



Eswar Sobila
Technical Architect

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Executive Summary:

- Total 15 years 5 months of IT experience and in those 13 years of extensive experience in Salesforce
- Worked in **Salesforce Administration** work like Create and Manage Changes to the System, Maintain System, Security and Integrity, Process Creation, Documentation and Maintenance, Data Quality, Migration and Maintenance, User Assistance, Training, Adoption and Satisfaction
- Worked in **Salesforce Architecture, Salesforce development, salesforce advanced development**. Worked in Lightning, Lightning Web Components, LWC, Salesforce Apex Future Annotation, Read Only Annotation, Remote Action Annotation, Adding and Retrieving Data, Simple DML, Bulk DML, SetUp and Non-SetUp DMLs, Simple SOQL or SOSL, Parent Child SOQL, SOQL Aggregate functions, Large SOQLs, Polymorphic SOQL, Apex Metadata Describe, Code reviews, Dynamic SOQL/SOSL/DML, Enforcing Sharing Rules, Managed Sharing, Bulk Triggers, more than one Trigger Context variables, Queueable Apex, Apex Scheduler, Batch Class, Batch Class with Callouts, Exposing Apex Methods as SOAP Web Services, Exposing Apex Classes as REST Web Services, Apex Email Service, JavaScript Remoting, Apex in AJAX, Approval Processing, Chatter in Apex, Salesforce Knowledge, Salesforce Reports and Dashboards API via Apex, Visual Workflow, Invoking Callouts Using Apex, SOAP API, REST API, Bulk API, Test Classes

- Worked in VisualForce Page Simple Standard Controller, Standard Controller Actions, Standard List Controllers, Custom Controller, Custom Controller Extension, Working with Large Sets of Data, Mass-Updating Records with a Custom List Controller, Creating a Static Resource, Creating and Using Custom Components, Dynamic Visualforce Bindings, Dynamic Visualforce Components, Sending an Email with Visualforce, Visualforce Email Templates, Visualforce Charting, Creating Maps with Visualforce, Using JavaScript in Visualforce Pages
- Good hands-on experience on **System design, development, customization, and integration, Administration, Deployment**
- Designed and developed **Wave analytics dashboards**
- Wide range of skill sets on different technologies like Salesforce.com an on-cloud **SaaS technology, Core Java, Web Services (SOAP, REST), Salesforce Integration, Salesforce APIs (SOAP, REST & BULK)**
- Worked extensively on configurations like Validations, Workflows, Approval process, Assignment rules, Reports and Dashboards, Process Builder
- Worked on **Admin Setup elements like Profiles, Roles, Public groups, Queues, Sharing settings**
- Experience in developing Apex and Visualforce components in Salesforce.com along with JQuery and Java script
- Integrations experience between **Heroku** and Salesforce with **Heroku Connect**
- Worked on real time integration projects based on SFDC Webservices API.
- Experience on different IDEs like Eclipse and Force.com IDE, MavensMate.
- Worked on **Salesforce Communities**
- Continuous integration using Force.com Migration tool and Jenkins
- Working knowledge on Oracle
- Co-ordination with different stake holders during Development, Integration, Quality analysis, Deployment and Maintenance
- Worked on onshore and offshore model

Experience Summary:

Employer Name	Employment Years
TCS	2007 - 2009
Mphasis	2009 - 2011
Capgemini	2011 - 2014
Blue Star Infotech/ Infogain	2014 - 2022

Certifications:

- **Salesforce Certified Force.com Developer(License No: 391967)**
- **Salesforce Certified Force.com Advanced Developer(License No: 1735055)**
- **Salesforce Certified Administrator (License No: 1429274)**
- **Salesforce Certified Sales Cloud Consultant (License No: 1523194)**
- **Salesforce Certified Service Cloud Consultant (License No: 1831448)**
- **Salesforce Certified Advanced Administrator (License No: 1892123)**
- **Salesforce Architect (First Level passed)**

Education:

- Bachelor of Technology (B. Tech) – Computer Science & Engineering

Onsite Experience:

- Onsite assignment in Allentown, PA July 2015 - September 2015.
- Worked in Allentown, PA for HNL Lab Medicine from February 2017 – October 2021.
- Worked for Charter Communications October 2021 – September 2022.

Technical Skills:

Languages : Apex, eScript, JavaScript, .NET framework
Cloud Technology : Salesforce.com
Integrated Environments : Force.com IDE, MAVENS Mate, VS Code
Database : SQL, Oracle 8i, Oracle 9i

Project Details:

Client : Charter Communications
Project : Channel Partner
Employer : Infogain

Domain : Tele Communications
Technology : Community Cloud
Team Size : 10
Duration : October 2021 – September 2022
Scope : This is a community cloud project. Charter communications has Partners who will deal with small businesses and Charter. In this project we are enhancing the current community features so that Partners will close business deals more efficiently.
Role : Architect, Developer

Features :

- Working on streamlining Opportunity workflow
- Working on improving the search functionality

Responsibilities:

- Working on POC to make sure the prototype will solve the business requirements
- Work with Business Analyst, Technical Product Owner, Project Manager to ensure success of the project.
- Writing the Technical Design Document which depicts the solution that we are providing for the business requirements.
- Creating tasks for JIRA stories so that everything will be up to date including executing tests scripts in JIRA

Client : HNL Lab Medicine

Project : Sales Huddle

Employer : Infogain

Domain : Health Care

Technology : Salesforce Sales Cloud, Force.com Platform

Team Size : 2

Duration : July 2018 – Till Date

Scope : This is sales enablement for this client. HNL was using very limited capabilities of salesforce sales cloud and in this project, we worked to add more salesforce sales capabilities so that sales representatives can work effectively and efficiently.

Role : Architect, Developer

Features :

- Enabled **Enterprise Territory Management**

- Implemented custom **Stay In touch feature**
- Revisited Opportunity Stages
- Automated Account activations
- Implemented **Attrition notification forms, Laboratory Tour Request form, Annual Business Review** for sales rep and Client
- Completed **Outlook integration** with salesforce
- Implemented integration between **Tidemark and salesforce through Snap Logic**
- Implemented Duplicate Management
- Created sales management reports and dashboards so that they can track sales reps' performance
- Helped our Project Management Office group to successfully implement **Skedulo** for the Field Service Management
- Helped our other group to successfully implement **UI Path Robotic Process Automation** that is related to salesforce label reprints

Responsibilities:

- Creating a road map for Sales Huddle
- Designing, requirements gathering, development, testing
- Continuously meeting with Project Management Office group and business to have plans on continuous releases
- Closely monitoring on releases according to Product Control Committee
- Creating tasks for JIRA stories so that everything will be up to date including executing tests scripts in JIRA
- Doing POCs for any new features
- Checking latest salesforce sales capabilities and leverage these within HNL

Client : **HNL Lab Medicine**
Project : **Salesforce CPQ**
 Employer : Infogain
 Domain : Health Care
 Technology : Salesforce CPQ, Force.com Platform
 Team Size : 3
 Duration : February 2021 – Till Date

Scope : This is the implementation of Salesforce CPQ. Currently the customer having obsolete aspx form to create special pricing and sending the manual emails to HNL customers. After that HNL customers had to hard copy the agreement and sign it back to the HNL. This whole process takes long times. After implementation of Salesforce CPQ, the whole Quote process is seamless. HNL Sales reps are generating quotes and proposals right from salesforce and sending to HNL customers from Salesforce itself

Role : System designer

Features :

- Creating Quotes in Salesforce CPQ
- Creating Quote Document/Proposals in Salesforce CPQ
- Sending Proposals to Customers through Email from Salesforce
- Signing the proposals through Docu Sign within Salesforce CPQ

Responsibilities:

- Requirements Gathering
- Coordinating with Offshore
- Architect & provide design solution for CPQ customization
- Always Ensuring Salesforce best practices
- Coordinate client and offshore team for development work
- Track Testing phase very closely and help the team to close any defects effectively
- Monitor the deployment and help the offshore team to resolve any problems
- Supervise and direct the team in every phase of the project
- Create Documentation as per the company standards
- Utilize technical expertise to manage multiple assignments, including large and critical projects to assure timely and cost-effect objectives delivery

Customer : HNL Lab Medicine

Project : HNL Communities

Domain : Health Care

Technology : Salesforce Communities, Force.com Platform

Team Size : 5

Duration : December 2014 – Till Date (Including enhancements)

Scope : This is a web base application

(<https://myhnlaccess.force.com/Patients/hnlloginpage>), having ability to register for HNL. It provides unique ability to access one's health test (Lab Tests), provides ability to

creating charts and organize information in understandable format. It provides an ability to provide and take feedback online, thus giving real-time ability for having right information on right time. It provides ability for hospital to manage their internal processes. Salesforce on other end provides application hosting capabilities and business analytics by provided analytical dashboards.

Role : Architect, Lead Developer

Responsibilities:

- Market research for product
- Participate in Requirements Gathering
- Architect & provide design solution in Salesforce for all requirement
- Design all solutions in Salesforce without compromising best practices and Governor Limits in Salesforce
- Schedule and prioritize work and plan a sequence of development activities that accomplish the planned targets. Set priorities and provide reports to the management
- Involve in development of solutions for complex requirements
- Maintain best practices in Salesforce for delivery process
- Develop Apex Classes and Visualforce Pages without compromising on Governor Limits.
- Coordinate client and offshore team for development work
- Track Testing phase very closely and help the team to close any defects effectively
- Monitor the deployment and help the offshore team to resolve any problems
- Supervise and direct the team in every phase of the project
- Create Documentation as per the company standards
- Utilize technical expertise to manage multiple assignments, including large and critical projects to assure timely and cost-effect objectives delivery
- Designed some wave analytics dashboards also

This project has been showcased and selected for best design in Dream Force 2015

Client : HNL Lab Medicine
Project : Cirrus Console
Employer : Infogain
Domain : Health Care

Technology : Salesforce Service Cloud, Force.com Platform
Team Size : 5
Duration : December 2014 – Till Date (Including enhancements)
Scope : This application has been developed for customer care persons in HNL who handles calls from patients, hospitals and partners. This has been developed using service cloud console where customer care persons can perform various tasks within less clicks.
Role : Architect, Lead Developer

Responsibilities:

- Develop service cloud architecture
- Constantly pushing new innovative ideas
- Implement Knowledge Articles to help customer care to give correct solutions to problems of patients quickly and effectively.
- Implement CTI for customer care to get all information about their patients on receiving the phone call.

Client : Teliasonera

Project : Cloud Autonomy AM

Employer : Capgemini

Domain : Telecom

Technology : Salesforce Service Cloud, Force.com Platform

Team Size : 5

Duration : Nov 2012- Dec 2014

Scope : Teliasonera is the dominant telephone company and mobile network operator in Europe. Teliasonera takes many orders from their customers. This project is to provide support for any issues within Teliasonera International Carrier Project. If any issues in the order, customer care will receive call from customer and case will be logged. Workflows were designed to resolve the problems based on the case details.

Role : Senior Salesforce Solution Designer

Responsibilities:

- Prepare technical design document
- Provide industry standard Salesforce solutions
- Develop Apex classes, Batch classes to implement complex requirement
- Co-ordinate with the different teams and monitor project progress

Client : **Teliasonera**
Project : **TeliaSonera International Carrier**
Employer : Capgemini
Domain : Telecom
Technology : Salesforce Customer Service Portal, Force.com Platform
Team Size : 15
Duration : Oct 2011- Nov 2012
Scope : This project is to provide solutions for replacing applications Telia Order Manager (TOM), Telia Trouble Ticketing (TTT), Customer Service Portal (CSP)

The aim was to provide an SFDC-based end-to-end solution for CRM, OM, customer service portal and trouble ticketing, replacing the Simbase application suite (TOM, TWD, CSP and TTT). The main goal is to decrease product time to market and to increase business efficiency and flexibility. Another advantage in using an SFDC-based solution is the possibility to transfer business rules and logic into the system itself, speeding up decision-making and improving accuracy. In order to enable a more advanced product modeling and to be able to do the necessary configuration of each sold service, the add-on application Web source CPQ will be embedded into SFDC in a seamless manner.

Role : Senior Salesforce Developer

Responsibilities:

- Prepare the technical design document
- Work on Integration
- Co-ordinate with the different teams and monitor project progress

Employer : **Mphasis**
Project : **Amgen Orion Canada, Amgen Publication Systems**
Client : Amgen
Domain : Pharma
Technology : Salesforce Sales Cloud, Siebel 7.5.3
Team Size : 5
Duration : Oct 2009- Sep 2011
Scope : Amgen Canada planned to launch a new product that would be sold by the Oncology Sales team. Selling the new product would entail the Oncology Reps detailing

multiple products. This project would enable the said team to be able to track multiple product Ratings, Call Details for multiple products, as well as multiple products for CHE Events in Orion. The Objective of this project is to provide Sales Reps with the ability to manage/target Contacts, and capture activity in a multi-product setting using Siebel ePharma. This whole implementation was moved to Salesforce.

Amgen Publications system is for to maintain publication approvals across their organization with the support of Siebel 7.5.3. Amgen Publications system supports business processes around management of publication approvals, journals etc..

Role : Senior Siebel Consultant

Responsibilities:

- Gather requirements, defined specifications from the client Assessed all the configuration including Scripting
- Estimate the requirements according to the specifications.
- Analyze the Business Requirement Document and provide the understanding document.
- Design of the solution
- Prepare the technical design document
- Configure BO Layer objects like Business Objects, Business Components, Joins and Pick Lists
- Provide solutions for the complex requirements using configuration and scripting
- Develop Business Services, e-Script and VB Script to achieve the complex requirement.
- Develop POCs s for converting Siebel business requirements into Salesforce
- Train team members on Salesforce.

Employer : TCS

Project : ING-IRIS

Client : ING

Domain : Financials

Team Size : 10

Technology : Siebel 8.1

Duration : April 2007- October 2009

Scope : IRIS (International Netherlands Group – Relationship Information System) application is Wholesale Banking application offering a suite of products ranging from

Institutional Asset Management to Equities, Debt and Interest rate derivatives. ING IRIS Siebel Management Project is maintenance and support of Siebel Financial Services 7.7.2.7 IRIS supports business processes around management of client and contact information, sharing of client relationship plans, call reports and deal management. IRIS is upgraded to Siebel 8.0

Role : Siebel Consultant

Responsibilities:

- Co-ordinate with Onsite lead on analyzing the requirements
- Review of designs and provide inputs to design solutions
- Effort estimation
- Ensure technical work being done is as per Siebel best practices
- Review of Siebel repository
- Technical issues & resolutions
- Work & co-ordinate on ARS calls assigned to offshore
- Co-ordination with different Onsite Teams for release work
- Co-ordinate with Testing Team during testing phase for support
- Participated in preparing Siebel 8.0 assessment report
- Siebel upgrade from 7.7.2.7 to Siebel 8.0
- Developer Prototypes, new solutions & technical feasibility
- Progress tracking on tasks

Employer : TCS

Project : RVS Claims Assessment

Client : ING

Domain : Insurance

Environment : Siebel 7.7

Team Size : 3

Duration : April 2007- October 2009

Scope : We have done assessment for RVS's insurance application.

Role : Assistant Software Engineer

Responsibilities:

- Working on Siebel Development

- Assess configuration & Scripting and submit to customer