Reeti Gupta

Professional Summary

Business Analyst/ Product Manager. Strong Technical and Analytical acumen, Good knowledge of Agile/Scrum, Avid & quick learner, Exceptional Leader and Natural Team player with around 9+ years of experience in Telecom(IN, VAS, USSD)/IT.

Skills Summary	Certifications
Business analyst - Efficiently gather requirements and design solutions. Excellent Communication and Interpersonal Skills to manage multiple stakeholders. Good knowledge of Agile/Scrum .	PRINCE2® Practitioner Certificate in Business Management, NMIMS,
Project Manager and Solutions Architect - managing and mentoring projects and team with complete ease. Good team player.	AWS Solution Architect - Associate
Profound experience in prepaid IN Rating and Billing, IN prepaid call processing, VAS, USSD, CAMEL, SS7, INAPv3, MAP, and CAP, ALCATEL CRE, OSP 2.3, 2.4 PPS & ICC prepaid suite & PPS432 SDP Service along with Telcordia ISCP & Rater.	Solutions Architect - Associate
Profound experience in Advanced SDP and SOA, shell scripting, MySQL, Toad, Ericsson Multi Mediation BMP v5.0 platform, Unix, Linux. Experience in core Java(POJO), JUnit including Application Integration with IDE like Eclipse. Experienced in MS visio. Working knowledge of JIRA.	
Good understanding of AWS services such as S3, EC2, RDS, Elasticity, Scalability, HA. Good trouble shooting skills.	

Unitech Wireless India private limited (Uninor)

Gurgaon, India June 2010 - Nov 2012

- <u>Business Analyst/ Solutions Design</u> Working closely with the business counterparts to capture requirements. Perform feasibility and impact analysis followed by design and ensure timely delivery of high quality IN, VAS & USSD products; in line with Market expectations. Launched My Offer, Self Care & SnD USSD services PAN India.
- <u>Vendor/Stakeholder Management-</u> Manage expectations of internal stakeholders and relationships with contractors/vendors to improve operational efficiency. Also collaboration within various cross-functional teams to improve productivity. Managed E2E lifecycle of multiple such projects USSD Self Care, Campaign Manager for VAS subscriptions, CLM Retails offer.
- <u>Project/Product Management</u> Efficiently leading IN product delivery as well as the USSD development & delivery team. Conducting daily stand ups and weekly status meetings to ensure delivery of 300 IN prepaid riders on Telcordia IN platform across 13 LIVE circles on a monthly basis along with regular USSD deliverables. Responsible for project estimation, planning and tracking, managing efforts, resources, schedule, risks, customer, E2E Lifecycle of project.
- <u>Strategic Direction/Operational Efficiency</u> Streamlined a well toned process ensuring minimum time to shelf for huge quantum of IN riders. Strategized a framework ensuring leaner & efficient Voucher management system & avoiding capacity spill beyond contracted utilization. Automated various activities such as Bulk PRP (Promotional Rate Plan) update, bulk PCN (Post Call Notification) table update for a given circle, worked on SOAP/REST Apis, and statistics generation for both north and south regions.

Wipro Technologies

Project Leader

Manager

Clients: Aircel

Gurgaon, India Dec 2009 - June 2010

- <u>Strategic Consulting/Business Analyst</u> SDP SME for a renowned operator Aircel, responsible for requirement gathering, SRS preparation and finalization. Built & reviewed Solution architecture & RFI for the SDP product. Involved in enhancement and maintenance of Subscription Engine/ Rating Engine module, VAS subscription management and rating by interacting with CMS (Volantis Storefront) & OCSG (Message gateway & Charging enabler). Involved in requirement collection of Phase-4 and integration between SDP & multiple external IT Teams like CRM, Oracle for subscription of services that involved provisioning at external network nodes such as CRBT, MCA etc.
- <u>Project Management</u> E2E responsibility for planning phase4, managing efforts, team, schedule, risks and issues, escalation management, E2E Lifecycle of project using agile methodologies and waterfall at the client side.
- <u>Operational Efficiency</u> Automated important routine processes using Shell Scripting. Interfaced with all the stake holders to provide seamless end-to-end solution to the customer.
- Leadership & Mentoring Led & mentored the client side SDP operations team while acting as the onsite coordinator for the SDP core development team in Bangalore.
- <u>High Performance</u> Received appreciation from seniors for the good work and ability to freeze the SDP phase4 requirements with operator & various stakeholders on time and with complete ease.

Global Logic India Ltd Lead Engineer

Clients: Telecordia & 4dk (USA)

<u>Development & Delivery</u>- developed Statistics functionality for SIP module using SNMP for effective reporting & another C++ module to arrest Denial of Service.

Customized and integrated radius server & Client with client module in Resource location Server. The radius client(radiusclient-ng) development was followed by the integration of the Radius Server and client with the existing SIP Reg (Registrar) Agent module in the Resource Location Server. The SIP requests were supposed to be authenticated using the AAA server via the radius client.

• <u>Research & development-</u> Part of SPACE Conceptualization Team & did comprehensive study of the **Telcordia IN architecture**. <u>Involved in performing Java unit testing for SCH Routing Enabler</u>, one of the number translation services (built for both SS7 & SIP interface) for Telcordia. The service was responsible for routing the incoming calls based on special day, time of day or day of week. I formulated around 40 test cases using Java's **JUnit and EasyMock** frameworks to perform exhaustive testing of the service. Also underwent a short training on core **Java** that helped me appreciate the various benefits, extensibility and usability of the language.

Alcatel-Lucent Development India Ltd

Senior Engineer

- <u>Proactive Solutions ownership</u>- Responsible for designing and implementing new features in the USSD (Unstructured Supplementary Service Data) service. <u>Involved in requirement analysis, solutions design, functional review, effort estimation, design & coding.</u> Complete ownership of USSD Call Back feature and delivered the solution with zero faults- involved major changes at script level. Owned and performed entire unit testing and network testing. Single handedly performed and managed implementation of LiteSCE actions in the Alcatel propriety platform OSP2.4 for CRE (Community Rating engine).
- <u>Project Lead</u> Responsible for preparation and review of the weekly status report of my team. Responsible for conducting weekly meeting with the TPM in France, to convey the current status and discuss the priorities of the raised fault reports and maintenance reports. Responsible for subsequent mentoring of new team members simultaneously.
- <u>R&D Product Engineering</u> Involved in requirement analysis, functional review, effort estimation, design & coding for complete USSD Service. Work scope included maintenance and enhancement of propriety pre paid products such as ICC and several Intelligent Network Services. Gained expertise in IN/USSD, GSM Network, IN prepaid call processing, SS7, CAMEL, INAPv3, MAP, and CAP etc along with OSP 2.3 & 2.4, PPS & ICC prepaid suite & CRE.
- <u>High Performance</u>: Got sponsored by the company to attend training in Orvault, France. Was promoted to Senior Engineer and in a very short span of time was among the chosen few to be groomed as a Project Lead.

Wipro Technologies

Software Engineer

Clients: Telstra Clear (New Zeal land) & Maxis Malaysia (2003-2005)

- Onsite Coordination Pre study and BMP Installation, migration and Upgrade Solution for Telstra Clear, New Zealand. Acted as a SPOC & executed BMP Installation, migration & Solution upgrade.
- <u>System Integration</u> involved in development of mediation solution and its subsequent integration for client Maxis. Implemented Operator specific business rules for FIXED network using TCL and shell scripting. Contributed in design and development of recovery and reporting procedures. Involved in testing of modules like **GSM**, **Value Added services and GPRS**.

ACHIEVEMENTS

- **Team of the Quarter Award (UNINOR)** for the stupendous work done, in reviewing the product portfolio in a short span of 48 hours, to comply 100% with the Consumer Protection Regulation released by TRAI.
- Company achiever of the month (ALCATEL) for successful & timely implementation of USSD Callback feature.

EDUCATION QUALIFICATIONS

Indira Gandhi Institute of Technology, GGS Indraprastha University	Delhi, India
Bachelor of Technology (B. Tech) in Electronics and Communications Engg (CGPA: 83.74%)	June-2003

Secured a percentile of 87.24 in GATE-2003.

Scholar's Badge holder in school for outstanding performances in both Scholastic & non-scholastic subjects. Secured 87.2% in X & 79.6% in XII

PERSONAL

Interests: Very creative, trying my hands on Adobe Photoshop in free time.

Painting, won numerous prizes including Best Artist of the Year in School. Learnt classical dance form of Bharatnatyam. *Events/Committee management & Participation*: Organizing and participating in social events at work, school and college. Headed food committee in Alcatel-Lucent.

Noida, India Sept 2008 - Nov 2009

Gurgaon, India May 2005 - Sept 2008

Gurgaon, India Nov 2003 – May 2005