

5+ years' Experience – CRM , System Integrations & IT Services

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Madhu Sudhan Baddam
Enterprise System Integrations- Consultant

Professional Summary:

- **Currently working with Deloitte India, Hyderabad as Consultant.**
- Having 5+ years of experience in Industry experience with CRM and Integration solutions in the areas of Technology, Manufacturing, Hospitality Business.
- Successfully completed Journey2Salesforce program and acquired Salesforce platform skills.
- Completed **Apex Specialist** and **Process Automation Specialist** Super badges.
- Successfully implemented 7+ Oracle Sales Cloud, Oracle Financial Cloud, and Oracle Customer Data Hub (SaaS) solutions. Involved in End-to-End (All SDLC stages) implementation of Project.
- Successfully delivered 2+ Oracle Integration Cloud (PaaS) solutions and certified in the Oracle Integration cloud.
- Worked on AWS cloud and developed Integrations and Reports using AWS tools.
- Acquired knowledge on the Customer Relationship Management (CRM) in areas of Technology, Manufacturing, Hospitality Business.
- Evaluated client needs and develop strategic sales automation roadmap and solutions that fit business requirements.
- Proactively engaged with clients by phone, email and in-person, which helped established long-term, lucrative relationships.
- Worked effectively under constant pressure of simultaneous project milestones and deliverable deadlines.
- Presented roadmap and technology infrastructure to customers, demonstrating deep familiarity with APIs, platform infrastructure, security and integration capabilities.

Work Experience:

- **Deloitte, Hyderabad – Consultant**
JAN 2020 - PRESENT
- **Innovacx Tech Labs, Hyderabad -- CX Specialist**
SEP 2015 – JAN 2020

Academics:

- B.Tech.(Computer Science and Engineering) from Vidya Jyothi Institute of Technology in 2015 with 72.5%.

Skills:**Technical:**

- CRM Applications – Oracle Engagement Cloud, Salesforce
- SaaS – Oracle Fusion Cloud, Oracle Financial Cloud
- Integration Platforms (PaaS) – Oracle Integration Cloud, MuleSoft
- AWS - Lambda, API Gateway, Dynamo DB, SNS, Quick Sight
- Database Query Languages: Oracle SQL, PL/SQL, SOQL, SOSL
- Reporting Tools: Oracle BI Publisher, Quick Sight
- Programming Languages: Java, Groovy Script, Apex

Personal:

- Great in communication with clients
- Enthusiastic about taking up challenges
- Love to learn new skills
- Team Player

Certifications:

- Apex Specialist
- Process Automation Specialist
- MuleSoft Certified Developer - Level 1 (Mule 4)
- Oracle Cloud Platform Application Integration 2020 Specialist

Assets Developed:

- Migration Tool for Oracle Fusion Cloud
- Automation of Users creation, Roles creation in the Oracle Fusion Cloud.

Project Experience:

1. Worked on Oracle Supply chain Management project for Chipotle Mexican Grill

Client: Chipotle Mexican Grill

Description – The Program involved fresh implementation of Supply Chain Management cloud with maintaining legacy systems.

Duration – Jan 2020 – till date

Key Responsibilities:

- ✓ Worked with business team to gather and analyse the requirements of the project.
- ✓ Requirement analysis of various complex integration requirements related to Supply chain modules.
- ✓ Designed & Developed reusable modules that improved application development productivity by 15%.

- ✓ Developed numerous test plans, test cases, test scripts, and test reports with an emphasis on automation of data collection, analysis, and reporting. Platform: Oracle Supply Chain and Oracle Integration Cloud
- ✓ Designed and developed Complex Reports based Business requirements using Oracle BI Publisher.

Platform: Oracle Supply Chain Cloud, Oracle Integration Cloud, and Oracle BI Publisher

2. Worked on Loyalty Cloud implementation for Jumeirah International LLC

Client: Jumeirah International LLC

Description – The Program involved fresh implementation of GRAVITY with maintaining legacy systems.

Duration – Jul 2019 – Jan 2020

Key Responsibilities:

- ✓ Designed and developed the System Integration (GIS) between Oracle PMS (Hospitality) and GRAVITY (Loyalty System) that had handled 15k Profile Updates and 20k transaction data per day.
- ✓ GIS was built on AWS, Lambda, Kinesis, DynamoDB, SNS
- ✓ Started and lead the GIS Team

Platform: Lambda, Kinesis, DynamoDB, SNS, PMS, Athena and Quick sight.

3. Worked on Oracle Engagement Cloud / CPQ cloud implementation project for **Netmagic Solutions.**

Client: Netmagic Solutions.

Description: Netmagic was in need of Sales Force Automation (OSC), Special rate derivation Quote generation (CPQ) and integration of Customers, Orders, Special Rates, Products etc., between OSC, CPQ.

Duration: Aug 2018 – Jul 2019

Key Responsibilities:

- ✓ Worked with business team to gather and analyse the requirements of the project.
- ✓ Designed and developed the System Integration between Oracle Sales Cloud (Business Enterprise Software) with Service Now, PeopleSoft, Oracle CPQ and Netmagic Portal (Third-Party applications) that had handled 25k transactions every day.
- ✓ Migrated 5k Accounts, 30k Contacts and 50k transactions data from legacy system to Oracle Sales Cloud.
- ✓ Integrations are developed using Groovy Script, Web Services (SOAP and RESTful)

Platform: Oracle Engagement Cloud and Oracle Big machines (CPQ), Web Services, Restful API.

4. Worked on Oracle Integration Cloud implementation project for **Taj Hotels Resorts and Palaces.**

Client: Taj Hotels Resorts and Palaces.

Description: Taj was using various applications for the Hotel management and Oracle MDM. Taj wants integrate MDM with their existing systems and know traffic and success rate of each and every application using Oracle Integration Cloud Services.

Duration: July 2017 – Aug 2018

Key Responsibilities:

- ✓ Designed and developed the System Integration between Oracle Sales Cloud (Business Enterprise Software) with Oracle PMS, Taj Website, Taj App and Table Booking Systems. Etc. (Third-Party applications) that had handled 50k transactions every day.
- ✓ Integrations are developed on Oracle Java Cloud, Oracle Integration Cloud, Web Services
- ✓ Implemented Survivorship rules for identifying Master Record from list of duplicate Profiles using Oracle Customer Data Hub (MDM), this will identify and merge the duplicate records 2k records every day.
- ✓ Migrated 20M records from legacy system to Oracle Sales Cloud
- ✓ Involved entire project life cycle.

Platform: Oracle Integration Cloud Service (ICS), Oracle Java Cloud Service (JCS), Property Management System (PMS), Web Services, Restful API.

5. Worked on Oracle Sales Cloud implementation project for **DASTUR**.

Client: M N Dastur Company (P) LTD

Description: Dastur was using Oracle EPROM application to track their Engineering Project Proposals, but they do not have any system to maintain to track entire sales life cycle i.e., Lead->Proposal->Work Order. So entire Dastur lead life cycle was implemented using the Oracle sales Cloud.

Duration: Jun 2017 - Aug 2017

Key Responsibilities:

- ✓ Implemented Sales force Automation for the Dastur.
- ✓ Reduced turnaround time Lead Creation and converting into work order.
- ✓ Developed Migration Tool for data synch from EPROM to Oracle sales cloud.
- ✓ Designed and developed various Reports on Lead and opportunity.
- ✓ Developed automation mechanism to auto assign the leads to sales team based on their lead scores.

Platform: Oracle Sales Cloud (CRM), Oracle Social Network, Oracle BI Reports.

6. Worked on Oracle Sales Cloud implementation project for **KPN B.V.**

Client: KPN B.V Company (P) LTD

Description: KPN was using the Siebel system(on-Premise) and with this system sales people are facing problems to use the system portably. To overcome this issue KPN moved their sales Force Automation from Siebel to Oracle sales Cloud

Duration: Feb 2017 - May 2017

Key Responsibilities:

- ✓ Implemented Sales Force Automation for KPN Opportunity Life cycle

using Oracle Sales Cloud (OSC) through customizations.

- ✓ Developed Inbound Integration between Siebel (On-premise) and OSC using Groovy and Web Services.
- ✓ Involved outbound integrations between Siebel (On-premise) and OSC using SOA.

Platform: Oracle Sales Cloud, Siebel, Oracle Social Network, Audit Reports.

7. Worked on Oracle Master Data Management implementation project for **Posadas**.

Client: Grupo Posadas

Description: Posadas was using 4 different Systems to capture their customer data. Now they are finding the Golden record from 4 systems in Master Data Management by performing De- duplication and intelligent merge of the records.

Duration: Sep 2016 – Jan 2017

Key Responsibilities:

- ✓ Implemented solution to perform Data Migration between different system to Oracle Fusion Cloud.
- ✓ Developed Integrations for Data synch between Oracle Fusion Cloud to other systems.
- ✓ Implemented Survivorship rules for identifying Master Record from list of duplicate Profiles using Oracle Customer Data Hub (MDM), this will identify and merge the duplicate records 2k records every day.
- ✓ Migrated 20M records from legacy system to Oracle Sales Cloud
- ✓ Involved entire project life cycle.

Platform: Oracle Master Data Management, Customer Data Hub, Oracle Integration Cloud Service (ICS), ETL.

8. Worked on Oracle Sales Cloud implementation project for **Tech Mahindra**.

Client name: Tech Mahindra

Description: Tech Mahindra was using CRMOD for their sales cloud automation (CRM), they wanted to migrate from CRMOD to Sales Cloud. So, all Functionality of sales force automation was done in oracle sales cloud through customization.

Duration: Dec 2015 – Sep 2016

Key Responsibilities:

- ✓ Implemented Sales Force Automation for Tech Mahindra Opportunity Life cycle using Oracle Sales Cloud (OSC) through customizations.
- ✓ Worked with business team to sketch different user roles, the levels of access and role hierarchy.
- ✓ Implemented Revenue generation for each month (EMI) in Opportunity based tenure and Revenue Amount.
- ✓ Migrated 30k transactions data from legacy system to OSC.

Platform: Oracle Sales Cloud, Oracle Social Network, Audit Reports.

Personnel:

Date of Birth: 10th May 1993
Address: Plot No 101, Sudha Pride Apartments
Budvel, Rajendra Nagar,
Hyderabad(Telangana)
Languages Known: English & Hindi and Telugu.

Declaration:

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.

Place: Hyderabad

Date:

Madhu Sudhan Baddam