Mr. Debanjan Mukherjee (Proven Architect, Multi-Cloud, Multi Role, AI Enabled) - muk.debanjan@gmail.com

11.5 years - Hands-on (LWC, Lightning, VisualForce) + Business Development + Delivery   B.Tech.   +91 8820032723

Highlights

- **SALESFORCE CERTIFIED APPLICATION ARCHITECT**   -   PROVEN SOLUTION ARCHITECT (RFP WINS) & TECH ARCH (DELIVERY)
- **SALESFORCE CERTIFIED ADVANCED DEVELOPER (PD II)**   -   IMPLEMENTATION EXPOSURE (ALL COMPLEX APEX FEATURES)
- **SALESFORCE CERTIFIED MULTI-CLOUD CONSULTANT**   -   DELIVERY, BUSINESS & COMPETENCY DEVELOPMENT (FSL, SERVICEMAX, CPQ)
- **SALESFORCE CERTIFIED App BUILDER & admin**   -   DISCOVERY, DESIGN & SCRATCH DEVELOPMENT-ACHIEVED 90% CONFIGURATION DEMAND
- **11x Salesforce Certified – SALESFORCE RANGE**   -   HIGHEST LEVEL IN TRAILHEAD (SALESFORCE GLOBAL LEARNING COMMUNITY)
- **2x COPADO CERTIFIED (ADMIN & DEVELOPMENT)** -   DEPLOY VIA CLOUD, ADMINISTER & ASSIST IN ENHANCEMENT -TOMORROW'S TOOL
- **CAPGEMINI UNIVERSITY CERTIFIED LEVEL1 ARCHITECT**   -   CONTINUOUS ENGAGEMENT-EMERGING TECHNOLOGIES, CRITICAL PROGRAMS ETC.

Core Competencies (Click)	_Certifications_ (Click)	_Awards_ (Click)	_Innovations_ (Click)

Profile – Architect Responsibilities – (Achievements in last 5 years As an Architect)

PROVEN TRACK RECORD TO BE A SUCCESSFUL FIT FOR MULTIPLE ROLES, DIFFERENT TYPES OF LEADING RESPONSIBILITIES ON DEMAND (As and when required in Organization)

1. Technology Architect –

- **Performance Optimization (Imperial – 2017, Coke - 2018), ServiceMax**

  - Stabilize Org with Critical Governor limit issues - multiple Integrations & Devices– Transition & Steady State
  - Major enhancement - Managed Package (ServiceMax) Transaction consideration + Governor limit blockers

- **Technical Architect-(Atos Medical 2020, Valmet 2020)**

  - All Platform Tools & Configuration features to achieve 90% Configuration for whole achievement
  - Identify business entities (Doctor / patients / Payers, payees, Pay agencies etc.)
  - Map to salesforce Data Structure –considering the data access /Visibility / Transaction and Integration
  - Define Sharing, Account Team & Territory management - opportunity assignment and Forecast Collaboration
  - GDPR requirements - Individual Objects + Salesforce Platform Encryption
  - SSO implementation with Azure AD - Salesforce Mobile app with only PIN Auth
  - Rule Engine - Pricing, KPI metrics – enhanced analytics and Report dashboards

- **Technology Architect - Technology Migration - Legacy to Salesforce (SATS – 2019, Valmet - 2020)**

  - Scratch, Multi-Cloud Design with Azure Middleware – Design & Establish B2B & B2C 'Lead to cash' model
  - Community, Lightning, Complex Apex, Data integrity and data Structure design, CPQ, LWC
  - Interact business to streamline & simplify Complex business process – convert to SalesForce solution
  - Integration design with Azure team – reduce customization - leverage Force.com inherent REST capabilities
  - One-time Data migration strategy and define Real time & Offline data processing

- **Data Architect (2021 Sonova) – Business Entity / Institution merges** – Sensitive and Critical program –

  - Salesforce Org Re-structure (Data, Sharing, Application, Complex Apex & Integrations, Data Migration)
  - Understand main business aim and continuous proposal and refinement of Architecture
  - Account Contact Relation enablement to implement customize Contact Merge, Apex Batch (Account.Merge)

- **Application Architect (IHG 2016) – Classic to Lightning migration**

  Strategy in early era of Lightning Framework – Prioritize app & user Groups - migration for the whole account & Orgs

- **Integration Architect (Etihad Airways 2015 / Morrisons 2017)**

  - Payment gateway integration (change of blackened service provider)
  - Complete restructure with the change of Middleware stakeholder and data strategy changes
  - Design with Stakeholders and Business to understand the simplified need of data and Transactions

2. Solution Architect –

- **Pre-Sales lead / Lead Solution architect –**

  - RFP wins for critical players (Existing & New Client), Multiple Major Account wins for various Field Service Industry leaders with different Types of Lines of Businesses in FSL. Build footprint in new Region (complete with local players).
  - Analyze feedback, relative scoring from Business for different Competitors in same proposals

- **Account Mining –**

  - Analyze business pain points - in end to end business lifecycle across the applications and different systems – Involvement of multiple stakeholders, Delay, Business Impacts etc.
  - Analyze Org (Org health + Current issues) – Betterment proposal
  - Analyze Deployment Architecture – Propose to latest and smoother process
  - Analyze business interest, Analyze in case any Salesforce Review Path or Recommendation available already

- **Support Business Development** -

- Support Business Development Leads (Across Regions) to Build Client confidence in critical competition
- Pitch in with hands on POCs for business development in multiple regions - especially for FSL, ServiceMax – Multi Country Roll out, Scratch implementation

3. Practice Growth –

- Train & Competency Development for new technologies in demand (Continuous Development Plan) – Trained more than 150 resources till this having almost 15 sessions (ServiceMax, FSL, Salesforce Basics, Lightning)
- Interview & Recruitment for Practice Growth, Cross- Train program
- Asset development – Self Contribution & Support new Ideas to get those materialized into product
- Innovations beyond technology - Built re-usable components in Salesforce lightning, classic, Excel Macro, JQuery, and Dot Net framework. Each of them was published & in-demand to save cost.

4. Delivery –

- Resource management and Leading Delivery for Account

  - Multi org – Multi- Country Roll-out, Multiple projects, Multiple Application management
  - Handle both Enhancement, Support (BAU) Track, Multiple Scratch Developments
  - Manage Deployment & Environment management /Data Track,
  - Monitor help /Enable Test Team, Data Load /Integration Team)
  - Solution conflict management between multiple Stakeholders and design optimum effort solutions
  - Help & Assist Integration & data team (Azure, Informetica etc.) having prior background from Microsoft Technologies (.Net / SQL Server /Oracle with Toad, Business Intelligence – SSIS)

- Single point of contact for Business for the Account

  - Escalation management, Retention & Replacement management, Resource Scheduling & Estimation
  - Customer feedback and continuous Engagement plan

- **High Problem-Solving Expertise - Earned in-depth experience of Force.com Platform Capabilities**

  - Flow, Workflow, App Builder, Approval Processes, Duplicate Management, Data.com clean, Communication Templates, Workbench – Different types of translation capabilities, Validation Rule, Formula, RecordTypes
  - Data Loader, Data Import Wizard   - Export and Import Data – SalesForce to Salesforce, Legacy to Salesforce
  - Complex Apex – Continuation, Queueable, Complex batch, Lead Convert API, Account Merge API, Customize Contact Merge, Complex Accessibility setup, Formulas, Sharing Rules, Sharing Sets
  - Clear thoughts on when to leverage what- valuable player to decide - configure Vs customize in Salesforce
  - LWC, Lightning Components (Aura framework Capability), Visual Force, LDS (in All 3 frameworks)
  - UI Technologies – SLDS (Device Compatibility concepts), JQuery Expert, Bootstrap
  - APEX Triggers (remove impact for multiple time trigger running side effect), APEX Classes & triggers, VISUALFORCE, SOQL, SOSL, apex Test Classes (Expert – Org coverage increment)

Project & Program Management

- ✓ A multi-skilled IT Professional with all-round supervisory and technical expertise across numerous disciplines.
- ✓ An excellent communicator with a proven ability to work with multiple stakeholders & Colleagues at all levels
- ✓ A highly motivated person, always ready to take on challenges,
- ✓ Good track record of learning new technologies to an expert level within a very short period - appreciated by business
- ✓ Believe & Exercise continuous learning - sharpening my skills to support business with better solutions for tomorrow.
- ✓ Result driven – Perform and implement an output-oriented modularize delivery model. A person to say yes always, overcome any challenges and help teams for the same and enabling the delivery.
- ✓ Expert to collaborate knowledge & strengthen team – Expertise in building new Team for may Accounts
- ✓ Continuous rewards from all organizations in every year (External & Internal to MNC & Business) wherever I been there.
- ✓ Expert in co-ordinating and leading the offshore/Onshore counterpart to drive the delivery.
- ✓ Have huge experience to train, help & energies team members and ensure the collaborative delivery on time.
- ✓ 2+ years of experience in Australia as Onshore Lead Developer / Onsite Co-Ordinator

Core Competencies

Skills

- Design – Understand the Business
- Technology Landscape - Salesforce fit
- Salesforce Landscape if existing
- Business and Requirements Analysis
- Design, development, integrate, manage, support, re-architect, code quality.
- Field Service Lightning Consultancy
- Field Service Competency development
- Passionate in innovations
- Pre-Sales (RFP, Estimations, solution, Present & Handle Questions)

Technologies

- Salesforce optimization, SOQL tuning
- Sales Cloud, Service Cloud, Force.com
- LWC, Lightning Design System Apex, VF, Lightning, LDS, Aura, AJAX
- SLDS, HTML, JavaScript, JQuery, CSS
- JSON, REST, SOAP
- Field Service Lightning, ServiceMax
- CPQ, FSL with Communities Cloud
- Code review (CheckMarx, SonarCube)

Industry Focus

- Retail
- Healthcare, Insurance
- Field service
- Travel & Hospitality
- International Hotel Group
- Banking & Financial Corp.
- Housing industries
- Across Globe-APAC, Europe, UK, US, AU

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Certification

1. Salesforce Certified Application Architect
2. Salesforce Certified Administrator
3. Salesforce Certified App Builder
4. Salesforce Certified Sales Cloud Consultant
5. Salesforce Certified Service Cloud Consultant
6. Salesforce Certified Field Service lightning consultant
7. Salesforce Certified CPQ consultant
8. Salesforce Certified Platform Developer I
9. Salesforce Certified Advanced Developer (PD II)
10. Salesforce Certified Sharing & Visibility Designer
11. SalesForce Certified Data Architect
12. Copado Certified Administrator
13. Copado Certified Developer
14. Capgemini University Certified Level 1 Architect (2019)

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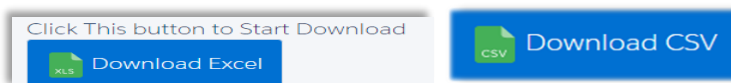
Awards

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Innovations

1. Easy export - Lightning Multi-sheet excel downloader - Published in Organization's app store
   Business value : A very common requirement in many projects is to export data in a multi-sheet excel file.

2. Windows Service Tester - Published in Client's internal website - American Express Intranet
3. Automated Performance Tester tool for a windows service - interfacing with MQ as well as SQL Server.
4. Automated Effort Track & Reporting – Published & Leveraged across Bus in whole Organization- Report the defaulters to submit the effort. It has the capability to e mail the report to the recipient via outlook as well as SMTP e-mail configuration
5. Endless Grid - A fancy grid to be used in web page (drag and drop in time of development) specially to display huge number of records with select and events in cells as well as with very high page performance in page rendering & post back.
6. Environment Support Tool - Automate Environment Support (Release) system of Westpac business lending projects which saves a huge effort for the Environment Support Activities

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Personal Strengths: Analytical, Critical thinking, attention & patience to details, error free executions, quick learner, strong formal, informal communication, Comfortable with multi-tasking & Expert in timeline management. Motivate, Collaborate & Enable team. Ultimate bug fixer & well known for any Root cause analysis, supportive & 'Go To' person.

Previous Engagements / Experiences:

30 April 2018	On – Going	Capgemini Technology Services India Ltd.	Senior Consultant
17 Feb 2016	27 April 2018	Cognizant Technology Solutions India Pvt. Ltd.	Technology Lead
08 Feb 2010	29 Jan 2016	Infosys Limited	Role – Technology Lead
1 Aug 2009	31 Jan 2010	Matrix Educare Pvt. Ltd.	Engineer