### PRASANTH

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| PERSONAl DATA |  |
| **Phone:** +91 - 9611801060**Email:** YPKumarReddy@gmail.com**Education:** Master of Technology from NIT, Calicut, Kerala  |
| summary |
| * Around 19+ years of IT experience in CRM products Salesforce and Siebel
* Salesforce Certified Application Architect with 5 years’ experience in Salesforce.com Service & Sales Cloud
* Experience in Requirements Analysis, Design, Development and Implementation on force.com platform
* Responsible for connecting business goals and challenges and for the overall design of the application solution on Salesforce.com and developing Proof of Concepts
* Work closely with business and IT leaders to drive innovative solutions (including out of box solutions) to complex business needs
* Leading and contributing to design sessions, and promoting superior design alternatives
* Experience in developing large-scale, custom solutions on the Salesforce Force.com platform
* Experience with configuration and customization using SFDC Visual force, Apex, Lightning Components and Lightning Web Components (LWC)
* Expert in Data Management and Salesforce declarative development, SOQL, Triggers, Process Builder, Flows
* Define and enforce best practices supporting the platform adoption and full application lifecycle (design, development, deployment and support)
* Certified Siebel Consultant with around 13 years of relevant experience in Siebel CRM Applications
* Committed team player, strong analytical and problem-solving skills, proven leadership skills, multitasking capabilities, excellent interpersonal skills, highly motivated and energetic
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| CERTIFICATIONS |
| * Salesforce Certified Application Architect
* Salesforce Data Architecture & Management Designer
* Salesforce Certified Sharing and Visibility Designer
* Salesforce Certified Platform Developer 1
 | * Salesforce Certified Platform App Builder
* Salesforce Certified Salesforce Administrator
* Salesforce Certified Service Cloud Consultant
* Salesforce Certified Sales Consultant
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| skills |
| Salesforce | Architecture, Design, Development of Triggers, Workflows, Process Builder, Flow Designer, Data Loader, SOQL, Apex, Reports and Dashboards, Lightning Components, Lightning Web Components (LWC), Service Cloud and Sales Cloud |
| Siebel | Siebel Tools Configuration & Customization, eScript /Siebel VB, Workflows, eMail Integration, Data Validation Manager, TBUI, EAI & EIM |
| Programming Languages | C, Siebel VB Script and Siebel eScript |
| Database | MS SQL Server and Oracle |
| Others | Requirements and Feasibility Analysis, Solution Architecture, Data Architecture, Integration Architecture, Data Migration, Project Delivery, Development Life Cycle, Capability Building, Agile Development |
| Career HISTORY |
| Feb 2009 - till date | Dell International Services India Pvt. Limited, India |
| Oct 2007 - Jan 2009 | Accenture Services Pvt. Limited, India |
| Dec 2005 - Sep 2007 | Satyam Computers Services Limited, India |
| Dec 2000 - Nov 2005 | Tata Consultancy Services Limited, India |

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| WORK EXPERIENCE |

**Dell International Service India Pvt. Ltd**

**Project : Future State Dispatches – Work Orders**

Client : DELL

Technologies : Salesforce Lightning, APEX, Java Script, Lightning Components, LWC

Role : Salesforce Application Architect

Description : Salesforce application is customized for Dell Call Center agents providing user interface with all necessary information to support Dell customers. This project gives capability for agents to create Work Orders in the Salesforce Service Cloud to assist customers on product issues or failures.

**Responsibilities:**

* Design overall solution of in-house Dell Call Center application
* Lightning components and Lightning Web Components design with Lightning Data Services
* Design of Email templates, Workflows and Approval process
* Working with Salesforce team to resolve product related issues
* Create High Level Design and ensue dev team is implemented as per design

**Project : Guided Resolution - Agent Journey**

Client : DELL

Technologies : Salesforce Lightning Framework, APEX, Flows, Triggers, Workflows

Role : Salesforce Application Architect

Description : Guided Resolution path is designed for Dell support agents which gives instructions and other important details to agents to assist customer issues. Provided an easy way to navigate to different flows based on the inputs within the screens.

**Responsibilities:**

* Design of Lightning components
* Design of screen flows to agents using flow designer
* Design to integrate flows with external system
* Creating Technical Design documents and Review team work

**Project : Data Migration**

Client : DELL

Technologies : Apex Data Loader, Informatica ETL, Boomi

Role : Salesforce Application Architect

Description : Migrated complete set of Master data like Accounts, Contacts, Assets, Users from source systems to Salesforce.

**Responsibilities:**

* Data flow design & Migration
* Creating Data Mapping documents.
* Resolve Data Load performance issues and review of team work

**Project : Case Management**

Client : DELL

Technologies : Data Loader, APEX, Flows, Triggers, Workflows, Process Builder

Role : Salesforce Application Architect

Description : As an Initial release of Salesforce, implemented Case Management functionality with very minimal customization for Dell support agents to serve global customers. Migrated set of Master data like Accounts, Contacts, Assets, Users from source systems to Salesforce to enable case management.

**Responsibilities:**

* Data Model Design
* Design of Data flows and data mapping
* Creating Technical Design documents.
* Oversees Development and Implementation and review of team work

**Project : Siebel IP2015 Upgrade & Application Enhancements**

Client : DELL

Technologies : Siebel Tools & Siebel Call Center 15.7, Oracle, Windows

Role : Solution Architect

Description : Upgraded Siebel version from IP13 to IP15 with Patch set 7. One of the first big customer with 40,000 users to upgrade to IP15.

**Responsibilities:**

* Responsible for the Architectural Solutions and Infrastructure Design and maintenance of in-house Dell Call Center application

**Project : Integrated Services Platform (ISP)**

Client : DELL

Technologies : Siebel Tools & Siebel Call Center 8.0.0.7, Oracle, Windows XP

Role : Senior Project / Technical Lead

Description : Integrated Service Platform (ISP) project is an initiative to establish the next generation toolset for Dell’s Services business needs leveraging Siebel 8.0.  It’s a global project delivering Call Center application used by agents worldwide to ensure efficient support to the customers which in turn ensure growth of revenue to organization. This is one of the largest Siebel implementations in the world supporting 30,000 users in over 125 contact centers around world handling 400000 service calls a day.

**Responsibilities:**

* Design, Development & maintenance of in-house Dell Call Center application
* Reviewing Legacy Systems and Providing Solutions to Business Requirements
* Interacting with Business Analysts and Onsite team coordination
* Providing design and technical solutions & Review teamwork
* Development and estimations preparation