**Arun Kumar Patiparthi**

**Sr. Salesforce BA**

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Aspiring to join in as **Salesforce.com** **Business Consultant in a Senior/Lead role**, where in my Technical, Functional & Domain expertise supported by good Presales knowledge in CRM Applications contribute to the growth of the organization

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|  | **Core Competencies** |  |
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| * Proficient in Salesforce.com in the areas of Development, Configuration in Sales Cloud, Service Cloud Applications.
* Salesforce.com **Certified Administrator, Developer, Sales and Service**
* Proficient in Siebel CRM and HP Quality Centre
* **Functional Areas – Marketing**, Sales, Service
* **Domain – Food and Beverage,** Financial Services, Non-profit
* Experienced and knowledgeable about general Business Processes (Sales; with a focus on **Order to Cash, Marketing, Service, Support**)
* **Testing -** Plan, Management and Execution, UAT Testing, End User Training
* Project Planning/Coordination
 | * Exceptional Proficiency in Apex classes,triggers, Visual force pages, SOQL, SOSL and all the associated Governor Limits.
* Strong Experience is **salesforce Integration** with 3rd party services using REST and SOAP services.
* Expert level skills in using Apex Data Loader, Force.com Explorer, **Developer console and Eclipse**
* Requirements Management **–** Elicitation, Analysis, Scope definition, Requirements Traceability
* Experienced working with various App exchange products or CPQ products like **Salesforce CPQ, IBM sterling CPQ, APPTUS**.
* Requirements Gathering Techniques **–** Workshops, Brainstorming, Internal Analysis
* **Process Re-engineering**, Business Process Flow, Business Rules Analysis
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| **Technical Skills:**

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| **CRM Applications** | Salesforce.com: Sales Cloud (With extraordinary enhancements), Communities, Force.com sites, SSO. |
| **Configuration Skills** | Standard Object Configuration - Leads, Accounts, Contacts, Opportunities, Price Books, Cases, Solutions, Ideas, Cases, Solutions, Ideas and Custom Objects.Profiles, Roles, Users, sharing rules, Record types, Custom Object, Fields, Page layouts, Validation rules, Workflow Rules, Process Builder, custom settings, Custom Labels, Email Templates, Outbound messages, alerts, Approval process, assignment Rules, Reports, change sets, Partner Portal and Lightning. |
| **Programming Skills** | Apex Triggers, Apex classes, Callouts, Future Calls, Soql, Governor Limits, Batch Apex, Schedulers, Visual Force Pages, JavaScript, html, jQuery. |
| **Data Migration Skills & Tools** | Data Analysis, Data Migration, Salesforce.com Data Loader |
| **Integration Skills &****Tools** | Apex, Web Services (SOAP, REST), Sites, JavaScript Buttons, Google charts, Site Catalyst (web trend analysis), opinion lab |

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|  | **Career Path** |  |
| **Sr. Salesforce BA***Coca Cola , Atlanta GA***Sr. Salesforce BA/Functional Architect***Ciber Inc, Atlanta GA***Sr.Salesforce BA***Western Governer University,Salt Lake City UT***Sr. Salesforce BA***Rovi Corporation,Radnor PA***Salesforce Business Analyst/Admin***Bank of America, Arlington VA***SAP Consultant** *Exaserv, Atlanta GA* | **Mar 15 – till date****Oct ‘14 – Mar’ 15****April ‘14 – Sep’ 15****July ‘13 – Mar’ 14****Sep ‘12 – Jun’ 13****Jan ‘10 – Aug ‘ 12** |
|  | **Professional Responsibilities** |  |
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| * **Business Analysis** - To Understand Business Pain points, growth plans to Plan & Gather requirements, translate / map out business needs to systems requirement specifications, scope definition, Requirements Analysis, Gap Analysis, Requirements Traceability Matrix
* **Design/Develop** - Functional Design Documents, Business Use Cases, Business Scenarios, Data Mapping Document, Entity Relationship Diagram, Process Flow Diagram, Business Rules & Validation Rules Design
* **Test Management** - Developed Test Plans, Test Approach, Defect Trackers, Status Reports
* Managed Resources and handled Test Delivery from Offshore
* Writing Test Cases/scripts, **performing functional test and managing defects** in Defect Management Tool.
* **Project Management** - Managing offshore Project Management activities like Planning and Monitoring Project Delivery by different project trackers, imparting training to the resources and coordinating with the onsite project manager in managing the deliverables.
* **Change Management** – Collecting change management ideas, Defining the scope, Educate and train end users
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|  | **Technical Skills** |  |
| **CRM Applications** | Salesforce.com |
| **Web Technologies** | Java, J2EE, JSP, JDBC |
| **Business Modeling Tools** | Rational Requisite Pro, Microsoft Visio |
| **SalesForce.com** | Sales Cloud, Service Cloud, Data migration,CPQ |
| **Databases** | MS SQL Server – 7.0/2000, Oracle 7.x/8.0, DB2, UDB 8.0, SQL Server 7.x, My SQL |

**Coca cola, Atlanta, GA (Accenture) March 2015 – Till date**

**Sr. Salesforce BA**

Responsible for **Scoping/Migration/Integration and Change Management support** for 20 applications to Salesforce platform, primarily 13 applications from multiple platforms to National Salesforce Took Kit Salesforce Org at Coca-Cola aslo Created unified 360 view for customer support.

**Freestyle Execution Tool:** Workflow tool to manage Install and Post Install activities for Freestyle

* Worked with Product Owners to understand the current challenges to design implement and deliver the changes.
* **Migrated** freestyle tool from classic to salesforce lightning environment
* Built integration architecture and solution designs to project teams in support of solution design and development.
* Configured FSL **Field Service Lightning** to handle service providers activities.
* **Integrated** Freestyle Execution tool with Thirsty to automate Case and Workorders.
* Facilitate Change management sessions for Onsite and Virtual Trainings

**SET Reimbursement**: Online workflow tool for Reimbursement process between sales and finance

* Interacted with SET business team members to gather/document the requirements and perform demo sessions at end of each sprint.
* **Integrated** with Web Logic, Mainframes, to pull the reimbursement data
* Integrate with **MuleSoft** for real time and bulk updates to Salesforce.
* Worked closely with integration and data teams to manage data integration.
* Developed Finance, Sales and PM interaction screens.
* Built custom reports and dashboards and Perform formal user acceptance testing.

**Partnership Sales**: Coca-Cola Partnership sales associates to receive a telephone call or proactively reach out for Customers to identify potential opportunities and execute initiatives to develop strategic partnerships and support each other's sales and get credited for customer relationship efforts in Lightning application to develop strategic partnerships

* Primarily involved in gathering requirements and developing prototype of the application as proof of concept for business team.
* **Documented** user manuals and provided user training for user adaption.

**Volume Planning**: Workflow tool used by Sales team to plan for volume for future year.

* Worked with Planning Product Owners to design and implement enhancements for the current challenges and address regular application review sessions among both users and management for the enhancements.
* Redesigned entire user-friendly user interface for volume planning application.

**Agency Billing:** Lightning application to send out enrollment letters to distributors

* Conduct workshops with the agency billing user group for mapping business requirements on to salesforce platform and determine priority of requirements.
* Performed demos, UAT sessions and Data Migration.

**RSS, Burger King, McDonalds, Subway, Dairy Queen**:

* Migrated application from Lotus Notes, Main Frames to Salesforce Platform.
* Performed interactive workshops with each business teams to understand current business model and translate needs into salesforce terms to prioritize requirements.
* Developed User stories, UAT and used Data Migration tools like data loader.
* Manage the backlog of requests from the business unit.

**Ciber Inc, Atlanta, GA Oct 2014 – April 2015**

**Sr. Salesforce BA/Functional Architect**

Ciber Inc has implemented the application within Salesforce.com to accommodate Strategic Sourcing workflows and approval process requests to follow SLA’s and escalation paths to resolve the open cases and replace an existing system and ability to approve requests through salesforce and Salesforce 1 mobile

**Responsibilities:**

* Worked with the business team to collect the business requirements, security and service level requirements and documented **(SRS) Software Requirement specification** document which documents all the custom Request for service approval processes in conjunction with requirements of strategic sourcing.
* Developed **20 complex approval processes** requests for different requests with automated alerts, field updates, and Email generation according to application requirements.
* Worked with developers to implement **custom logic for Chevrons**: The Step-Actions that will show at the top of each Request type to reflect realistic paths and to the real status of the approval requests
* Worked on Apttus **CPQ configuration** and integration and responsible creating TDDS, finalizing design & implementation on salesforce security model of access control and data visibility using uses roles, profiles, permissions, public groups, queues, OWD, sharing rules etc
* Implemented **Quote-to-Cash solution** using APTTUS CPQ
* Created Workflow Rules, Validation rules Page Layouts, Approval Process, Tasks, Email Alerts, Field Updates and Outbound Messages to manage the Workflow & Approvals.
* Implemented and configured Salesforce 1 Mobile in order for the VPs, Finance and other users to approve requests from the requestors and also have an overview of requests through reports and dashboards.
* Performed Steel brick CPQ related configuration for product setup, approval matrices, approval rules, process builders and flows.

**Western Governors University, Salt Lake City, UT April 2014 – Sept 2014**

**Sr. Salesforce Business Analyst**

Western Governors University has implemented the salesforce.com CRM application for customer relationship management (CRM). The university uses a competency-based learning model, with students working online in coordination with faculty mentors

**Responsibilities:**

* Involved in **CPQ (Configure, Price& Quote)** design and mapped to the Salesforce custom objects and involved in Apttus Advanced Workflow Approvals.
* Developed, maintained processes to continuously monitor **data quality and integrity** in platform applications
* Worked on reviewing and suggesting enhancement solutions on **Application level security**, primarily reducing the no of profiles by assigning permission sets to merge profiles by following industry best practices.
* **Test Plan preparation, Test Scripts** Creation & Perform System Testing.
* Build the **organization’s role hierarchy** by adding the Roles as per the organization structure and created custom profiles to satisfy the organization’s hierarchy
* Interface with staff developing strategy as technical advisor for new functionality from **Salesforce.com app exchange applications, releases, and upgrades**

**Rovi Corporation, Radnor, PA July 2013 – March 2014**

**Sr. Salesforce Business Analyst**

Rovi Corporation has implemented the salesforce.com CRM application for customer relationship management (CRM), Sales Management, Sales Lead, Opportunity and Product Distribution Management.

**Responsibilities:**

* Worked with **developers and business/clients** in developing the solution for enhancements to the system, provide input to senior management on solution options, and participate in testing of new enhancements and functionality in a sandbox environment prior to production releases and assist with deployments and rollout planning as needed.
* Perform all Salesforce configurations in the ORG including **Case Management**, Lead & Campaign Management, Objects and layouts, Security, Knowledgebase, Forecasts and Reports and **third-party applications** like Get Satisfaction, Sciforma etc.
* Responsible for **Salesforce releases** and leverage the updates applicable to the ORG.
* Worked with internal customers to gather requirements and implement configuration changes including definition of workflow and **approval processes** and custom object implementation
* 1 years of experience working in (or supporting) a **PSA** **professional services automation** environment.
* Responsible for monitoring **online ticketing system**, interacting with users and ensuring that any issues are resolved to completion. Also ensure data quality is maintained, and data migration **to SQL Server** for reporting purposes.
* Manage the data relationships and flows within the CRM system to ensure data quality while performing **data maintenance and monitor integrations** to other systems and applications.
* Worked with business users and management to **design and implement enhancements** for the specified functional areas and address regular application review sessions among both users and management.

**Bank of America, Arlington, VA Sept 2012 – June 2013**

**Salesforce Business Analyst/Admin**

Bank of America implemented the salesforce.com CRM application for customer relationship management (CRM), Sales Management, Sales Lead, Opportunity and Product Distribution Management.

**Responsibilities:**

* Worked with the user group for **gathering requirements** throughout the planning and implementation
* Developed various **custom objects,** Tabs, components, visual force pages and controllers.
* Configuring **Email-2-Case** customizing the **service cloud** for various business support groups.
* Created **users, roles, public groups** and implemented role hierarchies, sharing rules and record level permissions to provide shared access among different users
* Written **SOQL queries** against force.com API.

**Exaserv, Atlanta, GA Jan 2010 – Aug 2012**

**SAP Consultant**

Implemented and Provided He Solutions and support for multiple clients.

**Responsibilities:**

* Developed automated Employment Verification Form - E-verify Application within company portal which interacts via web services.
* Perform detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of **SAP** and other Platform based technologies like API, and Web Services.