

**Karuppaiah Madasamy (Samy)**

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Cupertino, CA

**CRM & CPQ Technology Program & Implementation Manager, Solution Architect & Business Analyst**

### Summary

- More than 20+ years of experience in IT, managed business requirements, designed business critical applications, planned & implemented large scale CRM (Salesforce.com & Oracle) & CPQ (Oracle, Salesforce/Steelbricks) programs (integrated with Sales cloud, ERP, CLM and Dataware house thru TIBCO and Mulesoft)
- Successfully managed business requirements from qualification, prioritization to implementations
- Successfully managed business enhancements from design to post-go-live support thru JIRA and ServiceNow by partnering with Sale Ops, Finance and Eco-IT teams
- Implemented technology solution for sales, renewals process for subscription and non-subscription products leveraging customer data, product data, service contract and install base (IB)
- Collaborate with technical architects to act as the bridge between the business and IT teams
- Solution architect to systems process for Opportunity-Quote (sales/renewals, quoting, contract, discount and deal management)
- Perform Fit/Gap analyses to map the Cloud technology's capabilities to the Client business needs
- Manage & support requests from business users by managing backlogs and holding daily/weekly stand-up meetings with project teams to ensure forward project momentum
- Designed custom applications leveraging APEX, Visualforce, Java Script, Oracle-CPQ-BML scripts

### Salesforce.com Certifications

- Salesforce certified CPQ specialist (SteelBricks)
- Salesforce.com certified developer & admin

### Strengths

- Collaboration with business and IT stakeholders
- Business analysis and solution architect
- Technology project & program management (Agile and Waterfall)
- Improve user experience & system performance
- Improve system usage and adoption

### Technology and Domain Expertise

CRM	CPQ	Domains
Salesforce.com Oracle Sales Cloud(CX)	Oracle CPQ Salesforce.com CPQ(SteelBricks) Apttus CPQ	Sales & Renewals Process Subscription Process Discount & Deal management Contract Life Cycle

### Business Process Skill

Sales Process	Quoting Process
Lead / Account management Opportunity process Forecasting Management Territory Management	Configuration (Product modeling) Commerce, Discount & Pricing, MDQ Order preparation Sales cloud and ERP integration
Deal Management	System Integration
Deal Analysis Deal Scoring Discount approval	Salesforce.com – Oracle CPQ, Oracle EBS, Workday Oracle CPQ – Salesforce.com, Oracle EBS & Apttus CLM Salesforce.com – Workday, EchoSign, DocuSign

### Data Model & Management

Sales Process	Quoting Process
Customer (Accounts & Contacts) Opportunity data Approval data	Products data structuring Pricing data model Discount data management

### Technology Landscape

Language	Database & Integration
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Visual Force & Java Script APEX BML Script (Oracle CPQ)	Oracle Mulesoft TIBCO
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**Business value delivered**

- Increased CPQ system usage by 100% by implementing system process simplification
- Increased sales rep’s productivity 30% by thru automation & improving user experience
- Improved renewal process efficiency by 40%, migrated renewals technology process from ORACLE ERP to CPQ leveraging asset-based quoting
- As part of solution architect team, migrated global sales application platform from Salesforce.com platform to ORACLE Sales Cloud (CX)
- Reduced discount approval time by 50%, by implemented fast lane discount analysis and approval management system in Salesforce.com
- Reduced end-end quoting time in CPQ from 800 seconds to 90 seconds by encouraging standard out-of-box functions, removing java scripts and optimizing custom functions
- Reduced errors in account and opportunity process in salesforce.com sales process by consolidating technology components

**Career Progression**

**Oct 2015 – Present**

**Veritas Technologies LLC, Santa Clara, CA**

**Director – IT , Platform Owner, Business Partner , Program Manager**

**Go-To-Market applications**

**Responsibilities:**

- Manage business requirements (qualification, prioritization & execution) thru JIRA and translate business requirements into well design Salesforce solutions that best leverage the platforms
- Execute projects and enhancements from scoping to implementation working with IT and business team
- Provide functional architecture strategy and guidance for all Salesforce projects
- Responsible for matching business process and automation requirements to the capabilities of Salesforce
- Perform thorough impact analysis with all connected systems with the big picture in mind
- Lead technical design sessions, designing and documenting technical solutions that are aligned with the client’s business objectives
- Evaluate CRM software products and provide recommendation to business
- Manage CPQ and CRM applications portfolio by working with cross application managers
- Manage system process thru metrics (functional, usage & performance metrics)
- Maintain system (CRM & CPQ) performance to exceed business expectation
- Plan and execute futuristic platform road map by working with IT & business teams
- Lead feasibility studies, risk evaluation, project scoping and project planning
- Ability to leverage out of the box Salesforce features vs. custom development for business requirements.
- Partner with Business teams and Process Experts to write requirements for Customer Success Platform
- Engagement with Change Mgmt team to plan for Change Management as needed for each initiative
- Lead UAT business planning, execution, and go live
- Partner with project stakeholders, IT, and System Administrator teams to prepare for Go-Live and post-go live support

**Key Accomplishments:**

- Improved opportunity process, quoting process reduced errors by 50%
- Implemented IB and asset-based quoting in CPQ for renewals business
- Implemented customer relationship review process, which improved the deal closure rate
- Delivered 50 business critical enhancements and 3 major catalytic projects in 2019
- Improved 1200 sales rep productivity by 30% thru automation & UI optimization
- Improved sales system performance by 70%
- Improved opportunity review process in sales cloud, which increased improved deal closure rate
- Successfully managed relationship with vendors (Oracle & Salesforce.com & Apttus)

**July 2014 – Sep 2015**

**Symantec Corp, Mountain View, CA**

**Senior Principal IT Business Analyst: Project Manager, Program Manager, Solution Architect**

**Responsibilities:**

- Effective business requirement management thru ZIRA

- CPQ and CRM system architecture design (product & customer data, processes)
- Lead cross system projects delivery to success from technology and platform perspective
- Facilitate design, implementation, maintenance and enhancement of CRM/CPQ platforms with different functions such as Sales Ops, Finance, and IT
- Develop and maintain technical design documents related to system architecture
- Support business users and help troubleshoot simple to complex application issues related to Salesforce.com & CPQ platforms

**Key Accomplishments:**

- Improved CRM system health by replacing custom Java Script code with standard product features
- Optimized discount approval and deal analysis process
- Reduced CPQ end-end quoting time from 800 to 90 seconds
- Improved account creation process and opportunity qualification & tracking process
- Improved account and opportunity system process by optimizing and consolidating technical components (APEX Triggers, classes and workflow rules )
- Improved sales cloud account data integration process with customer master data

**2010-2014**

**Tandture Systems Pvt Ltd. (India)**

**Practice Lead CRM and Salesforce.com**

**Responsibilities:**

- Implement best salesforce.com practices in CRM system solutions
- End-end CRM/CPQ solution architect
- Salesforce.com skill building & mentoring

**Key Accomplishments:**

- Built Salesforce.com Center-of-Excellence (COE) to implement innovative solution to customers
- Designed and implemented CPQ configurator for a high-tech company in Salesforce CPQ platform
- Built an application to monitor completeness, freshness, effectiveness and usage of customer data
- Helped customer MyOutDesk.com, to build end-end VA on-boarding process resulted in reducing on-boarding time by 50%
- Built Salesforce.com team from 0-15

**Key IT roles played prior to 2010**

Position	Time frame	Organization
Portfolio Manager: Responsibilities: 1. Delivering IT business values 2. Effective PMO	2007 – 2010	Helios and Matheson IT Ltd
Project Manager: Responsibilities: 1. Architecture Review 2. Project Planning & Implementation	2002 – 2006	Cognizant Tech Solution (CTS)
Software Consultant: Responsibility: Functional and Technical consulting in insurance domain leveraging Mainframe (COBOL, CICS & DB2) platform technology	1995 – 2002	Birla soft Inc, NJ, USA
Software Developer: Responsibility: Developed business functions in manufacturing domain in Mainframe platform (COBOL, CICS & DB2)	1993 – 1995	Intersoft Systems (I) Ltd. Vizag Steel Plant, India

**Recognition**

- Member of VERITAS CLUB VIP, an elite club in VERITAS consists of top 1% of 7,500 employees and recognizes top performers, who critically contributed to organization’s growth in FY2018
- Member of ORACLE CPQ Product Customer Advisory Board, to contribute break thru ideas to improve the product efficiency

**Educational Background**

- Bachelor in Electronics and Tele-communication engineering, Madurai Kamaraj University, India
- 1 Year Senior Management Program from IIM Calcutta, India.
- PMI certified project management professional (PMP)
- Six Sigma: Green Belt certified