

Aditya Gupta

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EXPERIENCE SUMMARY

- A dedicated & result focused Analyst having ~10 Years of extensive experience working in CRM application with extensive experience in client facing. Well-versed with all phases of application life cycle.
- Partnered with IT and product leadership to drive and manage the solution development process and ensure the product team understands the direction and vision.
- Experienced in Business Process Modelling, Business Process Improvement, requirement gathering, evaluation, analysis, Salesforce configuration, customization, and Project Coordination across the project lifecycle.
- Expertise in writing Business requirements document (BRD), functional specification document (FSD), system design specification, use Cases, screen mockups, and training manuals.
- Expertise in feasibility requirements analysis, design, construction, testing, implementation
- Proficient at coordinating various technical and managerial teams to develop process and verifying adherence using the Requirements Traceability Matrix (RTM).
- Experience in translating the customer's requirements using SFDC best practices and crafting a solution that support their process and functional requirements.
- Successfully completed CRM Integration with other channels like ESB, Tibco EAI, BSCS, SAP Systems, SailPoint, PCI DSS, Netcracker etc.
- Extensive experience on 360 model of CRM that includes experience in Siebel Integration, Configuration, Data Migration, Administration using Siebel Tools, client and server.
- Support an Agile Software Development process, working in conjunction with end users / stakeholders and technical delivery team.
- Experienced in working on RFP's with Sales team.
- Having experience in working in Agile/Scrum methodology.
- Excellent interpersonal client service skills with ability to grow and maintain internal and external client relationships.
- Extensive onshore experience for multiple clients like Du Telecom (Dubai), Orange (Egypt), Philips (France).

TECHNICAL SKILLS & COMPETENCIES

CRM e-business Application Tools	Salesforce, Oracle Siebel
Salesforce	Salesforce Administrator, Salesforce Developer, Salesforce EA Specialist, Salesforce CPQ
Siebel CRM	Siebel Sales, Siebel Call Center
Database	Oracle 8/8i/9i/10g
Report	BIP, OBIEE, Salesforce Einstein
Clouds	Sales Cloud, Service Cloud
BA Competencies	Requirements Gathering & Analysis, User Acceptance Testing (UAT), Forecasting & Planning, Business Planning, KPI Dashboards & Scorecards, CRM Solutions

CERTIFICATIONS

Institute	Certificate
Salesforce	Salesforce Certified Platform Developer I
Salesforce	Salesforce Certified Administrator
Salesforce	Salesforce Certified Einstein Analytics & Discovery Consultant
Copado	Copado Certified Administrator
Copado	Copado Certified Developer

WORK HISTORY

Duration	Organization	Designation
June 2016 – Present	Atos	Consultant
Dec 2014 – May 2016	Accenture	Sr. Software Analyst
July 2014 – Nov-2014	Atos	Sr. Software Engineer
Mar-2011 to July-2014	Tech Mahindra Ltd.	Software Engineer

WORK EXPERIENCE

1. **ATOS India**

Project: Philips Healthcare (Jan 2019- Till date)

Client: Philips

Role: Consultant

Roles & Responsibilities:

- Acted as liaison between business, sales, and IT teams to refine the product and incorporate features based on market demands.
- Conducted requirement discovery workshops with product management team and other stakeholders to understand business \ functional requirement and user goals, communicate Salesforce technical capabilities and its limitations.
- Created and maintained the solution vision, roadmap, and backlog of work through the project's life cycle.
- Conduct business process analysis & identify critical issues & gaps for an established organization process.
- Collaborated with stakeholder groups across the organization to ensure business and technology alignment. Proposed solutions meeting defined specifications and needs.
- Integrated Salesforce system to SAP System, Siebel & SailPoint.
- Responsible for data migration from legacy systems to Salesforce.com CRM leveraging the Informatica cloud Application.
- Conducted requirement discovery workshops with product management team and other stakeholders to understand business \ functional requirement and user goals, communicate Salesforce technical capabilities and its limitations.
- Collaborated with teams to discover and deliver the best solution to the market presented by the product team lead and the business.
- Translated features into user stories within the team's backlog while managing, ranking, and prioritizing this backlog to reflect stakeholder's requirements.
- Conducted 1-week workshop with Business team in France.

2. **ATOS India**

Project: Orange CISA (April 2018 – Jan 2019)

Client: Orange Telecom (Egypt)

Role: Analyst

Roles & Responsibilities:

- Responsible for KT gathering & planning from previous vendor.
- Impact analysis of the new requirement or change request on the existing programs initiated by the client.
- Conduct business process analysis & identify critical issues & gaps for an established organization process.
- Engage client to gather software requirements/business rules & ensure alignment with development teams.
- Actively involved in Data Migration activity from tracer system to CRM System.
- Maintained support and delivered multiple enhancements for a Salesforce Sales Cloud Application.
- Collaborated with teams to discover and deliver the best solution to the market presented by the product team lead and the business.
- Deputed in Client Location (Egypt) for 6 months.

3. ATOS India

Project: DU (June 2016 – March 2018)

Client: Dubai Telecom

Role: Tech Lead

du Telecom is the leading supplier of global telecommunications solutions in the Dubai. du offers mobile and fixed telephony, broadband connectivity and IPTV services to individuals, homes and businesses. The company also provides carrier services for businesses and satellite up/downlink services for TV broadcasters.

Roles & Responsibilities:

- Analyzing the Functional Requirement Specifications and design specifications for finding any ambiguity, incompleteness, or incorrectness, so that requirements are technically feasible.
- Impact analysis of the new requirement or change request on the existing programs initiated by the client.
- Designed the technical specification & involve in reviewing coding for offshore team.
- Facilitate Daily/weekly team reviews and, GAP & impact analysis.
- Deputed in Client location (Dubai) for 3 months.

4. Accenture

Project: NewCo (Dec 2014 – May 2016)

Client: Vodafone UK

Role: Sr. Analyst

Vodafone NewCo CRM Application works for Vodafone for maintaining the Customers for the company. Agents use the Application for capturing order, source can be other application or outlets or online Portals.

Roles and Responsibilities:

- Worked on design analysis & low level design.
- Involved in testing of scenarios delivered by team and provide signoff.
- Worked on Production Defects on scenarios delivered by team members.

5. Tech Mahindra Ltd.

Project: ONE-SIEBEL-SDLC (MAY 2011 – JULY 2014)

Client : British Telecom (BT)

Role : Developer

Description:

One-Siebel is the CRM platform which has been deployed to Major Business, Global Services and BTNI (British Telecom Northern Ireland).

Project scope allows major Wholesale Customers to place Orders & track its progress. It is also used to store Account, Inventory and Product information.

Roles & Responsibilities:

- Taking up calls with Business Analysts, Designers, Testers and other Developers to discuss requirements and their feasibility.
- Have participated in the Improvement of any new Business Requirement to minimize the Defect count.
- Prepare Test Plans and construct Test Cases based on user stories provided by the client.
- Understanding the new Products and Requirements.

ACADEMIC BACKGROUND

Bachelor of Technology in Information Technology with 63.5% in aggregate in 2010 from CIITM, Rajasthan Technical University., Kota, Rajasthan, India.

ACHIEVEMENTS

- Selected in Atos expert community as **CRM expert**.
- Received "**Silver**" accolade in Atos.
- Received "**Pat on the back**" award in Accenture.
- Received the "**Bravo**" award for the valuable contribution in major **One-Siebel** Project Releases.

PERSONAL SKILLS

- Comprehensive problem-solving abilities.
- Contributes well as a part of a Team and as an individual.
- Ready to take initiative.
- Ability to work in group and flexibility

PERSONAL PROFILE

Date of Birth:	Oct 17, 1987
Father's Name:	Mr. Ajay Gupta
Marital Status :	Married
Nationality:	Indian
Current Location:	Pune
Passport:	Z2953022
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