



Siva Ramakrishna Reddy Paipati
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Objective:

To grow professionally by taking up challenging assignments where my ability and initiative will be recognized, appreciated and well-utilized.

Summary of Skills:

- 13 years of Professional experience in IT with good exposure in various Business Processes.
- Good in engage Client for Software Requirement/Business Rule gathering and preparing FSD.
- Facilitate regular communication with IT and business partners using various methods to monitor progress toward project goals/milestones, task status, and identify/address issues.
- Sales Force Administration Certified (ADM 201).
- Siebel 8.0 Certified Consultant.
- Proficient in analyzing and translating business requirements to technical requirements.
- Good in Requirement Analysis, Design, Development and Maintenance of applications.
- Salesforce experience in Sales Cloud, Software Development and design.
- Good knowledge on SOA design principles and RDMS technologies.
- Good knowledge on Eclipse, Data loader and other IDEs.
- CRM Siebel experience with expertise in Siebel Configuration, Workflows, Enterprise Application Integration (EAI), ePricer, Customer Order Management., and knowledge of Siebel Architecture.
- Experience in PL/SQL and basic knowledge on Analytics and ETL tools like Informatica.
- Experience in working on DBs like Oracle, SQL Server and DB2.
- Experience is Siebel Automotive, Siebel Sales, eCommunications, eMedia, ePharma, Finance and Call Center Applications.
- Good leadership, interpersonal, analytical, communication & problem-solving skills.

Certifications:

- **Salesforce Certified force.Com Developer from Salesforce.**
- **Salesforce Certified Administrator from Salesforce.**
- **Siebel 8.0 Certified Consultant from Oracle University.**

Work Experience:

- **Working as Sr. Consultant-CRM in Cognizant Technology Solutions, USA from Feb 26th 2010 to till date**
- **Worked as a Siebel Consultant in IBM, Bangalore from Feb 2nd 2007 to Feb 24th 2010.**

Project Details



Siebel Project Details

Title : Cosmo Claims
Client : Motorists Insurance Group (ENCOVA)
Location : Columbus, OH
Team Size : 8
Role : Technical Lead
Period : **Sep 2019 – Till Date**

Roles and Responsibilities:

- SME for CRM Claims Application.
- Maintenance and Support of Siebel and CRM related Applications.
- Daily, Weekly, Monthly, Quarterly and Yearly Batch Jobs support.
- Siebel to Guidewire Migration Project Analyst.
- Supporting application which involved fixing Configuration defects.
- Requirements gathering for enhancement releases and supporting users for UAT.
- Developed new Custom Objects, Validation Rules and Page Layouts.
- Designed and Documented relevant system code and configurations.
- To analyze the support issues raised and to find the Root Cause analysis of the issues rose.
- Used Data Loader to import bulk data based on the requests.

Title : AMS Classic SalesRadar Support
Client : MetLife
Location : Cary, NC
Team Size : 20
Role : Technical Lead
Period : **May 2018 – Aug 2019**

Roles and Responsibilities:

- SME for CRM Application.
- Maintenance and Support of Siebel and CRM related Applications.
- Siebel to Salesforce Migration Project Analyst.
- Supporting application which involved fixing Configuration defects.
- Requirements gathering for enhancement releases and supporting users for UAT.
- Developed new Custom Objects, Validation Rules and Page Layouts.
- Designed and Documented relevant system code and configurations.
- To analyze the support issues raised and to find the Root Cause analysis of the issues rose.
- Used Data Loader to import bulk data based on the requests.

Title : CE Desktop Support
Client : KeyBank
Location : Cleveland, OH
Team Size : 20
Role : Technical Consultant
Period : **August 2016 – April 2018**



KeyBank is an American regional bank headquartered in Cleveland, Ohio. Key is one of the nation's largest bank-based financial services companies. So it's easier for you to bank wherever you live. Key has acquired First Niagara in 2015. Customer base has increased more than 40% for Key. FNFG Merge projects have been initiated to merge the customer base with existing Key systems. This involves Data migration from FNFG CRM systems to Key Siebel Applications.

Roles and Responsibilities:

- SME for CRM Application.
- Maintenance and Support of Desktop Applications.
- Supporting application which involved fixing Configuration defects.
- Requirements gathering for enhancement releases and supporting users for UAT.
- Developed new Custom Objects, Validation Rules and Page Layouts.
- Designed and Documented relevant system code and configurations.
- To analyze the support issues raised and to find the Root Cause analysis of the issues rose.
- Used Data Loader to import bulk data based on the requests.

Title	:	ADD Navigator Support
Client	:	Abbott Laboratories
Location	:	Lake Forest, IL
Operating System	:	Windows 7
Tools	:	Siebel CRM – 8.1.1.5 SIA application, Oracle
Team Size	:	20
Role	:	Technical Consultant
Period	:	Sep 2014 – August 2016

Abbott Laboratories is an American worldwide health care company. It has 74,000 employees and operates in more than 150 countries. The company headquarters are in Lake Bluff, Illinois. The company was founded by Chicago physician Wallace Calvin Abbott in 1888 to formulate known drugs; it eventually grew to also sell research-based drugs, medical devices, diagnostics, and nutritional products. It split off the research-based pharmaceuticals into Abbvie in 2013.

Roles and Responsibilities:

- Maintenance and Support for all Salesforce Applications used in ADC Division of Abbott Laboratories.
- Supporting application which involved fixing Configuration defects.
- Requirements gathering for enhancement releases and supporting users for UAT.
- Developed new Custom Objects, Validation Rules and Page Layouts.
- Designed and Documented relevant system code and configurations.
- To analyze the support issues raised and to find the Root Cause analysis of the issues rose.



- Used Data Loader to import bulk data based on the requests.

Title	:	MPG Lump Sum Settlement Project
Client	:	Hyundai Information Services North America
Location	:	Fountain Valley, CA
Operating System	:	Windows 7
Tools	:	Siebel CRM – 8.1.1.11 SIA application, Oracle
Team Size	:	6
Role	:	Consultant-CRM
Period	:	Mar 2014 – Sep 2014

Hyundai Information Service North America (HISNA) is a global Information Technology services company serving Hyundai KIA Motor Group affiliates in North and South America. HISNA provides a full range of Information Technology Services, spanning application services, business intelligence, integration, data security, infrastructure, and hosting services. By delivering competitive services, HISNA enables our clients to focus on running their core business, align IT capabilities to support business goals, and leverage technology to more effectively compete in the marketplace. Current project was to develop Dealer Case Management portal for Hyundai Dealers for Consumer Affairs Business Unit.

Roles and Responsibilities:

- Participated in functional requirement gathering sessions and prepared High level design documents based on the needs.
- Prepared Technical design document and Integration flows as per the requirements.
- Developed Web services and IO, IC and workflows to integrate with the external systems involved in settlement process.
- Involved in the complete SDLC implementation of the project from Design, Coding and testing.
- Participated in discussions with Business Leads and Functional Leads to chalk out the business flows and map the same in Siebel and also check their feasibility.
- Developed Siebel solutions (configuration, integrations and data conversions) using Siebel Tools to meet business requirements.
- Performed release Admin Tasks like Repository Backup, Repository/SRF Migration.
- Involved in creating release notes for migration tasks and assisting the Config Management Team during the migration process which includes repository and metadata migration.

Title	:	Expansion Project
Client	:	Invensys
Location	:	Lake Forest, CA
Operating System	:	Windows 7
Tools	:	Siebel CRM – 8.1.1.5 SIA application, Oracle
Team Size	:	5
Role	:	Business Analyst
Period	:	Feb 2014 – Mar 2014

Invensys Ltd. is a multinational engineering and information technology company headquartered in London, United Kingdom. Invensys is organized into four main segments: Software, Industrial Automation, Energy Controls and Appliance. It operates all operations through Avanti's, Eurotherm, Foxboro, IMServ Europe, SimSci, Skelta, Triconex and Wonder ware. Expansion project is basically to use a common platform by all the operation groups for Call Center

Roles and Responsibilities:



- Participated in discussions with different groups to understand their process and to gather the requirements.
- Participated in discussions with Business Leads and Functional Leads to chalk out the business flows and map the same in Siebel and also check their feasibility.
- Developed POC and presented to Customer on the solutions that will fit their business needs.
- Prepared Functional Requirement document based on the business inputs and requirements.

Title : Dispute Resolution Project
Client : Toyota Motors.
Location : Torrance, CA
Tools : Siebel CRM – 8.1.1.10 SIA application, Oracle
Team Size : 30
Role : Consultant-CRM
Period : **Dec 2013 – Feb 2014**

Roles and Responsibilities :

- Involved in the complete SDLC implementation of the project from Design, Coding and testing.
- Participated in discussions with Business Leads and Functional Leads to chalk out the business flows and map the same in Siebel and also check their feasibility.
- Developed Siebel solutions (configuration, integrations and data conversions) using Siebel Tools to meet business requirements.
- Performed release Admin Tasks like Repository Backup, Repository/SRF Migration.
- Involved in creating release notes for migration tasks and assisting the Config Management Team during the migration process which includes repository and metadata migration.

Title : HMA DCM Project
Client : Hyundai Information Services North America
Location : Coasta Mesa, CA
Operating System : Windows XP
Tools : Siebel CRM – 8.1.1.5 SIA application, Oracle
Team Size : 30
Role : Consultant-CRM
Period : April 2013 – Dec 2013

Hyundai Information Service North America (HISNA) is a global Information Technology services company serving Hyundai KIA Motor Group affiliates in North and South America. HISNA provides a full range of Information Technology Services, spanning application services, business intelligence, integration, data security, infrastructure, and hosting



Siebel 8 Consultant

services. By delivering competitive services, HISNA enables our clients to focus on running their core business, align IT capabilities to support business goals, and leverage technology to more effectively compete in the marketplace. Current project was to develop Dealer Case Management portal for Hyundai Dealers for Consumer Affairs Business Unit.

Roles and Responsibilities:



- Responsible for all deliverables, including the design and implementation of functionalities using Siebel CRM, Analytics and BI Publisher
- Involved in the complete SDLC implementation of the project from Design, Coding and testing.
- Involved in gathering and analyzing business requirements.
- Designed High Level functional, technical design & implementation documents for the Siebel application.
- Developed PL/SQL Stored Procedures and DB Views to address performance issues.
- Involved in creating release notes for migration tasks and assisting the Config Management Team during the migration process which includes repository and metadata migration.
- Designed cutover plan and involved in implementing the cutover plan by communicating with different teams involved in this release.

Title	:	R3.5, R3 & State Net Release
Client	:	LexisNexis
Location	:	Dayton, OH
Operating System	:	Windows XP
Tools	:	Siebel CRM – 8.1.1.5 SIA application, Oracle
Team Size	:	30
Role	:	Consultant-CRM
Period	:	Feb 2012 – April 2013
Project Description:		

LexisNexis is a leading global provider of content-enabled workflow solutions designed specifically for professionals in the legal, risk management, corporate, government, law enforcement, accounting, and academic markets. LexisNexis originally pioneered online information with its Lexis and Nexis services. A member of Reed Elsevier, LexisNexis serves customers in more than 100 countries with more than 15,000 employees worldwide. LexisNexis is using CRM Sales Application for Customer Relation Management for New Lexis, Pinnacle and StateNet line of Businesses

Roles and Responsibilities:

- Involved in the complete SDLC implementation of the project from Design, Coding and testing.
- As a consultant, studied the business flow, gathered the business requirements, analyzed and created a High Level functional, technical design & implementation of the Siebel application.
- Participated in discussions with Business Leads and Functional Leads to chalk out the business flows and map the same in Siebel and also check their feasibility.
- Involved in creating release notes for migration tasks and assisting the Config Management Team during the migration process which includes repository and metadata migration.



Title	:	Unify Releases
Client	:	eBay Inc.
Location	:	Salt lake City, UT
Operating System	:	Windows XP
Tools	:	Siebel CRM – 8.1.1.5 SIA application, Oracle
Team Size	:	30
Role	:	Consultant-CRM
Period	:	Nov 2011 – Feb 2012

Project Description:

This project was for developing an application to serve the eBay call center agent to help them raise and resolve bugs. Siebel Call Center as front end application for CSRs, Oracle Business Intelligence Enterprise Edition (OBIEE) for reporting, InQuira as Content Management Tools, Oracle Contact Center Anywhere (CCA) as middleware that is used for integrating between Avaya and Siebel Application for Voice and Chat channels. This is the largest ever integration of Siebel & CCA. eBay Site Pools for getting access to existing APIs from Siebel Application. This involves a lot of functionalities by which eBay was able to get rid of more than 15 application which it was using to do the same. Project got successfully released and point releases are on.

Roles and Responsibilities:

- Involved in the complete SDLC implementation of the project from Design, Coding and testing.
- As a consultant, studied the business flow, gathered the business requirements, analyzed and created a functional, technical design & implementation of the Siebel application.
- Participated in discussions with Business Leads and Functional Leads to chalk out the business flows and map the same in Siebel and also check their feasibility.
- Customized Pick Applets, Associate and configured Static & Dynamic Pick lists using Joins and LOVs & configured MVGs using Links, MVLs and MVFs
- Customized the application creating workflows, business services, custom buttons using Siebel eScript and implemented other declarative alternatives like User properties and data validation methods.
- Created external and internal IO's, Data Maps, EAI Value Maps, Client side Custom Business Services & Workflow as a part of the process.
- Involved in creating release notes for migration tasks and assisting the Config Management Team during the migration process which includes repository and metadata migration.
- Co-ordinate with different organizational teams like H/W, Security, Infrastructure Admin teams for different requirements of Project Unify

Title	:	JnJ-Pharma-CRM-Support
Client	:	Johnson & Johnson
Location	:	Bangalore, India
Operating System	:	Windows XP
Tools	:	Siebel 7.8
Team Size	:	15
Role	:	Team Member
Period	:	April 2011 – October 2011



Project Description:

This is third level CRM production and Implementation support done at Cognizant, Bangalore following the offshore model. The primary objective of this team is to provide production support for support and data teams on an agreed Service Level Agreement (SLA) between Cognizant and Johnson & Johnson. The team is also responsible for bug fix releases and Siebel patch releases. The gamut of Johnson & Johnson CRM implementation for Call Center and Sales Force Automation functionality includes interfacing with over 12 legacy applications, CTI, FirstDoc, Actuate reporting suite and SFX.

Roles and Responsibilities:

- Role of mentoring, grooming, training team of 12 Peoples.
- Role of a team member primarily handling Trouble Tickets rise around the Application functionality.
- Work towards providing an acceptable and satisfying workaround/solution for all trouble tickets assigned and ensure SLA is met.
- Handled and Resolved Top 10 and Priority #1 Issues.
- Perform Root Cause analysis for all issues following the Johnson & Johnson established Problem management processes.
- Achieved the Expected SLA Targets and Resolved good number of issues in a short period of Time.
- Interact with end users, business contacts and third party vendors for resolving service tickets
- Deliverable document preparations
- Provide daily/weekly/adhoc status reports
- One of the quality champions to ensure Cognizant and Johnson & Johnson quality compliance within the team

Title	:	Verizon Digex Siebel to Premisys
Client	:	Verizon Business
Location	:	Bangalore, India
Operating System	:	Windows XP
Tools	:	Siebel 7.8
Team Size	:	15
Role	:	Team Member
Period	:	Feb 2010 – April 2011

Project Description:

Verizon Business is the culmination of a series of focused acquisitions of industry leaders, including MCI, UUNET and Digex that created a company with deep expertise, global capabilities, and a history of innovation. One of three operating units of Verizon Communications Inc. (NYSE: VZ), Verizon Business delivers advanced IP, data, voice and wireless solutions to large business and government. Verizon has an existing Siebel 6.3 eCommunications (Sales Force Automation) implementation which was implemented in the year 2000. The application is highly customized and has undergone a series of releases with multiple enhancements. Verizon has now decided to sunset the existing application and implement Siebel 7.8 eCommunications and utilize the enhanced features provided by the newer version to fulfill its business needs. Cognizant is involved in implementing Siebel 7.8 and enhancing the functionality of the system. The major change involved is to move away from traditional order management system to asset based ordering. The project will cover end



to end fulfillment cycle i.e. from 'Lead to Cash'. The application will be integrated with 18 different interfaces spanning across billing, trouble tickets, and logistics.

Roles and Responsibilities:

- Primary owner for the following entities: Professional Services Product, Pricing Administration and Pricing Module for the professional Services Quotes.
- Created Technical Design Document based on Requirement Document which meets the Business Requirement.
- Involved in preparing Technical design documents and Deployment documents
- Worked on PL/SQL to implement the pricing Module in the Database View and Stored procedure.
- Highly skilled in Siebel 7.8.x including Configuration, EBC, VBC and Order Management, Signals.
- Fixed critical issues where product/pricing defects were encountered worked on alternatives.

IBM Project Details

Project Name	:	Vodafone Spain Coexistence Project
Client	:	Vodafone (Head Quarters: Spain)
Location	:	Bangalore, India
Duration	:	Dec 2008 to Feb 2010
Location	:	Bangalore
Team Size	:	5
Environment	:	Siebel 8.0 Version of Siebel eCommunications, Oracle 10g

Vodafone Group is the world's leading mobile telecommunications company, with a significant presence in SPAIN, PORTUGAL, UK, NEW ZEALAND, ITALY, IRELAND, GREECE, CZECH, AUSTRALIA and India. Vodafone had a total market capitalization of approximately £79 billion at 30 June 2008.

We are currently handling "Vodafone" CRM and PRM applications for the Country Spain.

NOVA is an existing legacy application which is being replaced by Siebel 8.0, and Siebel Gestiano will be the master UI application for the Sales force team. Siebel CRM and PRM applications are integrated with lot of external applications, which includes TIBCO as middleware, such as billing system ARBOR, NCRM, Clarify, IRIS, Creditos, Puntos systems etc. We are currently developing the interfaces to integrate Siebel CRM/PRM application with external systems. In this project nearly 80 interfaces are being developed.

Vodafone Coexistence a collection of Patch Release in Different Modules of the Existing Vodafone Phase 1B Siebel Application.

- A. FMS Product (Project 811)**
Dec 2008 – Oct 2009 ePricer Module
Role: Developer
Responsibilities:



- Analyzing the business requirements and implementing the functionality with quality standards.
- Configured applets, views, screens, join which are required for Pricing Module
- Prepared the Technical Design Document for Pricing Module
- Worked extensively on workflows, Created Pricing workflows as per the requirement and functionality.
- Provided support for system and interface testing.

B. ACUDE FMS Product (Project 819)

Oct 2009 - Feb 2010

Role: Developer

Responsibilities:-

- Configured applets, views, screens. Enabled the applets to display on web in different modes.
- Configuration of Products, Assets, Activity, Quotes modules which included UI, BC, Screen and Application level changes.
- Worked extensively on workflows

Project Name	:	Reuters Siebel CRM Development and Production Support
Client	:	Reuters (Head Quarters: London)
Location	:	Bangalore, India
Duration	:	September 2007 to December 2008
Location	:	Bangalore
Team Size	:	12
Environment	:	Siebel 7.8.2.3 Version of eMedia, eService, Partner Portal Oracle 10.1, Windows 2000.

Description: This is third level CRM production and Implementation support done at IBM, Bangalore following the offshore model. The primary objective of this team is to provide production support for support and data teams on an agreed Service Level Agreement (SLA) between IBM and Reuters. The team is also responsible for bug fix releases and Siebel patch releases. The gamut of Reuters CRM implementation for sales and service functionality includes interfacing with over 12 legacy applications, CTI, Smart scripts, Actuate reporting suite, eservice, Partner portal and customer order management. The CRM implementation is widespread and complex with many workflows and assignment rules automating the business process.

Roles and Responsibilities:

- Role of mentoring, grooming, training team of 12 Peoples.
- Role of a team member primarily handling service tickets rise around service functionality.
- Work towards providing an acceptable and satisfying workaround/solution for all service tickets (ISQ's) assigned and ensure SLA is met.
- Handled and Resolved Top 10 and Priority #1 Issues.
- Perform Root Cause analysis for all issues following the Reuters established Problem management processes.



- Achieved the Expected SLA Targets and Resolved good number of issues in a short period of Time.
- Interact with end users, business contacts and third party vendors for resolving service tickets
- Deliverable document preparations
- Provide daily/weekly/adhoc status reports

Title : Reuters Siebel **CCRM Support & Maintenance Project.**
Client : Reuters (Head Quarters: London)
Duration : **July 2007 to September 2007**
Location : Bangalore
Team Size : 12
Environment : Siebel 7.5.2 eMedia, Oracle 9i
Description:

This project deals with the Support and enhancement aspects of the RCRM 4.4 Release and Support and enhancement of 4.4.300 release.

Responsibilities:

- As a member of the configuration team configured and customized the Siebel UI.
- Maintenance and Support for the application which involved
- Fixing Configuration defects.
- Executed the Unit Test Cases and prepared the Defect log document

Technical Skills:

CRM: Siebel and Salesforce

Siebel: Siebel 7.5.3, Siebel 7.8.2, Siebel 8.0, Siebel Tools 7.5.3, Siebel Tools 7.8.2. Siebel 8.0 and Siebel Tools 8.1.1.11

Operating Systems: MS-DOS, Windows 2000, Windows XP.

Programming Languages: C.

DBMS/RDBMS: Oracle 9i, Oracle 10g.

Training:-

1 CRM Specific Training

- Undergone Siebel 8.0 Essentials Training for 10 days from Oracle University
- Undergone Siebel 8.0 CCC Training from Oracle University.



- Undergone Siebel 7.7 Essentials Training for 10 days from Siebel University
- Sales Force Developer Training.

2 Generic Training on following fields.

- Sales Force
- SOFTWARE ENGINEERING PRACTICES
- SQL
- HTML/SCRIPTING
- ORACLE

Declaration: -

I hereby declare that all the information stated above is true to the best of my knowledge and belief.

Date: March 2nd 2020

Place: Columbus, OH

Siva Ramakrishna Reddy. P