



# Pratyasha Shishodia

TOGAF 9.1 | Cloud Architecture | Customer Experience

## Location Coordinates

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## Career Timeline

Close to 15 Years of rich and varied IT work experience

Organization	Period	Last held Designation
Accenture India	Aug 2019- Present	Manager
Tata Consultancy Services Limited	Nov 2009 – Jul 2019	Associate Consultant
Accenture India	Sep 2005 till Nov 2009	Senior Software Engineer

## Experience Snapshot

**Roles** – I started as a utility functional consultant, moved to CRM functional role, then a product SME. For past few years working as a solution architect in SAP CX solutions. Experience working as End to End Enterprise Architect. Currently working as a Senior Solution Architect.

**Program Types** – I have worked in large scale transformations in various roles that includes 4 full lifecycle implementation projects and building template solutions. I have worked in team and individually at client location for business consulting assignments, product assessment, roadmap design, CX and digital strategy assessment. During initial phase of my career I worked in application support where I learnt technology and got process knowledge

**Program Phases** – I am proficient in working in both program RFP and delivery stages. This includes Due Diligence, BAFO, Requirement Gathering & Analysis, Effort Estimation, High & Low-level design, Implementation, Review, Unit & Integration testing, Deployment, Hypercare, Handover solution support to another Vendor

**Program Methodology** – I have clear understanding of working in detail in all phases of Waterfall program methodology. Currently, I am working on Agile model with product owners, architects and scrum master for solution design

**Domain Knowledge** – I have worked extensively in Utilities, Retail, Banking, Telecom, Manufacturing, Paint and Automobile and have good knowledge in CX processes in these industries

**Client Geographies** – I have rich experience of working with clients and customers across the globe including the USA, the UK, Europe mainland, Australia and middle east Asia. Excellent understanding of cultural sensitivities, I am quick to adapt to working with people of different cultures and background.

**Co-Innovation** - work with SAP AG in Hybris Marketing space, Attended Review Workshop for SAP CRM EHP3

## Learning Milestones

Certificate/Degree	Year	From
<b>TOGAF 9.1</b>	2016	The Open Group
<b>Salesforce Certified Administrator</b>	2020	Salesforce
<b>AWS Solution Architect Associate C02</b>	2020	Amazon
<b>Hybris Billing 2017</b>	2019	SAP SE
<b>Hybris Marketing Cloud</b>	2019	SAP SE
<b>C/4 HANA</b>	2019	SAP SE
<b>Bachelor of Technology in Computer Science &amp; Engineering</b>	2001-2005	UP Technical University

Trainings attended at TCS and Accenture

1. Hybris Billing
2. Hybris C4C
3. SAP academy courses in CRM: CR700 and Loyalty Management
4. SAP CRM and Utilities CRM Processes
5. Amazon Cloud – Services and Architecture

## Skill Snapshot

SAP Products (C/4HANA and On Prem) and non SAP Products

**Hybris Billing** – Provider Orders and Contracts, Product Modelling, CRM Middleware, FI-CA – Contract Accounts, Dunning, Payment Run, Billing, Collections and Write offs, Dispute Management, Financial Customer Care and Invoicing. Understanding of Rating, Charging and Mediation Process.

**Hybris Marketing:** Understanding of End to End Business Scenarios in Hybris Marketing, Hands on experience in Marketing Data Management Contact Engagement, Sentiment Engagement, Contact Factsheet, Segmentation and target Groups, Campaign Management, Insight, Planning, Social Media Harvesting, Lead Management, Integration of Hybris Marketing with SAP CRM and SAP ECC. Understanding of Hybris Marketing integration with Hybris Commerce and C4C.

Knowledge of Hybris Marketing 1505, 1511, 1608 versions. Understand different deployment options and features of S4 HANA Marketing. Done Enhancement to standard Hybris Marketing solution.

**Hybris Loyalty** – Loyalty Program Design, Reward Rule Engine, Reward Rules, Benefits and Voucher Management

**Hybris Cloud for Customer** – Accounts, Utilities Design, Organization Structure, Code Lists, Communication Management, Order Management, Custom Applications, Utilities Scenarios

**Cloud Platform Integration (Middleware)** Install Preconfigured Scenarios, Design Custom Iflows, Keystore Set up and Iflows Configuration for Integration between applications.

**SAP CRM** – versions 5 to 7 EhP4, Business Partner, Products, Organization Management, Actions, Marketing, Sales, Interaction Centre (Web Client), Activities, Loyalty Management, Installed Base Management / Individual Objects, Service, ERMS, Mail management, Social Media Integration, Channel Integration (Call Centre, Mail, SMS).

**Integration** - SAP CRM EHP3 with Facebook, SAP CRM EHP3 with Listening Platform, Hybris Marketing with Facebook, Hybris Commerce with SAP CRM (for General as well as BRIM specific scenarios), SAP CRM SOM

with S/4 HANA and SAP CC, Hybris Cloud for Customer and S/4 HANA Utilities, WhatsApp with Hybris Solutions, Integration of Hybris Billing with Hybris Commerce

#### **HANA Modelling – Basic knowledge**

**Salesforce**– Understanding and Hands-on of Master Data model, Objects – Standard and custom, Salesforce Profiles and Permissions, Sales and Service Processes, Apex Triggers, Page Layouts, Data Management, Reports and Dashboards. Understand Salesforce Architecture. Features and Hands on experience on Salesforce Lightning Platform. Functional Design work done for salesforce custom enhancements and interfaces.

**Apttus** - Basic know how of CPQ and CLM solution in Apttus, Features and its integration to Salesforce.

**Pega** - Basic Understanding of Situation Layer Cake and Class Structure for deploying Workflows

**Amazon Web Services** - Understanding of AWS Cloud Services, Hands on experience in AWS, Good Understanding of Migration of SAP Workloads to AWS, can perform evaluation of the requirements of the organization or the businesses and makes architectural recommendations for implementation and deployment of the SAP application on AWS.

#### **Accenture Assignments**

Aug 2019 till Present

**Description:** I am working as a Senior Solution Architect in North America Geography and managing deals and solutions for SI and AO opportunities. It is a critical client-facing role that interprets and translates client requirements into a technology solution that can be configured from a standard set of offerings. Drives the sign off on the technology solution and acts as an interface with the delivery organization to ensure effective transition, shape services and determine appropriate service delivery locations and related costs. I act as a key member of the sales team to represent the technology solution offering to the client/internal groups.

#### **Responsibilities:**

- Participate in pre-sales activities, experience in architecting SAP and CRM Solutions (preferred in “new age” technologies around CX, S4HANA and Infra Cloud.
- helps prepare client business case and lead technical assessments of vendor products and/or new technologies in the market;
- Scope definition, preparing estimations and costing/pricing/financials.
- Work on “NEW SAP” technologies and evolving landscape.
- Domain know-how for all CMT, Utilities and Retail ( CX only ) to design solutions keeping into mind the domain asks.
- Designing Solutions keeping into mind common delivery methods including Agile, DevOps.
- Architecture design for complex and multi technology architecture.
- Worked in multiple SAP BRIM , Salesforce and C4 HANA SI Opportunities in North America which includes big technology giants.
- Present Solutions to prospect clients.

#### **TCS Assignments**

Latest First  
May'13)

Pune(May'13 till Jul 2019 )

Mumbai(Nov'09 -

Client	Solution Environment	Program Kind	Role	Duration
One of its kind Global Financial Telecommunications Organization	SAP BRIM, SAP S/4HANA, Salesforce, Apttus, Pega Systems	Transformation	Enterprise Architect for Quote to Cash process	May'18 till date Every month travel to Brussels

**Description:** The client is one of a kind organization that helps banks and financial organizations worldwide communicate on its secure network. The program is to design and implement the next generation IT landscape supporting the latest business processes over a period of 2 years.

**Responsibilities:**

- ✓ Bid response, proposal defense, Best & Final Offer presentations
- ✓ Planning and Preparation for all phases of the project
- ✓ Align complete solution as per TOGAF framework
- ✓ Design process flows in ARIS
- ✓ Workshop Planning and Calendar preparation for all quote to cash processes.
- ✓ Defining Architecture Principles for Quote to Cash process.
- ✓ Transversal Functional Design for quote to cash process comprising of SAP BRIM, Salesforce and Pega Systems.
- ✓ Guide team on nuances of CX architecture and resolve architectural conflicts between technology teams.
- ✓ Rationalize Customer requirements and offer solutions so as to prefer standard over custom.
- ✓ Driving workshops involving business sponsors, client-side architects, TCS consultants and 3<sup>rd</sup> party contractors and review design deliverables by team
- ✓ Integration Architecture design and review
- ✓ Discuss with all boundary system teams which has dependency on quote to cash solution.
- ✓ Data Architecture review.
- ✓ Scrum team and Product backlog planning.
- ✓ Stakeholder Management for Customer , Product Vendor and SMEs.

Client	Solution Environment	Role	Duration
SAP CEC Practice	SAP CRM, SAP C4C, Hybris Marketing, SAP BRIM,	Product Specialist, Solution Architect	Aug'11 – Feb'12, Oct'12 – Apr'18

**Description:** SAP CEC practice in TCS works on large proposals across domains and geographies. It is involved in business consulting assignments. It works extensively on developing pre-build Solutions and GTM Offerings along with product vendors. It also sends marketing fliers for CRM Projects in TCS as mining within the organization.

**Responsibilities:**

- ✓ **RFP Response** - Extensive experience of writing RFP response from technical solution perspective, deciding win themes, effort estimation while working in co-located and distributed environments. Proposal presentation at client locations within and outside India, due diligence workshops for technical area. Working closely with sales team, deciding meeting flows, dry runs.
- ✓ **Consulting exercise** - consulting experience on a variety of IT related requirements. Few instances below

Client	Domain	Duration	Work
Engie/GDF Suez, Brussels	Utilities	2 Months	Engie Vision 2020 and assessment for SAP and Salesforce Technology for End to End Quote to Cash Process with Cost Benefit Analysis and Roadmap Design <ul style="list-style-type: none"> <li>• Business Requirements analysis across marketing, sales, billing and invoicing</li> <li>• Mapping of requirements to SAP and Salesforce Technology Architecture design</li> <li>• Business and integration architecture roadmap design</li> </ul>
Baida, Sydney Australia	Poultry	2 Months	<ul style="list-style-type: none"> <li>• Social Media Footprint Assessment on a Maturity Model</li> <li>• Product agnostic assessment of Customer Service and Marketing processes</li> <li>• Provide Recommendations</li> <li>• Develop Roadmap</li> </ul>

Northern Gas UK,	Utilities	4 months	<ul style="list-style-type: none"> <li>• Perform CX Maturity Assessment</li> <li>• Product comparison, evaluation and identification using TCS' CX Product Assessment Framework</li> <li>• Define CX and Social Media Roadmap</li> <li>• Present Recommendations and Prepare Business Case</li> <li>• RFI support for vendor selection</li> </ul>
CROMA, Mumbai	Retail	2 Weeks	CRM Roadmap design workshop

Apollo Tyres, Gurgaon	Manufacturing	1 month	Solution design workshop of Mobile CRM
Volta, Mumbai	Manufacturing	3 months	<ul style="list-style-type: none"> <li>CRM product evaluation on product evaluation framework, working with product vendors – SAP, Salesforce, Oracle and Microsoft</li> </ul>
Bekaert Belgium	Manufacturing	1 Month	<ul style="list-style-type: none"> <li>CRM Needs assessment and Landscape analysis</li> <li>CRM Product Evaluation as part of Pro Sales work – Salesforce, Microsoft and SAP</li> </ul>
Lexmark USA	Manufacturing	3 Months	<ul style="list-style-type: none"> <li>S/4 HANA maturity Assessment</li> <li>Prepared S/4 HANA Maturity Assessment Framework</li> <li>Report preparation for Migration path to S/4 with long term and short-term goals defined.</li> <li>Business value assessment.</li> </ul>
Tata Steel Europe	Manufacturing	1 Month	<ul style="list-style-type: none"> <li>Commerce Marketing requirements assessment.</li> <li>Use case identification for Commerce Marketing for a large Steel company.</li> </ul>
Bridgestone Japan and India	Manufacturing	1 Month	<ul style="list-style-type: none"> <li>Use case identification for Mobile CRM in a Tyres Company</li> <li>Consulting support to core Team in Japan for Business Case preparation and presentation</li> </ul>
Owens Corning, USA	Manufacturing	1 Month	<ul style="list-style-type: none"> <li>Hybris Marketing – Business Case report</li> <li>Use case preparation and demo support</li> </ul>

- ✓ **Solution review and delivery support** for existing clients, work executed from TCS office/ Client Office in India, few are mentioned below

Client	Domain	Solution Environment	Work
CROMA, Mumbai	Electronics Retail	SAP CRM, SAP IS-Retail	Client Site assignment
Apollo Tyres, Gurgaon	Manufacturing	SAP CRM. SAP ECC, Open Technologies for Mobile	Solution design workshop of Mobile CRM for Sales, Service and Marketing Solution.  Client site assignment
TATA Cliq, Mumbai	eCommerce	Hybris Commerce, SAP CRM, SAP IS-Retail, Genesys	Client site assignment for initial 2 weeks
Arla Foods, Denmark	Dairy Foods	Hybris Marketing	Support on issues with Hybris marketing installation work from TCS India office
Jaguar Land Rover, United Kingdom	Automobile Manufacturing	SAP CRM Marketing, SAP CRM Interaction Centre	<ul style="list-style-type: none"> <li>Audit for Solution design</li> <li>Recommendations for CRM</li> <li>Business Case creation for Digital Marketing</li> </ul>
Enmax, Canada	Retail	SAP CRM, SAP IS-U	Design Support on Coupon Management Solution in SAP CRM Marketing
Kingfisher, United Kingdom	Retail	SAP CRM ERMS	Support on ERMS Approach for Kingfisher Retail
SACO, Saudi Arabia	Retail	SAP CRM Sales and Loyalty	SAP CRM Loyalty solution design and implementation
Carrier, Saudi Arabia	Manufacturing/ Retail	SAP CRM Sales and Loyalty	SAP CRM Loyalty solution design support

- ✓ **POC and GTM solutions** development. Few are mentioned below

Solution Environment	Work
SAP CRM – Hybris Marketing	<ul style="list-style-type: none"> <li>Enhance Hybris Marketing Model for Utilities business</li> <li>Work on HANA Modeller</li> <li>Prepare a GTM brochure for the work</li> </ul>
C4C - WhatsApp	<ul style="list-style-type: none"> <li>Integrate C4C Service solution to WhatsApp application using a 3<sup>rd</sup> party integrator.</li> <li>Prepare a custom application in C4C to depict the WhatsApp conversations.</li> <li>Ability to create follow up transaction from a WhatsApp conversation.</li> <li>Ability to respond directly on WhatsApp from C4C custom application.</li> <li>Sentiment analysis on WhatsApp conversations.</li> </ul>
C4C for Utilities	<ul style="list-style-type: none"> <li>Quick Start accelerator for implementing C4C for Utilities with IS-U in a cloud landscape.</li> <li>Integration using CPI between C4C and IS-U</li> <li>All Standard Scenarios in CPI activated for Utilities business.</li> <li>Prepared a GTM brochure for the work</li> <li>Training of resources on the solution</li> </ul>
Facebook integration to SAP CRM	<ul style="list-style-type: none"> <li>Integrate Facebook with SAP CRM for Service and Marketing Scenario.</li> <li>Show an end to end demo to customers.</li> <li>Token based integration done to Facebook.</li> <li>Create follow up transactions from Facebook interactions.</li> </ul>
Social Media Listening and analysis on SAP CRM	<ul style="list-style-type: none"> <li>Social Media Listening using TCS' listening platform.</li> <li>Integrate TCS listening platform to SAP CRM</li> <li>Import conversations from different social media sites and perform analysis on same.</li> <li>Ability to respond to posts from SAP CRM.</li> </ul>
SAP CRM Loyalty – B2B2C	<ul style="list-style-type: none"> <li>Prepare a framework to implement B2B2C loyalty solution.</li> <li>Enhanced loyalty engine to cater to B2B2C value chain.</li> <li>Presented the POC to different customers.</li> </ul>

- ✓ **Training and mentoring** new team members in practice and account teams on CRM processes and Utilities specific CRM processes

Client	Solution Environment	Project	Role	Duration
Asian Paints	SAP CRM 7.1, SAP ECC, SAP BW, SAP PI, SAP Business One (for paint service), Open technologies	Implementation	Solution Architect	Feb'12 – Sep'12

**Description:** Asian Paints is a key player in Decorative Paints Business in India and its businesses include paints and paint related home-decor services in India. This program was to do business consulting for CRM processes redefine CRM processes in system and implement loyalty.

**Responsibilities:**

- ✓ Bid response and Proposal Defence
- ✓ Business Process Consulting for key processes – Marketing and Campaign Management, Contact Management and Customer 360-degree View

- ✓ Solution Design in SAP CRM – Marketing, Contact Management, Loyalty and 360-degree View
- ✓ POC demonstration for SAP CRM end to end scenarios
- ✓ Functional Specification design and review
- ✓ Configuration and development
- ✓ User Acceptance Testing – Handholding
- ✓ Loyalty Engine Enhancement
- ✓ Client Engagement and CR assessment

Leave	Duration
Leave without Pay post maternity	Jan'11 - Jul'11

Client	Solution Environment	Project	Role	Duration
EDF Luminus	SAP CRM 7, SAP IS-U, SAP BW, SAP PI, Cordys BPM, Streamserve, ARIS	SAP CRM Implementation with Utilities	SAP CRM Functional	Nov'09 - Aug'10

**Description:** SAP CRM re-implementation with SAP IS-U upgrade in de-regulated market in Belgium for electricity and gas retail business (Residential, SME as well as Business customers)

**Responsibilities:**

- ✓ Solution Design (Presentations, Meetings and Flow Diagrams) for Service Requests, Tasks and Activities
- ✓ Business Process Designs and Process Design Diagrams
- ✓ Presentations of Standard SAP offerings, Proof of Concepts for Product Proposal, Quote to Contract Scenario, Service Requests and Interaction Center
- ✓ Requirement Gathering, AS-IS analysis, Gap Analysis with RICEFW Definitions
- ✓ Discussion with client on requirements and their possible solutions in SAP
- ✓ Functional Designs for Master Data, Contract Start guided process with IDE integration, Service Requests and SLA Management, Interfaces with third parties
- ✓ Review of Business Process designs and Functional Designs Discussion with Billing team on Integration of Billing Rates structure with CRM products using Master Data Templates
- ✓ Mentoring the new Team Members and Training Team of CRM Web UI concepts

**Accenture Assignments**

Latest First

Mumbai(Sep'05 - Nov'09)

Client	Solution Environment	Project	Role	Duration
Synergy, Australia	SAP CRM 6.0 with SAP IS-U/ECC6	Transformation	SAP CRM Consultant as team member	May'08 - Nov'09, In Perth Australia for 2 months during design

**Description:** Implementation in a deregulated market in Western Australia for electricity and gas retail business (Residential, SME as well as Business customers)

**Responsibilities:**



- ✓ Requirement gathering and design for SAP – CTI (Call Telephony), Agent Inbox, Interaction Centre (Client site assignment)
- ✓ Configuration of CRM Web Interaction center for 13 different business roles
- ✓ End-to-end solution in ERMS (E-Mail response management system), Agent Inbox, Web Requests (E-Service) (Move In and Move-Out Scenarios), Alerts
- ✓ Configuration of Service Tickets and SLA management, Task and Activity Management, Campaign Management, Organization Management, Web UI (User Interface) Configuration, Bounce Mail Management, Transaction Launcher, Utilities specific settings, Master Data settings and Products with configurable attributes.
- ✓ Prepared Functional Designs for Enhancements (CRM, ISU-CS, Middleware, Activity Monitor, Easy Enhancement Workbench, Factsheets), Interfaces (Returned Mail Management and E-Bill View) and Forms (Welcome Letter, New Connections Letter, Direct Debit Letter), E-Mail Templates and Attribute assignment for various responses
- ✓ Development Acceptance testing for Individual Objects (Functional Designs)
- ✓ Test Script preparation and execution for business scenarios in HPQC (HP Quality Centre)
- ✓ Go-Live Support, smoke testing and defect-fix after go live
- ✓ Mentoring and Guiding Team members in CRM functional Team

Client	Solution Environment	Project	Role	Duration
Utilities Capability	SAP CRM, SAP IS-U, SAP PI, Smart Metering Tools	POC	SAP CRM, FI-CA, IS-U consultant	Nov'07 - Apr'08,

**Description:** The capability helps in prototyping various Utilities Business Scenarios for prospective clients in RFP. Key Highlights of the role are

**Responsibilities:**

- ✓ POC - EDF Energy - Smart Meter Integration for Meter Reading and Disconnection/Reconnection Scenario and UCES (Utilities Customer E-Services for UK based utility market) EPL (Florida Power Limited) – Order to Cash scenario
- ✓ Synergy Energy – Product Proposal, Customer Segmentation, Marketing, Win Client Interaction Centre, External List Management, Front Office Processes, Meter to Cash Scenario

Client	Solution Environment	Project	Role	Duration
Noida Power Corporation	SAP IS-U CS	SAP IS-U Customer Service Implementation	SAP IS-U, CCS consultant	Sep'07 - Nov'07

**Description:** NPCL is a utilities company based in Greater Noida and this project was a system implementation project

**Responsibilities:**

- ✓ End-to-End solution for Complaint Management System using Service Notifications Configuration of Work Management Module for Service Orders
- ✓ Configuration, functional and technical design and development for Disconnection/Reconnection scenario

Client	Solution Environment	Project	Role	Duration
Reliant Energy, USA	SAP IS-U CCS SAP CRM	Application support and enhancements	SAP IS-U, CCS and FICA consultant	Oct'05 - Sep'07

**Description:** Reliant Energy is a Texas based electricity retailer also into generation in de-regulated market. This project is a maintenance project for various applications executing for electricity retail business like Siebel, SAP CCS, SAP R/3, Java solutions, XI, SAP SRM, SAP CRM, Cognos, UNIX and SAP BW etc.

**Responsibilities:**

- ✓ Knowledge Transition Team member for IS-U CCS team
- ✓ Front Office Support Lead for 1 year
- ✓ Worked on development and support issues related to IS-U CCS
- ✓ Fix Issues related to Texas SET IDocs
- ✓ Root Cause Analysis for age old front office issues
- ✓ Business Partner Master Data management and support in SAP CRM
- ✓ Techno-functional design and development for Billing User Exits, FI-CA events, Module Pool Programming, Table maintenance and Report Programming