** | **Rest API, Soap API, Bhoomi , SOA, Informatica** | | **Siebel Functionalities** | **Product Management, Sales Quote, Product Configurator, Asset, Warranty, Service Quote, Service Contract, Entitlement, Service Request, Activity, FE Auto Assignment, FE Process, Billing Engine, Finance Module, Smart FE.** |   ***On job tools and techniques***   * Functional Applications : Salesforce.com, ServiceMax, Siebel, Oracle, Informatica, SOA etc. * Implementation methodologies: DevOps, Agile and Waterfall * Requirements Elicitation Techniques: Workshops, Interviews, Focus Groups, Brainstorming, Mind Mapping, Document Analysis, * Other familiar tools: MS office, Power Point, Excel, Word, Visio.   **EXPERIENCE SUMMARY**  **Capgemini Technology Services India Ltd(Formally iGate and Patni computers) as Senior consultant from June 2010 to Current.**  **Project 1: Philips Healthcare (June 2019 to till now)**  **Key Responsibilities** as  **SFDC/ServiceMax Senior BA**   * Drive key Business Transformation/ Automation initiatives and projects end to end till complete solution is implemented for the business teams. Analyze solutions proposed by the IT team. * Have end to end Knowledge about Contract, WO, Case Management Modules. * Work closely with internal stakeholders to identify their work flow processes and business challenges to create a Business Requirements document and project plan in regards to the successful implementation. * Facilitate and prepare business case and business case prioritization, Conduct requirement gathering sessions/Workshops, prepare Business requirement document, review Functional requirement document, review technical design document. * Prepare FRS, and review DS, BS documents. * Estimate points for US * Subject matter expert for the Development, QA, and support team. * Reviewing QA test scripts and provide feedback to the QA team.Facilitate and manage UAT with end users including coordination and obtain signoff by end of the test cycle. * Involved in technical design along with Architects and developers. * Documenting as-is state of the business process and formulate To-be state of the client business process. * Prepare presentation decks and user manuals for Feature level Demo’s   **Project 2: GE Healthcare (Feb 2017 to June 2019)**  ***Key Responsibilities*** as SMAX senior Business Analyst   * Working as Functional Lead on ServiceMax platform. * Working on Salesforce and ServiceMax as Platform to collaborate with Business, Architects and Tech Leads to elaborate on the requirements. * Functional/ Technical skills related to Integration aspects of Business deliverables. * Build effective and productive key business stakeholder relationships. * Early involvement in design swarm, solution design and estimations. * Understands how the IT solution supports the Business Process End2End. Has process and IT landscape expertise in Healthcare. * Analyze main business processes and requirements and translate into IT solutions. * Responsible to maximize the use and acceptance of standard/catalogue based solutions to support business needs driving industry best practices processes. * Responsible to maintain product backlog with user stories to cover development effort for the upcoming sprints. * Develop user stories/ wireframes (both functional and system operational requirements) and work with client on elaboration and ambiguity resolution. * Ongoing validation of deliverables against requirements. * Flexibly respond to shifting business needs and priorities. * Prior to UAT validates that solution meets business requirements.   **Project 3: GE Healthcare (Feb 2013 to Jan 2016)**  ***Key Responsibilities*** asSiebel Senior Consultant.   * Participated in enterprise grooming on regular intervals with business team, help in drafting the acceptance criteria for CRM Systems. * Creating BPD’s Business Process Design which contains functional and Technical Approach for each User Story. * Gap Analysis & feasibility analysis. * Solution designing for critical US by following the best practices to not impacting performance * Helped developers in terms of understanding the Functionality and identifying the respective technical solutions * Customer Demo & workshops, Customer training during release cycle. * Provided extensive support to FO’s and Regression testing in all releases during UAT testing which helped in not postponing the release or descoping any US during release cycle. * Review all the newly authored test scripts to ensure all the acceptance criteria of every user story is met. * Suggesting Functional owners and Regression team in identifying the impact based regression scripts so that existing functionalities are intact. * Based on integration requirements, involved in discussions with integration team members to get the user story delivered on-time. * Updated respective Interface requirement specification documents as per user story requirements. * Performing application Integration testing and coordinate with functional owners for User acceptance testing for all the integrations during Release cycle. * Supported CAP team with CSD documents which identifies scenarios for Performance testing, and help business to arrive at the number of concurrent users with through put. * Prepare requirement traceability matrix (RTM) and fit gap analysis mapping of out of box functionality and custom build solution for salesforce.com. * Responsible for 24 hrs Production Support during release time * Architecture design for end to end business solutions.   **Project 4: MCRM (Feb 2012 to Jan 2013) – Worked in client place GERMANY**  ***Key Responsibilities*** asSupport team member   * Worked as techno-functional consultant for Second Level support in Metro Systems GMBH GERMANY (Client Place) * Maintained offshore team and assigning the work and resolving the problems or issues where ever team stuck. * worked on both root cause analysis and Technical changes in the Application * Analyzed the root cause analysis for all the Incidents which are assigned to me and did the development changes if any functionality issue comes. * After finding the root cause resolve the incident with proper comments and get the confirmation from respective Business Analysis for any code change and did the code changes and deployed in application. * Good experience in PL SQL which I have written lot of Backend queries in real time. * Supported On call Duty for 24 hours to take up P1 Issue   **Project 4: GE ANZ release (June 2010 to Jan 2012)**  ***Key Responsibilities*** *as* Developer(Designation Software Engineer)   * Worked for ANZ requirements for Siebel International release * Responsible for the design and development of various releases of Builds in Phase-II & Phase-lll of the development activity. * Involved in the doing the technical Design Documents. * Configured Joins, Links, Mvg. * Configured Business Object Layer, Data Object Layer and User Interface Layer objects, Joins, Picklists, Links, and Integration Objects based on Technical Design Documents. * Enhancement of Functionality of Siebel Business Components using User Properties and Calculated Fields. * Involved in doing the Workflows. * Worked with Siebel eScripting to extend the functionality of Siebel application and to respond to event procedures. * Performed unit testing involved in functional testing process. * Active participation in resolving the critical  Production issues * Providing Technical feasibility analysis, Impact analysis and design of various CRs in Siebel CRM with adherence to delivery excellence. | | **Area of Specialization**   * *Salesforce.com Functional consultant* * *Business Analysis and Consulting* * *Customer hand-holding during UAT and end user training*   **Certifications**   * *Salesforce.com admin* * *MSD internal training and certifications.* * *DVI certificate for executing critical project in 2018.*   **Salesforce AppExchange**   * *Service Max* * *Deal Guidance*   **Technologies**   * *SFDC* * *Siebel* * *Microsoft Office*   **Methodologies**   * *Agile and Waterfall* * *DevOps*   **Personal Details**   * *Name : Srikanth M* * *Gender : Male* * *Marital status : Married* * *Languages : English, Hindi, telugu, Kannada*   **Education details**   * *BTech in Electrical and Electronics from JNTU University with aggregate of 69%.* * *PUC/12 from Intermediate Board, AP with an aggregate of 67%* * *SSC/10th from AVP Kurnool, AP Board with an aggregate of 61%.* |