**Tirth- Salesforce Senior developer and architect**

**Profile**

* Strong hands-on experience on Salesforce ecosystem implementations.
* Ability to analyze, translate and define business requirement into technical solutions
* In-depth knowledge and experience in Object oriented analysis and design.
* Good knowledge of optimization and performance tuning in Salesforce and OS level.

 **Skill**

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| Salesforce Technologies | Salesforce apex, automate processing, workflows, VisualForce pages, Triggers, rest API development, Apex Design Patterns, Pardot Salesforce clouds – Sales, Service, Community, Marketing |
| NetSuite Technologies | NetSuite RestletNetSuite suitletNetSuite User events and workflowsNetSuite SCA. |
| Database | Oracle9i, Oracle10g, Oracle11g, MySQL |
| Tools | Eclipse IDE, NetBeans IDE, Secure SSH/FTP/CRT, Find Bugs, EA, VMware, TOAD, SQL Developer, Application Manager, Hudson, SVN, Apache Sonar, ActiveVOS, WebLogic. |
| Protocols and Standards | FTP, SFTP, UDP, TCP, GTPP, SNMP, SMTP, POP3, ASN.1, SYSLOG, NATFLOW, CFLOW, CGNAT |
| Platforms | Linux (RHEL, Ubuntu), SunSolaris, Windows XP/2000 |
| AWS Services | Amazon s3, ec2, CloudFront, glacier, route52 |

**Projects / Case Studies:**

I have experience of managing many development projects apart from following key projects**.**

**FINICITY(**[**www.finicity.com**](http://www.finicity.com)**)** US -based company provides solution for Verification of assets, Income and employment of the prospective clients , so that the financial institutions can take the decision for the Mortgage . The company has provided solution to 500000+ customers

**Project Scope** : Entire contract for Development on Salesforce Sales, service and community cloud . 10000+ licenses of the community cloud and 400+ licenses for Sales clouds are used by the company.

**Project duration :** 2 years+

**Project details** : Integration of MVELOPES application of FINICITY, which is on WEB and Mobile platform with SALESFORCE. Company uses 400+ salesforce account license.

Payment gateway of Netsuite incremented with Scriplet and Restlet. Subscription management is done through have Salesforce and Netsuite

CTI integration is done through Ring Central for call recordings. One of the most challenging implementation of RECORDING PAUSE was implemented when the customer is providing credit card details. Salesforce Omni-channel solution is used for the call routing. REGEX is used during the implementation.

Q management is the using salesforce OMNI- Channel product.

Salesforce LIVE AGENT is used for live customer communication. Customisation of the UI is done outside salesforce.

Salesforce sales Cloud is implemented for Lead management, opportunity and account management. Gsuite is integrated for email communication.

EXPERIN ([www.experianPLC.com](http://www.experianPLC.com))

Implemented Salesforce Community cloud and integrated with FINCITY .

LADYBOSS [www.ladyboss.com](http://www.ladyboss.com))

The company provides supplements for the weight loss

**Project Scope :** Entire contract for Development on Salesforce Sales and service and community cloud . Company used more than 400 salesforce licenses of sales, service and marketing Cloud

**Project duration** : 2 years+

**Project details** : Managing continuous development and enhancement of the project. TWILIO is integrated for case management and SMS. STRIPE is integrated for the payment gateway. FACEBOOK is integrated for the lead management and customer feedback to-way communication. Intelligent the reports are generated to assess the cost benefit analysis of FACEBOOK by analysing the expense and the revenue generated. SHOPSTATION is integrated for e-commerce.

The company was using EXCEL for the hierarchical sales incentive which was inefficient, tedious to maintain and main reason for the employee dissatisfaction. Custom development was done on salesforce for online sales incentive program which would take care of Slab based, time-based and a value-based program and also calculate the sales return effect on the incentives. Gmail is integrated for the email. Amazon marketplace is also recently integrated.

Netomi ( [www.netomi.com](http://www.netomi.com))

The company is using Power of AI to turn customer services into a competitive edge.

Project Scope : Netomi’s App is developed on Salesforce App Exchange. Netomi’s Virtual agent provides intelligent replies on the customer queries coming from Email, social media, Chetan and voice platform. The application is also developed on Zendesk and FreshDesk platform.

Gargle ([www.gargle.com](http://www.gargle.com))

The company provides marketing solutions for Dental professionals.

Call Scoring System : Call Scoring System allows our internal call scorer to log and answer various kpis dependents on call audio and selected call type. Apart from that call scoring is effectively used for various internal reporting purpose. This system is built in full dynamic way that at any time system admin can change KPI questions or call type and it well be effective on all user screen from same instance of time. This system includes high scalability and user Friendly.

Technologies: NetSuite restlet, Node.js, angular.js

Role: Designing, Coding and Unit Testing.

Training Video: Training video is system designed to help call receivers to get maximum from their calls. This system automatically runs every week to analyze calls received by all receivers and find kpi they are lacking. It is also used to track progress for individual users on training. This system can find the training that a unique receiver needs to improve performance, assign training to that receiver and keep track of the progress made so far on that training.

 Benchmark: This system is analysis more than 30k calls everyday without hitting any Salesforce limit.

Role: Designing, Coding and Unit Testing.





