Syed Amjad Ali, PMP
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Offering **over 13 years** of IT experience with 9+ years of Salesforce experience and expertise in Force.com, Sales Cloud, Service Cloud, SteelBrick CPQ and Field Service Management Application – ServiceMax

Targeting assignments in **Technical Architecture and Project Management** with organization of repute

Profile Summary

- Technical, Development, Implementation, Customization, Configuration and Architectural Design expertise in Cloud Computing, Salesforce CRM, Force.com Technology, SteelBrick CPQ and ServiceMax

- Skilled in Project Management, entailing planning, scheduling, tracking and monitoring; rich experience in **leading Enterprise Software Implementation projects** for clients in **Life Sciences and Medical Equipment, Industrial Manufacturing Equipment, Communications Equipment & Energy sector**

- Technical acumen of building performant solutions as per architecture trends and future direction; strong technical background in Salesforce.com Automation and AppExchange product development; proficiency in applying people, processes and problem-solving skills

- Extensive experience in end-to-end implementations with Agile and Waterfall Methodologies, Presales pursuits – Scoping, Positioning Solution, Handling Competition, Developing Business Proposals and Collaterals, Setting-up and fine tuning Project Delivery Framework and Managed Services

IT Skills

SaaS	: Salesforce.com, ServiceMax, SteelBrick CPQ , Oracle RightNow Cloud Service
Force.com	: Apex Trigger, Class, WebService, REST, SOAP, Visualforce, JS Remoting, jQuery, Lightning
Languages/Database	: SOQL, JavaScript , SQL, PL/SQL, C, C++ , Java, Oracle
SFDC Automation Tools	: Process Builder, Workflow, Approval Processes, Wave Analytics

Certifications

- Salesforce Certified Sales Cloud Consultant
- Salesforce Certified Service Cloud Consultant
- Salesforce Certified Force.com Developer– 401
- Salesforce Certified Administrator – ADM 201

- Project Management Professional - PMP
- ServiceMax Certified Administrator & Consultant
- Oracle Field Service Cloud Service 2016 Presales Specialist
- Oracle RightNow Cloud Service PreSales Specialist

Education

Master of Computer Applications Vasavi College of Engineering, Osmania University

Experience Profile

Since Aug '15	Technical Manager - Lister Technologies, Chennai

Role & Responsibilities

- Lead technical architecture, customization and configuration for implementing scalable and robust software solutions

- Translate high level architecture/business requirements into well-architected solutions that leverage Salesforce platform

- Conceptualize ideas and drive innovations in architecting software systems to meet highly complex business needs

- Analyze synergies between the various SaaS product offerings in terms of application and infrastructure and provide recommendations on best practices and efficiencies in utilization

- Direct and manage Salesforce projects in Agile environment, ensure delivery within budget and schedule- responsible for end to end project management -includes planning, requirement gathering, execution, client interfacing, managing project operational parameters and globally distributed teams

Key Accomplishments

Sales Enablement Tool Integration
Integration of Salesforce and Sales Enablement Tool allows value messaging content to be tied to Opportunity and Account for Sales Representative to create ValueStory Plays in order to quantify and communicate unique value proposition. ValueStory Plays and their execution runs are managed in the external system, the integration facilitates user to invoke creation, modification and removal of the ValueStory Runs within Salesforce and generate reports.

SteelBrick CPQ Implementation
Implementation of Quote-to-Cash process for selling enterprise software testing solutions. The application enables managing complex product configurations, pricing options and discounts and also provides automation of product selection, price calculation and quote generation. The system gives provision to create multiple selling scenarios through data driven pricing engine and streamlined quote process resulting flexibility of price adjustments based on market conditions.

Sales Automation for Marketing Solution
This application enables sales automation for online marketing solutions and services through Opportunity Management, Quote, Order Management, Invoices and Payments for medical community. It is based on Salesforce Opportunity-Quote-Invoice process. All the aspects, ranging from product catalogue & pricing through discounts to invoices & payments are managed in Salesforce ecosystem.

HVAC – Service Estimator
The HVAC Service Estimator App has been targeted over HVAC providing companies to facilitate Service Agreement generation. It provides initial estimates of their projects by cumulating the costs in a wizard structure. This App is used to estimate the cost of labor, material and other related services required to perform preventive maintenance activities on mechanical equipment. Sales representatives can quickly create estimates that are tied to their Sales Opportunities while customizing Agreement Types, Building Types and Scope of work.

Aug '07- Jul '15	Senior Lead - ServiceMax Technologies, Bangalore

Highlights:

- Merit of working in Salesforce.com , Force.com (Apex Classes, and Apex triggers, Visualforce Pages) in design and development of solution for complex business processes in Field Service Domain
- Worked on automation of business processes using workflow rule, assignment rule & approval process
- Had been instrumental in development of ServiceMax, Field Service Management App on Salesforce
- Designed and implemented applications using Salesforce.com , Force.com technologies, Model–view–controller(MVC) architecture that streamlined the solution
- Played major role in attending Platform limitation challenges during execution of the projects
- Honoured with the:
  - o **Most Valuable Player Award** for outstanding dedication and commitment in Feb'12
  - o **Service Award** for commitment and dedication in Oct'12
- Worked on Salesforce.com Administration:

Business Hours	Email Templates	Multi-Currency Setup
Pricebook	Data Migration	Knowledge Base
Sharing Rules	SControls	Reports & Dashboards

Key Accomplishments

ServiceMax Implementation
Role   :   Senior Project Lead

- Interfacing with client, providing application process consulting for ServiceMax Implementation
- Taking broader scope of work and divide them into manageable chunks based on risk and ease of implementation
- Analysing processes and procedures to identify gaps for process improvement, increasing operational efficiency and making necessary recommendations
- Distributing and delegating the work to resources at varying level of expertise
- Coordinating with Salesforce.com and internal expertise services for product adaptability

- Leading, mentoring & monitoring team members to ensure efficiency in product knowledge and process operations
- Managing ServiceMax Product Knowledge Base
- Establishing processes for quality assurance and resource scheduling

Consolidated Package Deployment
Role   :   Project Lead
- Took the ownership of complex technical projects from the planning stage through execution
- Interacted with stakeholders to drive project decisions and schedules
- Prepared project plan, defined scope and work breakdown structure and obtained approval from stakeholders
- Identified risk, potential failures and made recommendations, followed process through to completion
- Communicated clear expectations with customer, identified points of confusion or disagreement, and kept the team members and others within the organization in sync
- Analysed and validated assumptions, documented High-Level Risk and Constraints
- Defined quality checklist and matrix, ensured that the project deliverables conform to the quality standards
- Managed change requested for the scope & schedule and implemented the changes

Application Support & QA
Role   :   Lead
- Provided post-implementation and application maintenance support to the client with regard to the product
- Contributed to the development of product adaptability including testing, troubleshooting & debugging
- Documented & disseminated client product requests and requirements
- Participated in implementation, software updates, bug fixes, change requests and application support activities
- Prepared testing schedules consistent with established department standards and priorities
- Designed & executed test cases to validate application performance with respect to Salesforce Releases

ServiceMax Application Development & Implementation
Role   :   Developer & Implementation Consultant
- Worked on development of product, designing, coding Apex Classes and Triggers
- Developed and handled QA and defect fixes of ServiceMax application modules
- Created proof of concepts and demos for pre-sales cycles
- Led focused project team in the customization & implementation of Enterprise Software Solution

Call outs:
- ServiceMax Enterprise Software Implementation for large Enterprise customers
- Migration of Enterprise customers from Legacy Environment to Consolidated Environment
- Contribution towards design, development & QA of the following ServiceMax Modules:

ServiceMax Entitlement Verification
- It is an intelligent collaboration of automation and informed decision-making. After the product and customer are validated on a case, all available warranties and Service/Maintenance Contracts are displayed for enforcement

Inventory Management
- Inventory provides end-to-end field or warehouse inventory management. It supports stock adjustment, stock transfer, parts requests & receipts, and maintains the complete history of stock transactions of items across multiple locations. This module also provides interactive stock lookup tools. The other modules include,

Installed Product	**Work Order & Service Reports**	**Service Quote**
Pricing Functionality	**Returned Material Authorization/ Shipment Order**	**Service/Maintenance Contract**

May '03-Jul '07   **Software Developer - Uttam Business Solutions, Hyderabad**

Role & Responsibilities

- Design & development of Stored Procedures, Functions , Packages, Forms & Reports and Tables
- Provide Service Delivery consultation and recommendations
- Preparation of User & Technical Documentation and Testing

Projects

- Procurement Management System
- Service Desk Management
- Time Tracking Automation