**Ravi Krishna**

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* Over 5.6 years of experience as a Certified Sales force Business Analyst and Administrator and 9.5 years in I.T.
* Worked closely with business leadership, key stakeholders, developers, and clients to identify, implement, and distribute Sales force processes & system solutions to increase efficiency and reduce operational costs in a global Sales force environment.
* Experienced in working with clients to map out their existing Business Processes and providing system-based solutions that increase efficiency and reduce operating costs.
* Experienced in Scoping Phase, Gap Analysis, Testing, and Implementation Phase.
* Strong Requirements gathering experience using JAD Sessions & Conducting User Interviews, and preparing functional documents like Use Cases, Software Requirements Specifications (SRS).
* Extensive knowledge of Salesforce.com implementation cycle in Sales, Marketing, Service and support modules.
* Possess comprehensive understanding of CRM business processes like Campaign Management, Lead Management, Account Management, Case Management, Quote, Forecasting, and Call Center.
* Expert in generating and analyzing custom reports and dashboard for management and various business unit personnel to provide detail information on key performance indicators.
* Developed process enhancements through automations including Workflow, Approval Processes, Process Builder, Visual Workflows and Escalation Rules.
* Strong knowledge & experience working in teams implementing Agile Methodologies.
* Knowledge in Salesforce.com SFA, Force.com Apex Classes, Apex triggers, Integration, Visual force, Force.com API, SOQL, and SOSL.
* Engage with clients for Design Thinking Workshop to drive the Innovation & Continuous Improvement agenda to proactively address business pain points.
* Leading teams to develop Proof of Concepts and manage client demos and presentations when it comes to showcasing various service offerings and solution accelerators around Salesforce.
* Excellent client management skills, including the ability to motivate team members in fast-paced ever-changing business dynamics
* Worked with IT professionals and business developers in the development of technical solutions, targeted at complex projects, with an aim to help meet the standards and boost the sales of technical services
* Coordinated with other architects to design the Solutions for Customer's Requirements.
* Expert in defining business solutions and the implementation of delivery methodologies High degree of involvement in application troubleshooting, IT consultation, and database management
* Extensive experience in gathering Business/Functional user requirements, creating Use Cases as per user requirements, developing/designing UML diagrams such as Activity, Class, and Sequence diagrams in addition to creating Business Requirements Document.
* Understanding business requirements and translating these into technical solutions based on the chosen platform.
* Undertaking R&D, prototyping and are expected to actively participate in the Salesforce.com community.
* Strong problem-solving skills should be able to research and understand an undocumented set up and application.
* Demonstrated experience of unit, integration and end to end system testing and performance tuning of application & documenting the same.
* Expertise in data modeling, data migration and both API and user interface development principles.
* Providing appropriate development specifications and supporting our Technical Consultants and fellow Architects in delivering solutions.
* Experienced working in Cross-functional teams, identifying business requirements and supporting sales/marketing efforts.
* Involved in project to understand the business needs and objectives of the system and interacted with the end client/ users and stakeholders, involved and gathered requirements for the integrated system.
* Lead planning meetings, analysis development, test inspections, and other project meetings throughout project life cycle.
* Participated in all stages of Software Development Life Cycle (SDLC) i.e., System Analysis, Design, Development and Testing using Agile Methodology.
* Experience working with various software development methodologies including Agile and waterfall.
* Worked on various Salesforce.com standard objects like Accounts, Contacts, Opportunities, Cases, Leads Reports and Dashboards.
* Knowledge on implementing Apex classes, Triggers, Visual Force, Force.com IDE, SOQL, and SOSL.
* Proficient in SFDC Administrative tasks like creating Profiles, Roles, Users, Page Layouts, Email Services, Workflows, Approval Processes, Reports and Dashboards, Tasks and Events.
* Worked with Apex Data Loader tool to migrate the data into Salesforce platform and Extensive experience in data migration and integration using Data Loader.
* Experience in customizing standard objects like Accounts, Contacts, Opportunities, Products, Price books, Cases, Leads, Campaigns as per client’s need.
* Experience in data migration Legacy Systems using Data Loader, Import Wizard, Informatica Data Loader, and Cast Iron.
* Worked on Business to Business (B2B) & Business to Customers (B2C) SFDC patterns involved interaction with all the various parties are involved
* Worked on Deployments when deploying code to and from sandboxes to Production environments and maintained deployment checklists.
* Implemented security and sharing rules at object, field, and record level for different users at different levels of organization.
* Strong understanding on sandboxes. Performed refreshes on sandboxes and documented the refresh history.
* Strong interpersonal skills and excellent communication skills.
* Conducted End user trainings and provided one to one training to end users on an on-going basis.
* Proven ability to accept challenges and produce results in a multi-tasked environment.

**Educational Qualification:**

B. E (Bachelors of Engineering) in Electronics and Communication.

**Work Experience:**

* Worked as a Lead consultant in Altimetrik from February 2022 to June 2022.
* Worked as a Senior Analyst in Kelly Services from February 2018 to October 2021.
* Worked as a System Analyst in Unisys from November 2011 to July 2017.

**Certifications:**

1. Salesforce Certified Administrator.
2. Salesforce Certified Platform App Builder

**Projects Handled:**

**Role: (Salesforce Business Analyst & Administrator)**

**Client: Citibank**

**Description:** Citibank is the consumer division of financial services multinational Citigroup. Citibank was founded in 1812 as the City Bank of New York, and later became First National City Bank of New York.

**Responsibilities:**

* Gathered Requirements for Salesforce.com CRM implementations.
* Analyze requirements and create user stories using Optimal Trace requirements management tool to automate the entire end-to-end process for Salesforce CRM requirements.
* Develop requirements gathering sessions with stakeholders and translate into technical requirements.
* Involved in writing test strategy and cases with TCOE (testing center of excellence team).
* Achieved comprehensive analysis of business practices and guided on ways to boost up the processes.
* Work closely with developers to customize and develop, design and manage ongoing system enhancements to meet the organization’s goals.
* Clearly communicated enhancements, new developments, releases, support, and training to Business stakeholders and customers.

**Role: Salesforce Business Analyst**

**Client: MERCK & Co. Inc**

**Description:** Merck & Co., Inc. also known as Merck Sharp & Dohme or MSD outside the United States and Canada is one of the largest pharmaceutical companies in the world.

The project commissioned by MRL-IT focused on preliminary business process analysis for their CRM application & documentation to gauge the needs and provide the various business areas a Standard Solution for storage of their Discretionary Imaging data.

**Responsibilities:**

● Gathered Requirements for Salesforce.com CRM implementations.

● worked on various Salesforce CRM objects like Accounts, Contacts, Leads, Opportunities, Reports and Dashboards plus custom objects.

● Work with Account/Client facing teams to gather requirements for client specific customizations to the B2C website Salesforce CRM.

● worked with back-end team to define page layouts, search layouts to organize fields, custom links, related lists and other components on a record detail and edit pages for Salesforce CRM eCommerce application.

● Involved in conducting extensive GAP analysis for the integration of ESI East with ESI West Consumer websites and migrating them to the East platform.

● Document process flows for business process re-engineering tasks associated with migration CRM project.

● Involved in full project management lifecycle & end to end implementation of Open Enrollment Sites & Salesforce CRM (right from client set-up, requirements, qa testing, uat and production check-out)

● Worked with Project managers to identify, manage, track and escalate issues, create tickets, change requests related to various issues encountered.

● Worked with the Designers and Developers to adopt processes based on Agile/Scrum development.

● Created Client Presentations, B2C site features demo & documentation providing information about the various applications available on the website for account teams.

● Documented Standard Operating procedures (SOP's), Job Aide to educate CSR's & eCSR's about the features to help those better assist customers.

● Requirements set-up new SSO clients and trouble-shoot issues regarding the handshakes by collaborating with the client's development teams.

● Analyze requirements and create user stories using Optimal Trace requirements management tool to automate the entire end-to-end process for Salesforce CRM requirements.

● Coordinated reviews with stakeholders to verify and validate documented processes.

● Created Traceability between Requirements and Test Cases.

● Developed test cases and test scripts for system and UAT testing.

● Perform ad-hoc database queries across Teradata Warehouse using Query man to obtain production / QA data (member profiles) for testing

● Developed Requirements Traceability Matrix (RTM) to trace each software requirements for the implementation project and manage any change request by getting it approved by PM.

● Worked in an AGILE environment (creating user stories, TC's from acceptance criteria).

● Worked in close association with the UI team to create designs for the Application Launch pages and pass-through pages in various formats and promoting the files in various environments.

**Role: Salesforce Business Analyst**

**Client: CISCO Systems**

**Description:** Cisco Systems, Inc. is an American multinational technology which develops, manufactures and sells networking hardware, software, telecommunications equipment and other high-technology services and products.

**Responsibilities:**

● Worked with various cross-functional areas on CFAR's and Scrum sessions for the adjustments and POS teams.

● Authored the Functional Requirements Document (FRD), documented the new business process flow to ensure that the functional flow clearly captures the requirements

● Captured the the as-Is" state and the "To-Be" state for adjustments systems for business process re-engineering and documenting cross functional dependencies.

● Configured user interfaces and page layouts.

● Created custom objects, fields, formulas, reports, dashboards, validation rules and workflows.

● Created Business Requirements Document, Functional Requirements Document, Test Plan and Test Cases using Optimal Trace (requirements management tool).

● Authored the Adjustments BRD's, FRD's, Test Conditions, Test Plans & the Change Controls for the NCPDP mandated HIPAA D.0 initiative.

● Conducted requirements gathering sessions with multiple business areas to ascertain the scope, scale and point in time field availability on the Information Warehouse.

● Developed Use case diagrams, business flow diagrams, Activity/State diagrams and Sequence diagrams so that developers and other stakeholders can understand the business process using Optimal Trace.

● Performed GAP analysis to ascertain the changes that were made to the system for Medicare since the HIPAA FRD's were written, since the coding/development efforts started a year after the FRD's were signed Off. Based on results, created and submitted the Change Management Request (CC's) to the HIPAA Sub Core Team for Funding Approval. Drafted the FRD's for the Change Controls.

● Facilitated Defects call with the offshore team twice every week, worked extensively on clear quest. Received all the updates related to critical open defects.

● Responsible for managing and validating bi-directional traceability between business and functional requirements for Change Management Request.

● Created use-case document to reflect as-is scenario and ideal scenario.

● Created screen-prints/shots, mock-ups using the regular tools & VB script editor for the Front-End re-design team pertaining to the requirements.

● Maintained Pipeline for various ongoing projects, created MS Project plan to capture the various deliverables and timelines associated.

**Role: Salesforce Business Analyst**

**Client : IBC**

**Description:** IBC is the largest health insurer in the Philadelphia area, serving more than two million people in the region. IBC leverages the force.com platform and built a custom application. This application helps to automate and improve how individual coverage information is captured; services are delivered and prepare analytics.

**Responsibilities:**

• Develop requirements gathering sessions with stakeholders and translate into technical requirements.

• Involved in writing test strategy and cases with TCOE (testing center of excellence team).

• Achieved comprehensive analysis of business practices and guided on ways to boost up the processes.

• Work closely with developers to customize and develop, design and manage ongoing system enhancements to meet the organization’s goals.

• Clearly communicated enhancements, new developments, releases, support, and training to Business stakeholders and customers.

• Ensured that the requirements, enhancements and defects for all releases has been developed, fixed and tested by creating traceability matrices between the project artifacts.

• Facilitated business requirement interview sessions by working with business stakeholders to reach solutions.

• Designed workflow rules and specify related tasks, time triggered tasks, email alerts, filed updates to enable business logic.

• Conducted technical grooming sessions to ensure and enhance existing product capacity.

• Agile methodology was used and guidance was provided from inception during the project implementation.

• Conducted JAD sessions with subject matter experts, stakeholders, and management teams in finalizing the requirements.

• Described organization hierarchy and built profiles, roles accordingly in Salesforce; managed on visibility and security settings around them as required by the business.

• Implicated in mapping the fields amidst the current reporting system and Salesforce using data loader.

• Good Experience in using SOQL for Querying and SOSL for searching Data.

• Achieved import and export operations to load customer data and other master data adopting data loader.

• Interpret business requirements into SFDC system functionality. Identify, evaluate, test and deploy solutions that are cost-effective and meet business requirements.

• Generated several Reports and Report folders to support managers to better utilize Salesforce as a sales tool and organized various Reports for different user profiles based on the needs of the organization.

• Deliver continuing support in the areas of SFDC configuration, administration, reporting, data migration, solution design and project co-ordination.

• Examined distinct business reports and governed the team on deployment and customization of those reports in Salesforce.

**Role: Salesforce Business Analyst**

**Client: Kone**

**Description:** KONE is an international engineering and service company employing some 55,000 personnel across 60 countries worldwide. In addition, Kone builds and services moving walkways (referred to by the company as autowalks),automatic doors and gates, escalators and elevators. The company provides local service for builders, developers, building owners, designers and architects in 1,000 offices in over 50 countries.

**Responsibilities:**

• Interacted with various business team members to gather the requirements and documented the requirements.

• Analyzed the Scope of the Requirements, and managed requirements to avoid Scope Creep.

• Participated in Requirement Gathering Sessions & JAD Sessions.

• In charge of conducting the UAT with the Business users, and gathering feedback and providing the same to the Development team.

• Reviewing the test cases provided by the QA team, and providing feedback.

• Created user Roles and Profiles and sharing settings.

• Used field level security along with page layouts to manage access to certain fields.

• Designed and deployed Custom tabs, Validation rules, and Auto-Response Rules for automating business logic.

• Created workflow rules and defined related tasks, email alerts, and field updates.

• Developed a web-to-lead functionality to vertrue.com site which directs leads to Salesforce CRM.

• Created various Reports and Report folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports for different user profiles based on the needs of the organization.

• Created custom Dashboards for manager’s home page and gave accessibility to dashboards for authorized people.

• Conducted GAP Analysis and enhanced business process by integration

• Worked on Agile and Scrum Methodology for Salesforce custom app implementation.

• Created new custom objects, assigned fields, designed page layouts, custom tabs, components, custom reports

• Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields to the custom objects.

**Role: Salesforce Administrator**

**Client: Procter & Gamble**

**Description :** The Procter & Gamble Company (P&G) is an American multinational consumer goods corporation . It specializes in a wide range of personal health/consumer health, and personal care and hygiene products; these products are organized into several segments including Beauty; Grooming; Health Care; Fabric & Home Care; and Baby, Feminine, & Family Care. Before the sale of Pringles to

**Responsibilities:**

• Interacted with business users to revise and renew Software System Requirements, Business Process Requirements.

• Assisted Email to case, Web to case, customized case page layouts and case assignment rules.

• Constructed junction objects and enabled various progressive fields like Validation Rules, Field Dependencies, Custom Formula Fields, Work Flows, Pick list, Field Updates, Email Generation and Approval Processes for automated alerts.

• Created Record Types, Validation Rules, Triggers and Page Layouts.

• Generate Email Templates and also have knowledge in bulk emailing users.

• Delivered support for continuing salesforce.com maintenance and additional administration services including workflow, approvals and periodic data cleansing.

• Examined the necessities with business team and transformed the requirements into full technical necessities.

• Enhanced, configured workflow rules, time triggered workflows, email templates resulting into actual web to lead communication with customers and partner portals.

• Planned and implemented Custom validation rules, Approval Processes and Auto-Response Rules for automating business logic.

• Created Tabs, Sharing Rules and Custom Objects as per the business needs.

• Shaped Dashboards and Reports as per the business needs.

• Specified user support and bug fixing actions.

• Created various Email templates for Sending Notifications.

**Role: Salesforce Administrator**

**Client : Boart Longyear**

**Description :** Boart Longyear is the world’s leading provider of drilling services, drilling equipment and performance tooling for mining and drilling companies. It also has a substantial presence in aftermarket parts and service, energy, mine dewatering, oil sands exploration, production drilling, and down-hole instrumentation.

**Responsibilities:**

• Interacted with various business user groups for gathering the requirements for Salesforce implementation and documented the Business and Software Requirements.

• Interacted with Business Team on day-to-day basis to translate the business requirement into functional requirements.

• Managed security settings of the users.

• Created Workflow Rules to send Email Notifications and do Field Updates.

• Loading data extracted from Siebel into salesforce.com as a part of the weekly and major alignment.

• Created profiles and implemented Object and field level security to hide critical information on the profile users.

• Created users, roles, territories, public groups and implemented role hierarchies, sharing rules and record level permissions to provide shared access among different users.

• Designed, and deployed the Custom objects, Entity-Relationship data model, validation rules on the objects and tabs, Page layouts, Custom tabs, Components, Visual Force Pages to suit to the needs of the application.

• Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.

• Used SOQL & SOSL for data manipulation needs of the application using platform database objects.

• Developed and configured various Reports and Report Folders for different user profiles based on the need in the organization.

• Developed Custom Objects, Custom Reports and configured the Analytic Snapshots to dump the data on regular basis for the sales performance and lead generation statistics.

• Used the sandbox for testing and migrated the code to the deployment instance after testing.

• Automated weekly Synchronization report of the reps.

• Provided post-implementation support to assist end users in creating reports, dashboards and certain Administration tasks including creating and maintaining user profiles and privileges.

• Created Department dashboards to provide Department Head's an overview of the reps monthly performance.

• Created various Reports (summary reports, matrix reports, pie charts, dashboards and graphics) and Report Folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports and for different user profiles.

**Role : Salesforce Administrator**

**Client: Cupertino Electric**

**Description:**Cupertino Electric is a privately owned electrical engineering and construction company headquartered in San Jose, California. The company operates throughout the United States, providing electrical installation, engineering, energy, renewable energy solar plants, commercial projects, and data centers.

**Responsibilities:**

• Created and managed users, roles, public groups and implemented additional role hierarchies, sharing rules and record level permissions to manage sharing access among different users.

• Implemented minor enhancements on standard objects like Campaigns, Leads, Accounts, Contacts, Opportunities, Quotes.

• Created Reports & Dashboards as per different Business Requirements.

• Added new custom objects, assigned fields, designed page layouts, custom tabs, components, custom reports.

• Created and deployed several reports for different user profiles based on the need in the organization.

• Customized the Dashboards to the track usage for productivity and performance of business centers and their sales teams.

• Designed and deployed Custom tabs, validation rules, Approval Processes and Auto-Response Rules for automating business logic.

• Configured Profiled-based IP address restrictions, Organization-wide IP address restrictions and Profile-based login hour restrictions.

• Designed various HTML Email templates.

• Deployed Apex Classes and Apex Triggers in the Force.com IDE, to accomplish different business needs not supported by the Declarative Framework.

• Provided user support and bug fixing activities as per the SLA.

**Role : Service Now Administrator**

**Client: Regeneron Pharmaceuticals**

**Description:** Regeneron Pharmaceuticals is a biopharmaceutical company that discovers, develops, and commercializes pharmaceutical products for the treatment of serious medical conditions. The Company has therapeutic candidates in clinical trials for the potential treatment of cancer, eye diseases, and inflammatory diseases, and has preclinical programs in other diseases and disorders.Regeneron Pharmaceuticals was founded in 1988 and is currently headquartered in New York, USA.

**Responsibilities:**

* Create new applications, modules, and tables
* Create new reports and customizing as per project agreement or requirement.
* Build reports, gauges, and homepages specific to each commercial engagement’s requirement
* Creating new user profiles, Support groups and all Admin activities as per client requirement.

**Role : BMC Remedy Administrator**

**Client: Unisys Global Services**

**Description:** Unisys is a information technology company that provides a portfolio of IT services, software, and technology that solves critical problems for clients. It specializes in helping clients secure their operations, increase the efficiency and utilization of their data centers, enhance support to their end users and constituents, and modernize their enterprise applications. To provide these services and solutions, they bring together offerings and capabilities in outsourcing services, systems integration and consulting services, infrastructure services, maintenance services, and high-end server technology. With approximately 23,000 employees, Unisys serves commercial organizations and government agencies throughout the world.

**Responsibilities:**

•Helping the team members in complex issues related to ITSM, Driving existing and upcoming projects.

•Conducting training session on new application features which will be configured for clients.

• Sending out weekly aging reports of Open Incidents & Change tickets which will help to increase the overall team KPI & Metrics.

•Administration of BMC ITSM Remedy 7.1, 7.6 & 8.1 client.

•Experience in Supporting New Clients in BMC ITSM Remedy 7.1, 7.6 & 8.1

•Administration of Service Level Management, Change Management, Problem Management, Incident Management, Service Request Management modules in BMC ITSM Remedy 7.1, 7.6 & 8.1.

•Updating the existing Information in BMC Remedy using Action Request Import Tool.

•Providing support to BMC issues within the SLA.

•Importing client data into BMC ITSM Remedy using Data Utility console & Import Console.

•Providing BAU Support for all APAC, EMEA, and NA & LAC Clients.

•Was involved to handle escalation complex configuration changes and to respond in a timely manner.

•Worked on 7.1, 7.6 & 8.1 Environment Go Live Process providing BAU Support on Live Issues.

•Worked on 7.1, 7.6 & 8.1 Environment Go Live Process for APAC Clients on Global Instance.

•Was involved in new Additional new features in ITSM, Rule Based Email Engine, UIS-E-mail Integration, and Customized Emails Configuration on company level for client specific.

•Additionally, worked on a third party application Effective Technology which is installed on AR Server and is responsible to load data in ITSM through Automation & Manual loads

•Handled several projects which required configuration of Automation Data loads for clients, which was achieved through Effective Tech.

•Coordinating with Windows/Network/Storage/database etc… teams to troubleshoot and resolve unscheduled outages or degrades.

•Coordinating with support teams for STOP/START of applications during Migrations, Code Releases, Enhancements Maintenance and Monthly patch installation on servers.

•Production Support 24x5 mode and on call mode covering round the clock hours.

•Responsible for Providing the Support on Installation, Licensing, Application andProduct Support

•Responsible for maintaining support groups & Permissions.

•Performing admin activities such as creating users, groups and setting user andGroup permissions.

•Responsible for handing trouble tickets, troubleshooting and workflow related Issues.

•Escalating questions/issues arising from Testing cycles to the team where Necessary.

Yours Sincerely,

Ravikrishna