**Muddassir Ahmed**

**Summary**

* **10+ years** of industry experience as a **Sr. Technical Business Analyst** with solid understanding of Business Process Modeling, Business Requirements Gathering, Business Process Flow, Systems Analysis and Testing and Hands on experience in Salesforce.com/SFDC/CRM/CPQ.
* Worked with the Pre-Sales Team to drive Sales Growth for the Community Cloud Products.
* Experience working across various SFDC implementations covering Sales cloud, Community Cloud, Service Cloud.
* Familiar with Steel Brick CPQ for subscription, billing, invoicing and can take control of sales process from Quote to Cash. Generated Revenue recognition status automatically with Steel Brick CPQ.
* Good experience with customization of Salesforce Communities and platforms such as Market, Steel Brick.
* Have an extensive work experience of Salesforce Community Cloud, Sales Cloud and Service cloud.
* Experience of Salesforce.com Development, implementation including configuration and customization/ data migration.
* Working with the product team to ensure they're aligned with SFDC CRM, CPQ processes and business rules.
* Strong experience in MDM (Master Data Management)
* Diverse experience in ATG E-Commerce, Retail and Tele-Communication Services.
* Worked on salesforce community cloud to publish, update and approve content for client requirement.
* Proficient in Technical and Business Writing, Business Process Flow, Business Process Modeling, Business Analysis and Testing various methodologies.
* Experienced working with various App exchange products or CPQ products like Salesforce CPQ (formerly Steel Brick CPQ), IBM sterling CPQ, APPTUS.
* Did UAT Testing on Salesforce Community Cloud for more functionality including chatter, employee portal, customer portal, channel sales community, and customer support community.
* Experience in implementation, configuration, design, analysis and understanding of SFDC CRM Application.
* Experienced in CPQ (Configure-Price-Quote) End to End Process.
* Develop dashboards, scorecard, key metrics, and KPIs to report to the Global Supply Chain team and stakeholders.
* Solid experience in New Implementation, Enhancement. Maintenance & Support of SFDC applications Substantial experience in Salesforce.com administration in performing tasks like creating Profiles, Roles, Users, Page Layouts, Record types, Email Services, Validation rules, Reports, Dashboards, Tasks.
* Experience with ATG Software (B2C, B2B, Scenarios, BCC, Merchandising, CSC.)
* Expertise in Project Management i.e. Project Scoping, Planning, Estimating, Scheduling, Organizing, Directing, Controlling, Budgeting and Drafting Remedy Procedures.
* Experience in facilitating Joint Requirement Planning (JRP) sessions with Business User Groups, conducting Joint Application Development (JAD) sessions with IT Groups and Conflict Management with Project team members.
* Strong experience of working with the Salesforce.com platform, including Sales Cloud, Service Cloud, Community Cloud, Salesforce CPQ.
* Assemble data, analyze performance, identify problems and develop recommendations with support Supply Chain Management planning and operations.
* In depth knowledge Rational Unified Process (RUP) methodology, Use Cases, Software Development Life Cycle (SDLC) processes, Object Oriented Analysis and Design (OOA/D).
* Experienced in cloud technology and on-premise infrastructure integration for Salesforce.com
* Experience in SQL Server 2005 concepts SSIS (SQL Server Integration Services), SSAS (Analysis Services) and SSRS (Reporting Services)
* Analyze costs, vendor performance, vendor quality, and other supply chain key performance indicators (KPIs).
* Competent in Creating Unified Modeling Language (UML) diagrams such as Use Case Diagrams, Activity Diagrams, Class Diagrams and Sequence Diagrams.
* Extensive experience in developing Use Cases, creating Screen Mock-ups, conducting Gap Analysis and Impact Analysis, SWOT analysis, Cost Benefit Analysis, Risk Analysis.
* Worked on Salesforce CPQ (Steel brick) pricing using list, cost/markup, percent total, block, price rules, and calculator plugins, system and user discounts and filter rule.
* Experienced in administration, configuration, Implementation, and Support of Salesforce CRM and Salesforce SFA applications based on Apex Language and leveraging Salesforce.com Platform, SAAS (Software as a Service) application running in Cloud Computing Environment.
* Facilitated Change Management across entire process from Project conceptualization to Testing through Project Delivery, Software Development and Implementation Management in diverse Business and Technical Environments.
* Responsible to Track, Document, Capture, Manage and Communicate the Requirements using Requirement Traceability Matrix (RTM) which helped in controlling numerous artifacts produced by the teams across the deliverables for a project
* Involved in Test Planning, Test Preparation, Test Execution, Issue Resolution and Report Generation to assure that all aspects of a Project are in Compliance with the Business Requirements.
* Experienced in Salesforce/Apttus CPQ (Configure Price Quote) and CLM (Contract Life Cycle management) package configurations and customizations.
* Configured complete PLI with different charge types and charge type criteria combinations for all the products and services using Steel brick CRM.
* Strong experience in conducting User Acceptance Testing (UAT) and documentation of Test Cases. Expertise in designing and developing Test Plans and Test Scripts.
* Interface with clients from Operations, Marketing, Sales, Technologies, and Outside Vendors and act as their customer interface point as the lead of the Projects.
* Highly motivated team player with excellent Interpersonal and Customer Relational Skills, Proven Communication, Organizational, Analytical, Presentation Skills, and Leadership Qualities.

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| **Methodologies** | Agile, Waterfall, UML, SDLC, Scrum, RUP, V-shape modeling |
| **Change Management Tools**  | Rational Clear Quest, Rational Clear Case. |
| **Business Modeling & Versioning Tools**  | Apex, Visual force, SFDC, SOQL, SOSL, Apex Triggers, Workflows and Approvals, Email Templates, Formulas, Validation Rules, App Exchange, Eclipse, Salesforce.com, Force.com IDE, Apex Data Loader, Ant Tool, MS VISIO, Visual Paradigm, Rational Rose; Rational Requisite Pro, Rational Clear Case, IBM Curam Universal Access, IBM Curam Social Program Management, Bizagi BPMN/Studio/Engine, HP Quality Center, HP ALM |
| **MS Office**  | MS Project, MS Word, MS Excel, MS PowerPoint, MS Access |
| **Programming Languages**  | Structured Query Language (SQL). |
| **Operating System**  | Windows NT/98/2000/XP. |
| **Databases** | Access, Oracle 8i/9i/10g, Teradata V2R5.1, DB2, MS SQL Server 7.0/2000 |
| **Other known tools**  | Informatica, Load Runner, Win Runner, Crystal Ball, Expert Choice, Core, Caliber |
| **OLAP Tools**  | Business Objects XI, Cognos. |
| **Testing tools** | Rational Robot, Rational Clear Quest Test Manager, HP Quality Center, Quick Test Professional, LoadRunner, WinRunner. |
| **Apps & Webservers** | Apache web server, Tomcat, Web logic 8.1, IIS |
| **Media Editing Software** | Adobe Photoshop, Adobe Creative Cloud, Adobe Illustrator, Adobe Light room, Adobe Light room, Adobe Cloud Services, CorelDraw, Flash, MS Paint.  |

**American Eagle Outfitters Inc - Pittsburgh, PA January 2017 to Present**

**Sr. Technical Business Analyst- Salesforce**

**OMS – Mobile Applications – Billing Systems Implementation-Salesforce implementation**

The target is centralized management of not only its Website, but its call center and order management systems, as well. With ATG, AE gained total control of its multichannel business. The new ATG platform enabled AE to manage the entire customer experience from the retail store to the Web site to the call center. It also gives the client the foundation they needed to grow their existing brand, and launch new ones.

Responsibilities:

* Facilitated JAD Sessions and gathered Business Requirements.
* Assisted the PM in developing Use Cases and project plans and also managed changes to the scope of the project.
* Performed Steel brick CPQ related configuration for product setup, approval matrices, approval rules, process builders and flows.
* Worked on systems implementation and data migration project for Community cloud, Service Cloud, Marketing Cloud and Sales Cloud from salesforce.com
* Gathering requirements for CPQ in conjunction with ERP.
* Proficient in dealing with functionalities related to sales cloud & service cloud, Marketing cloud, Community Cloud, Custom Cloud and Analytics Cloud.
* Pricing factors like variance pricing, volume-based pricing, attribute-based pricing has been configured using Steel brick CRM.
* Responsible for working on Community cloud and did Building data sets from information resources such as SFDC Sales cloud, SAP BW and Oracle in SFDC Wave.
* Worked with various SFDC objects like Accounts, Contacts, Leads, Campaigns, Reports, and Dashboards.
* Acted as a liaison between the business and development team in gathering requirements and supporting the MDM team.
* Integrate pricing using CPQ methodology for Recurring Billing
* Worked on Salesforce.com Service Cloud and community cloud testing including SDLC, standard and custom objects, Apex, and Visual force pages.
* Led critical NetSuite ERP implementation to enhance supply chain efficiency & increase productivity.
* Provided recommendation for use of ATG Commerce for B2B and B2C business.
* Functioned as the primary liaison between the business line, operations, and the technical areas throughout the project life cycle.
* Experience working across various SFDC implementations that are covering Sales cloud, Service Cloud and Apttus CPQ.
* Manage the quality and lifecycle of master data using MDM tools and Product Lifecycle Management (PLM).
* Documenting and updating relate of SalesForce.com software and system administration focusing on Service cloud and Community Clouds.
* Familiar with Steel Brick CPQ for subscription, billing, invoicing and can take control of sales process from Quote to Cash. Generated Revenue recognition status automatically with Steel Brick CPQ.
* Comparative Analysis through implementation process from legacy CRM to SFDC.
* Worked on Community Cloud, SFDC Sales Cloud, Service Cloud to enhance and track CRM capabilities.
* Provide technical Support to Customer Service Gildan and Business E-commerce teams on issues regarding ATG platform and third-party applications.
* Provided product support to Enterprise, Supply Chain, and Order Management Applications.
* Analyzed and documented requirements for search engine optimization (SEO)
* Interacted with various business user groups for gathering the requirements for Salesforce.com CRM implementation.
* Worked on master data management (MDM) as per client requirement and did data specs.
* Drafting CPQ user experience design requirements.
* Created test plan documentation, test scripts, conducted testing and Created Solution Documents for CPQ.
* Worked with Steel brick CPQ on App exchange for pricing sales quotes and assisting Sales
* Analyzed and documented requirements for user experience (UX) and user interface (UI)
* Prepared user training manual for merchandising team on managing commerce assets through ATG BCC (Business Control Centre).
* Coordinated workflow across ecommerce, IT, UI, retail and UAT teams.
* Integrated Steel brick and Salesforce integration for automating quoting, contracting and billing process.
* Facilitate meetings with SFDC stakeholders to support and analyze new business processes
* Analyze data migration from Legacy systems and legacy data elements mapping to SFDC.
* Conducted user interviews, gathered Requirements, analyzed the Requirements and managed changes using Rational Suite.
* Created quotes on the Salesforce platform with CPQ software for client requirement.
* Performed the roles of Salesforce.com Administrator in the organization
* Conducted interviews with end-users to collect requirement and business process information.
* Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
* Attended weekly status meetings and represented the MDM Data platform
* Involved in Steel Brick CPQ (Configure, Price& Quote) design mapping to the Salesforce custom objects including Apttus Advanced Workflow Approvals.
* Performed SFDC Administrative tasks such as creating profiles, Users, Roles, Page Layouts, email services, Workflows & Approval Processes, Tasks, Events, Reports and Dashboards.
* Design and Architecture using BEA WebLogic’s latest features like Portal, Page Flow, Process Control, Java Control and Web-Services using WebLogic development IDE Workshop on Oracle database
* Used JSP, Java Script, CSS, HTML for developing the interface to display location and attribute breadcrumbs on top and bottom of pages respectively.
* Implemented CPQ System to improve user experience in the Quoting process using Salesforce.
* Worked with various Salesforce.com objects like Accounts, Contacts, Leads, Campaigns, Reports, and Dashboards
* Involved in SFDC applications maintenance, enhancement and support including Custom Objects, Custom Fields, Validation Rules, Creating Tabs, Apps etc.
* Worked on Salesforce Community cloud like how to engage with employees, customers, partners.
* Developed business process models in RUP to document existing and future business processes.
* Performed extensive Requirement Analysis including data analysis and gap analysis.
* Documented business and technical requirements gathering for the development of MDM, Data Warehousing and Reporting implementation roadmaps
* Designed and developed project document templates based on SDLC methodology.
* Participated in various stages of data and requirement analysis for project needs.
* Design, develop and implement solutions for the Salesforce/Apttus CPQ/CLM system deployed on the Salesforce platform.
* Developed custom reports and deployed them on server using SQL Server Reporting Services (SSRS).
* Identified internal and external system requirements, design and configuration set-up, also created User Documentation and conducted training classes.
* Gathered requirements for MDM tool implementation and user workflow processes
* Developed business requirement specification documents as well as high-level project plan.
* Designed and developed Use Cases, Activity Diagrams, Sequence Diagrams, OOD using UML.
* Assumed ownership of Use Case Diagrams, Use Case narratives and other various artifacts.
* Developed estimates, project plans (Microsoft project), training material, BI reports using Micro strategy
* Created quotes on the Salesforce platform with CPQ software for client requirement.
* Assisted the Project Manager to develop both high-level and detailed application architecture to meet user requests and business needs.
* Participated in the logical and physical design sessions, assisted and developed high- and low-level design documents.
* Assisted the PM in setting realistic project expectations and in evaluating the impact of changes on the project plans accordingly and conducted project related presentations.

Assisted with user testing of systems, developing and maintaining quality procedures, and ensuring that appropriate documentation is in place.

* Developed custom Apex classes for Visual force page custom controllers using Salesforce.com, IDE and Apex Enhancement.
* Conducted User Acceptance Testing (UAT).

**Environment:** HP Quality Center, XML, SFDC, MDM, ClearCase MS Office, CPQ, SFDC, MS-Visio, XML, Java, TOAD, MS Project, SOA, SOAP UI, cURL, Cucumber, Win Xp/7, Unix, Mainframes, Oracle, Agile, Six Sigma, IBM Rational Suite, JIRA

**EXPRESS Inc - Columbus, OH Jun 2013 to Dec 2016**

**Sr.** **Technical Business Analyst -Salesforce**

**Omni-Channel Implementation – OMS – Datawarehouse Upgrade Projects**

The goal of the project was to integrate and enhance the existing E-commerce website for purchasing apparels using ATG E-commerce BCC to provide Business Analytics, Product Catalog, Targeting, and Profiling. The enhanced application provides utilities for selecting products, shopping cart, checkout, payment modes, and membership login for the discounts.

Leveraged Salesforce to streamline the process and exceed customer expectations. Mortgage Origination Process (MOS) is developed to create personalized marketing journey’s and to keep customers engaged and customize a community to collaborate with customers, brokers and employees throughout the mortgage process.

Responsibilities:

* Interfaced with the client as part of the Requirements Engineering team to finalize the project scope
* Facilitated JAD Sessions and gathered Business Requirements
* Involved in CRM processes like Design, planning, testing and integration of Salesforce Cloud services, Community Clouds, data and accounts.
* Assisted the PM in developing Use Cases and project plans and also managed changes to the scope of the project.
* Strong experience in MDM (Master Data Management) - Lead/facilitate meetings with business/functional SMEs to gather business/functional requirements around MDM
* Worked on Sales cloud Implementations along with CPQ/CLM functionalities.
* Retail analytics platform hardware and software (Retail Next),
* Building SFDC User Documentation
* High Jump supply chain systems (Hardware & Software), test and validation of data migrations from home base to cloud base (MS Azure), Creation of process flow for SFDC in to CPQ, Service Cloud to OMS.
* Managed daily administration and support of the Salesforce Sales, Service, Community & Marketing Clouds which included, managing multiple user setups, profiles and roles as well as customization of objects, fields, record types, page layouts and validation rules.
* Responsible for gathering the requirements by coordinating with the business analysts, developers and project managers, in order to better customize, and utilize the full functionality of the Salesforce.com CRM solution.
* ERP/AX, and CRM (Microsoft Dynamics).
* Functioned as the primary liaison between the business line, operations, and the technical areas throughout the project life cycle.
* Worked cross-functionally with other business groups for understanding MDM related issues.
* Involved in integration of Salesforce/ Apttus CPQ/CLM with third-party domain using web services
* Prepared user training manual for merchandising team on managing commerce assets through ATG BCC (Business Control Centre).
* Gather requirements, facilitate meetings and training, and record keeping for SFDC projects.
* Configure Sales Order Management module to handle Customer Sales/ Transfer/ Credit/RMA/ Intercompany orders.
* Reviewed training materials for accuracy related to Salesforce CPQ functionality.
* Worked on Apttus CPQ configuration and integration.
* Acted as a liaison between the business and development team in gathering requirements and supporting the MDM team.
* Conducted user interviews, gathered Requirements, analyzed the Requirements and managed changes using Rational Suite.
* Conducted interviews with end-users to collect requirement and business process information.
* Performed Data Migration from home grown legacy system to Salesforce CRM.
* Used JSP, Java Script, CSS, HTML for developing the interface to display location and attribute breadcrumbs on top and bottom of pages respectively.
* Gathered requirements for MDM tool implementation and user workflow processes.
* Developed business process models in RUP to document existing and future business processes.
* Creation of process flow for SFDC in to CPQ, Service Cloud to OMS
* Performed extensive Requirement Analysis including data analysis and gap analysis. Deployed Salesforce.com CRM for Marketing, Sales and Support functions.
* Customized the entire Salesforce.com applications to incorporate the business requirements, which involved creating Web Forms and processing the data in SFDC with the extensive usage of Web services API
* Designed and developed project document templates based on SDLC methodology.

**Environment:** Adobe Suite, JIRA, SFDC, Confluence, Visual Basic, SQL, Toad, Windows XP, Agile, UNIX, HIPAA, Outlook, Test Director, Oracle, CPQ, Ultra Edit, MDM, XML. Quality Center Rational Rose, Rational Requisite Pro, UML, XML, XSLT, MS Project, MS Visio, MS Office Suite, PL/SQL Developer, HTML,

**Nike - Portland, OR Feb 2009 to May 2013**

**Technical Business Analyst-Salesforce**

**Nike E-Commerce Suite Platform Implementation and OMS/ IMS- Salesforce implementation**

The scope of this project was to deliver the core components for the consolidated ecommerce platform. The overarching requirement for the consolidated ecommerce platform solution is to provide flexibility driven by the business community, with the ability for the proposed solution to be maintained by the business users and not require significant IT intervention. Served as a supply chain business planning analyst for Nike, Inc., tasked with developing and maintaining reporting solutions and driving process improvement activities. This will include migrating nikestore.com, jordan.com, and other Nike owned sites onto a single ecommerce platform. Many of the legacy and distributed systems will also be integrated to meet the front-end requirement.

**Responsibilities:**

* Conducted one to one interview with Portfolio Manager to gather Business Requirements and was involved in the documentation of Business Requirement Documents.
* Support the Supply Chain Logistics to meet Holiday and Seasonal demands.
* Closely worked with Salesforce.com consultants for implementing the business solutions for their client requirements, using Apttus CPQ within the exclusively developed framework.
* Created Ad hoc marketing reports to answer Strategic and Operational questions
* Used Salesforce Chatter to provide real time notifications of changes in accounts, leads and opportunities to help sales and service teams to be more efficient.
* Participates in end to end testing and configuration enhancements for CPQ functionality.
* Analyzed POS activity relative to Pricing, Aisle, End Caps, Stack-Outs Displays, Ad Campaigns, Planogram, Market Conditions, Weather and Product Segmentation
* Analysis and support for Master Data Management team (MDM)
* Provided Marketing Group with insight into SKU level POS activity
* Delivered analyses, insight and recommendations to Increase POS
* Identifies and gathers requirements and builds out solutions to address issues within Salesforce CPQ.
* Involved in implementing Omni channel Point of Commerce (POC) and Point of Sale (POS) upgrading Order Management System (OMS) with third party vendor support.
* Prepared Requirement Traceability Matrix document to map the requirements to test cases.
* Involved in executing the test cases manually and did System, Functional, End-to-End, Regression, Integration, UAT, Black Box, White/Grey Box testing, Ad-hoc testing, Risk based testing, Usability testing and retesting.
* order confirmations (855), ASNs (856), labels, and invoices (810).
* Worked with supply chain & logistics teams to plan for Omni channel shopping process and also in development of extensive product returns mechanisms; integrated multiple payments systems for the convenience of customers.
* Gathered requirements for MDM tool implementation and user workflow processes.
* Worked on key Feeds, Web-store, OMS, features and developed Scope-Validation docs and conducted Fit-Gap analysis.
* Customized the entire Salesforce.com applications to incorporate the business requirements, which involved creating Web Forms and processing the data in SFDC with the extensive usage of Web services API.
* Involved in interface testing with detailed analysis and review of mapping documents between HOST and WMS for ITEMs, DO's, PO's, ASN's, PIX and Ship Confirm provided by Manhattan and Home technical teams.
* Expertise in utilizing e-commerce tools such as ATG to facilitate site improvement recommendation to increase sales and Omni Channel strategies and Price Optimization.
* Excellent knowledge on Sterling Commerce IBM v 8.5 Order Management System.
* Genesis application via SLIE screen will send https request to ESB which in turn will communicate with Sterling.
* Reviewed Business requirements documents and prepared Test Strategy, Test Plan and Involved in Static and Dynamic testing.
* Updated existing test cases and wrote new test cases as per the requirement
* Reviewed training materials for accuracy related to Salesforce CPQ functionality.
* Assisted the Project Manager in setting realistic Project expectations and in evaluating the impact of changes on the organization and plans accordingly and conducted Project related presentations.
* Identified internal and external system Requirements, design and configuration set-up.
* Developed strategic partnerships with the Business units to develop a solid knowledge base of the Business line, including the Business Plan, Products, and Process.
* Identifies and gathers requirements and builds out solutions to address issues within Salesforce CPQ.
* Translated the Business needs into system Requirements, communicating with the Business on a broader scale and with an in-depth view.
* Designed and developed Project document templates based on SDLC methodology.
* Developed Business Requirement Document as well as High-Level Project Plan.
* Functioned as the primary liaison between the Business line, operations, and the technical areas throughout the Project Cycle.
* Integrated the Web Services for extracting the data from external systems to display in the pages of Salesforce.com
* Developed Functional Specification Document and Supplementary Specification (non-functional) Document.
* Participated in the Logical and Physical Design sessions and developed Design Documents.
* Worked with developers to make sure that they understood the Use Cases.
* Designed and implemented basic SQL queries for QA Testing and Report / Data Validation.
* Partnered with the Technical Areas in the research and resolution of System and User Acceptance Testing.
* Worked with Quality Control Teams to develop Test Plan and Test Cases.
* Develop User Manuals, and Training Manuals as per Project Specifications and timelines.

**Environment:** MS Office Tools, Windows XP, MS Project, SFDC, MDM, ClearCase, Business Objects, Waterfall, Quality Center, JAVA, Web Services, 50 Key Registers, CPQ, Controller/Store, 4690 IBM Point of Sale OS, Oracle, Teradata, UNIX, Linux, PuTTY

**Education:** MS in Applied Computer Science from SouthEast Missouri State Univ, Missouri, USA.