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DEEPAK KUMAR

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SUMMARY

- Skilled Salesforce Architect with over 8 years' experience with specialization in designing and implementation of applications on Salesforce.com platform. Enjoy resolving complex problems in a fast-paced environment and committed to helping companies simplify their business and IT processes.
- (15X) Certified Salesforce Application & System Architect. And Vlocity Certified Platform Developer. Engaged on more than 20 Salesforce implementations at over 8 different clients.
- Participated in various stages of SDLC including Requirement analysis, Design, Development, testing, enhancement, deployment and Maintenance.
- Possess good knowledge of CRM and Extensive understanding of the Salesforce.com eco-system.
- Proficient in configuration as wells customization of salesforce application.
- Strong understanding of database design concepts, data migration and data integration
- Excellent experience in designing and implementing salesforce security model using Profiles, Roles, Permission sets, Record types, Org Wide defaults, Object Permissions, Field Level Security, Public groups and Sharing rules.
- Exceptional Proficiency in Apex classes, triggers, Visual force pages, Aura component and Lightning web component, Apex webservice, Callout.
- Proficient in Vlocity - Calculations and Matrices, Cards Framework, DataRaptor, Integration Procedures, OmniScript
- Expert in designing Application, Integration and data architecture.
- Expert in implementing SSO, salesforce Integration with 3rd party services using REST and SOAP services.
- Expert in implementing DocuSign, Google Charts, Adobe site catalyst.
- Expert in leading large development team.
- Excellent Analytical and logical skills to solve any real time problems, adaptable learner and accustomed to work in/with any type of team.
- Strong Communication and Inter-Personal skills

EMPLOYMENT & PROJECTS

Senior Consultant   **Deloitte Consulting LLP**   **July 2017 - Present**

Project: FSC & Vlocity implementation for Insurance company (Prudential Financial, Inc.) / Role: Salesforce/ Vlocity Architect

- Architect for **Service Platform** project. Purpose of this project was to build new service platform for Life and Annuities business lines to increase call center efficiency, collaboration & customer satisfaction for Application / Enrollment, Account Maintenance, Money In, Money Out, Claims flows.
- Interacted with client to understand their business process and gathered business requirements.
- Designed solution to implement Salesforce Service Cloud Lightning with FSC & Vlocity and presented to client stakeholders to get their buying.
- Implemented Vlocity Custom 360, Interaction launcher, live agent, Email-to-case, web-to-case, Knowledge, CTI, Surveys.
- Build UI using Vlocity Cards, OmniScripts which utilized Data Raptor & Integration procedure.
- Automated business process using WF rule, Approval process and Apex triggers.
- Design & Build real-time integration with Back end system to get Financial Advisor data using integration procedure.
- The solution improved first call resolution and provided multiple channels to support guest queries, thereby reducing call times and improving KPIs. It eliminated the need for agents to refer to multiple screens to interact with the customer.
- Prepared Coding guidelines, Prepared technical design documents and build POCs
- Co-ordinate with offshore development team for build. Provided them guidance for any technical issue.
- Responsible for build & Deploy of the solution

Project: Brazil Localization for Sales, CPQ, CLM system for Software company (Salesforce.com, inc.) / Role: Salesforce Technical Lead

- Technical Lead for **Brazil GTM Project "Make it Real"** project. The purpose of this project was to Enable selling in Org62 from a Brazil legal entity, and billing in local BRL currency to drive revenue growth and business capabilities in Brazil and become more competitive in this market.
- Participated in requirement gathering session along with functional team to support answering any quires from client

and asked relevant question to clarify the requirement.

- Did technical analysis of the current system architecture of Org62. Analyzed code-base build deeper understanding of existing system.
- Designed solution to meet Brazil specific requirement in Org62. Documented detailed design for each of user story and walked the client IT and offshore team through on recurring basis before start of each sprint.
- Did build for complex modules, Build lightning component, Apex class, batch classes, schedule classes, API callout.
- Co-ordinate with offshore development team for build. Provided them guidance for any technical issue.
- Performed code review i.e. GitHub Pull Request, to make sure code adheres to coding standard and guideline. Collaborated well with Salesforce BT team for their approvals on the PR.
- Ran CheckMarx report and provide solution for fixing the issue.
- Investigated, triaged and fixed critical defects during QA, E2E and UAT testing.

Project: Salesforce Lightning service console & Sales implementation for Consumer credit reporting agency (Equifax) / Role: Salesforce Technical Architect
- Technical Architect for "Commercial Excellence and Customer Care" program. The program was established to transform the enterprise Lead-to-Cash processes – creating global people, processes and streamlined data flow supported by scalable technology.
- Participated in requirement gathering session along with functional team to support answering any quires from client and asked relevant question to clarify the requirement.
- Build 20+ process flows and presented it client to confirm the understanding for the process.
- Designed solution to implement salesforce Sales cloud and service cloud LEX and presented to client stakeholders to get their buying.
- Prepare technical designs and build POCs, documented detailed design for each of user story and walked the client IT and offshore team through on recurring basis before start of each sprint.
- Designed integration with master data system – Customer Data Hub and Oracle Product Hub
- Co-ordinate with offshore development team for build. Provided them guidance for any technical issue.
- Prepared Coding guidelines and reviewed the code to make sure it adheres to coding standards and best practices.
- Did build for complex modules, Build lightning component, Apex class, batch classes, schedule classes, API callout.
- Created complex reports and dashboards to meeting complex reporting requirements.
- Quickly learned Flosum to deploy code changes to higher environment.

Project: Salesforce Service Cloud Lightning implementation for North American chain of truck stops (Pilot Flying J) / Role: Salesforce Technical Architect
- Technical Architect for the project. Purpose of this project was to improve call center efficiency and to transform the existing on-premise ticket management application, which was built on .NET and SQL server, to a more scalable and robust cloud-based solution.
- Interacted with client to understand their business process and gathered business requirements.
- Designed solution to implement Salesforce Service Cloud Lightning and presented to client stakeholders to get their buying.
- Implemented live agent, Email-to-case, web-to-case, Knowledge, CTI, Surveys.
- Automated business process using WF rule, Approval process and Apex triggers.
- Design & Build 20+ real-time integration with loyalty application to allow customer support agent to solve custom issue from within salesforce.
- The solution improved first call resolution and provided multiple channels to support guest queries, thereby reducing call times and improving KPIs. It eliminated the need for agents to refer to multiple screens to interact with the customer.
- Prepared Coding guidelines, Prepared technical design documents and build POCs
- Build lightning component, Apex class, batch classes, schedule classes, API callouts.
- Co-ordinate with offshore development team for build. Provided them guidance for any technical issue.
- Responsible for build & Deploy of the solution

Senior Software Engineer   **Accenture LLP, USA**   **May 2015 – July 2017**
Project: Custom SFDC application implementation for beverages company (The Coca-Cola Company) / Role: Salesforce Technical Architect
- Technical lead cum Architect for MARS (Marketing Accrual and Reimbursement System) Project – the purpose of this project was to replace 30-year-old Mainframe System & 20,000 spreadsheets used to manage Marketing contracts, as it

was not sustainable for future growth.
- Participated in requirement discussion session with client to understand the requirement, asked relevant questions to clarify the requirement.
- Designed solution covering each of the requirement and presented to client stakeholders to get their buying.
- Designed data model consisting 50+ objects, design security model to meeting complex security requirement.
- Collaborated with Teradata and Data services team to design mapping & transformation needed to sync data between Teradata and SFDC.
- Co-ordinated with offshore development team for build. Provided them guidance for any technical issue.
- Build complex modules of the project involving complex calculation and mass edit of data on the screen like funding rate setup. For the selected combination of Products and customer, based on Prior year data (optional) funding rate allowed user to forecast the funding for current year.
- Provide solution for view state and CPU time out issues.
- Build custom csv download and upload for funding rate where user had an option to download the cvs to manipulate the data and upload it back on the screen.
- Conducted sessions for demonstrating build functionality to client stakeholder and gathered feedback.
- Used SVN for version control and AutoRABIT for deployments.
- Did 3 releases as part of this projects.

Project: HR Case Management solution for beverage company (Swire Coca-Cola, USA) / Role: Salesforce Technical Architect
- Interacted with client to understand the business process
- Designed, configured and delivered HR case management solution using out of box salesforce service cloud features.
- Implemented Email-to-case, case assignment, SLA, Custom screen for case reassignment.

Project: Sales CRM implementation for beverage company (Coca-Cola North America) / Role: Salesforce Technical Architect
- Interacted with client to understand the business process
- Implemented salesforce sales cloud solution.
- Design & build custom solution for inventory management.
- Build custom Visualforce page for product selection with advanced feature like real-time search, excel like filters using angular js.
- Implemented collaborative forecasting in salesforce.

Software Engineer   **Accenture Services Pvt. Ltd. India**   **September 2013 - April 2015**
Project: Customer community implementation for Pharmaceutical client (Allergan plc) / Role: Sr. Salesforce Developer
- Technical lead for Allergan ONE customer portal implementation - The purpose of "Allergan ONE" portal was to provide on stop shop for Allergan's portfolio of programs, services, and online educational tools to practitioners.
- Build POC for OKTA SSO integration with customer portal using OKTA REST APIs.
- Collaborated with onshore team to understand the requirement and suggested design to shape the solution.
- Authored & presented technical design documents to client stakeholder.
- Configured salesforce customer community, implemented force.com site for visitor pages, created VF page template to reuse it across all the pages exposed in community to provide consistent look & feel and common resources like jQuery, CSS, custom JavaScript.
- Collaborated with UI/UX team to get the working mockup html page which aligned with Allergan branding, and integrated it in VF pages.
- Designed & Build dynamic multistep registration wizard driven by metadata stored in SFDC objects to generate forms which allowed enrollment for multiple Allergan services for one or multiple locations which practitioner may work for. This solution was configurable to include any new services for enrollment in the portal.
- Designed & Build custom security framework to manage access for different contact form the same organization/outlet. To let super users, manage access for the other contacts from the same organization/outlet.
- Designed & Build salesforce integration with DocuSign for enabling practitioner sign AOR, OKTA to so that user can navigate to other app seamlessly, Adobe site catalyst to track web page activity.
- Implemented Google chart to show complex graphs on scorecard page.
- Build SOAP integration with SAP to master Account records.
- Defined coding guideline for the project.

- Managed work assignment for 5 developers working on the team, reviewed their work and provided feedback. Provided them guidance for any technical issue.

Project: Partner portal implementation for Healthcare provider (Nuffield Health) / Role: Salesforce Developer
- Technical Lead for Aviva partner portal project - The purpose of this portal was to provide Aviva agents with capability for booking appointment with Nuffield hospitals, on behalf of their insurance holder.
- Analyzed the business requirement and collaborated well with functional team to understand the functional design.
- Authored and presented Technical design document to client stakeholder.
- Configured partner portal and build custom VF pages with custom CSS and jQuery to align with Nuffield branding guidelines for UI/UX.
- Authored Apex classes - to Build efficient algorithm for Appointment search & booking, diary management. Later these apex classes were reused in internal SFDC contact center application, Customer portal and Partner portals (Bupa and SSH) to fix the existing performance issues.
- Build REST based integration in SFDC with Postcode Anywhere (address management service provider) and textanywhere (SMS service provider) to show the nearest Nuffield location based on user's postcode and to send SMS notification about the appointment to customer.
- Quickly learned how to use different git commands for version control and how to migrate code using Jenkins job.
- Groomed joiner team members by teaching them about salesforce custom development (Apex, VF, Trigger), version control (Git) and code deployment using Jenkins.
- Managed the work assignment for the developers (2) working under me.
- Performed code reviews of several projects to make sure developers adhere to coding standards and guidelines.
- Recognized as expert in SFDC as I was able to guide other project teams effectively with their technical queries.
- Conducted CRP session for Aviva partner portal to gather client feedback.

Project: Veeva iRep enhancement for Pharmaceutical client (Novartis Global) / Role: Salesforce Developer
- Independently coordinated with the onshore Business Analyst to understand the business requirement.
- Designed and build reusable Multi-lingual solution to enhance the existing Veeva application which would provide sales user and option to select the content they want to send to the customer after the call/meeting.
- Created Scheduled Batch process to send email with content links to the customer. It expanded productivity of salesperson as they no longer need to send the content email physically to the customer.
- Deployed the solution to QA and UAT environment using salesforce ant migration tool.
- Supported deployment of the solution for multiple Orgs.

Project: Veeva CLM implementation for Pharmaceutical client (Novartis LACan) / Role: Salesforce configurator
- Configured Veeva CLM solution to share media with the sales user based on the sharing criteria.
- Supported multiple Production Orgs in LATAM region after go-live. Interacted with the sales users many times to understand the issue they were facing and provided optimal solution to resolve the issue.
- Improved the Media upload process by creating standard Media Upload Request template and used data loader for loading the media in bulk instead of doing it manually one by one using salesforce UI.
- Educated the other members of my team about the data loader and how to use the Media Upload Request template. It made the Media upload process 10 times faster and increased the productivity of the team.

Associate Software Engineer   Accenture Services Pvt. Ltd. India   June 2012 - August 2013
Project: Veeva CRM implementation for Pharmaceutical client (Gilead Sciences, Inc.) / Role: ETL Developer and Integration tester
- Implemented Integration between SFDC and Client legacy system using Informatica Power center by creating 20+ mappings.
- Independently coordinated with the onshore team to understand the business requirement & did the heavy lifting of writing all the functional and ETL test scripts before the offshore team had been ramped up. It helped the project timeline remain intact.
- Authored 10+ SQL/SOQL queries for testing various complex integration Interface which involved joining multiple object/tables; It was reused by other members in the team, it reduced the testing time by 80%.
- Independently validated various integration interface runs.
- Taught newer member of the team about different modules in the project, ETL mapping & interfaces and different SQL/SOQL queries to test the Integration.

Belgum, Karnataka, India   **Visvesvaraya Technological University**   **August 2008 – June 2012**

- B.E. in Computer Science Engineering, GPA: 8.58.
- Undergraduate Coursework: Software Foundations; Computational Theory, Computer Networks, Operating Systems; Databases; Algorithms; Programming Languages (Java, C, C++, C#); Microprocessor, Comp. Architecture; Engineering Entrepreneurship; Calculus III.

CERTIFICATIONS

- **Salesforce Certified Platform App Builder - License 8306315 - July 2016**
- **Salesforce Certified Force.com Developer - License 1667381 - November 2013**
- **Salesforce Certified Platform Developer I - License 9809022 - September 2016**
- **Salesforce Certified Service Cloud Consultant - License 1744214 - January 2014**
- **Salesforce Certified Sales Cloud Consultant - License 16839905 - February 2017**
- **Salesforce Certified Administrator - License 1744094 - January 2014**
- **Salesforce Certified Advanced Administrator - License 16864003 - February 2017**
- **Salesforce Certified Sharing and Visibility Designer - License 17584661- August 2017**
- **Salesforce Certified Platform Developer II - February 14, 2018**
- **Salesforce Certified Community Cloud Consultant - February 16, 2018**
- **Salesforce Certified Data Architecture & Management Designer - February 21, 2018**
- **Salesforce Certified Application Architect - February 21, 2018**
- **Salesforce Certified Integration Architecture Designer - February 23, 2018**
- **Salesforce Certified Development Lifecycle & Deployment Designer - February 27, 2018**
- **Salesforce Certified Identity and Access Management Designer - March 9, 2018**
- **Salesforce Certified System Architect - March 9, 2018**
- **Vlocity Platform Developer - July 30, 2020**

AWARDS & RECOGNITION

- **Deloitte Applause Award** – Four-time recipient this recognition
- **Accenture celebrating excellence** (award to recognize who have outperformed and applauds people, individually) – Two times winner!
- **Client Rewards & Recognition Program –** Winner in Business Operator category

Languages and Technologies

- Vlocity - Data Raptor, Omniscript, Integration procedure, Aura component, Apex, VF page, SOQL, Lightning web component, Force.com platform, Salesforce.com Service cloud, Sales cloud, Community cloud, Salesforec.com lightning connect, Salesforec.com lightening experience, jQuery, Java, CSS, JavaScript, HTML, C++, C, C#, SQL, MySQL, Jenkins, Git, Software Development, Eclipse, VS Code, Programming, Web Services, Requirements Analysis, XML, OpenCV, Git, SVN, SFDX.