

# SWAMY S.M



Customer-Centricity approach with product mindset; **CBAP** certified Business Analyst with 15 + years of experience predominantly on **MDM (Master Data Management)**, **Salesforce domain** and **Quote-To-Cash (QTC)** related process; equipped with key core competencies - **Analytical thinking and Problem Solving, Ethics, Accountability** and **strong Communication skillset**; aspiring to commit to leverage skillset, knowledge & experience to deliver values. Open mind to explore new business domains/process opportunities for continues learning.

## AREA OF EXPERIENCE

MDM	Salesforce	Quote to Cash	CPQ	Apttus
Model N	Data Migration	Data Analysis	Strategy & Ops	App Support

## CERTIFICATIONS

- Certified Business Analyst Professional (CBAP)
  - 
- salesforce ADMIN CERTIFICATION
  - 
- Gainsight Certification 101
- Foundation of Business Analysis – Certified by ESI International

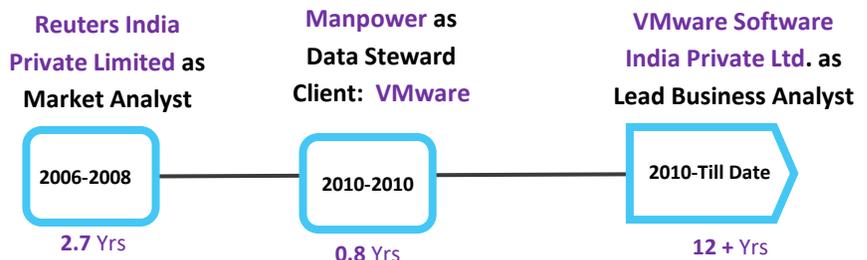
## WORK EXPERIENCE – KEY HIGHLIGHTS

- Mapped business requirements, designed customized solutions with strong analytical skills and capability to analyze business practices
- Track record in performing gap analysis, data profiling, process modeling and document between ‘As – is’ and ‘To-be’ processes
- Transformation Specialist; Steered technology and processes transformation by reengineering existing process and systems; designed strategic IT transformation plans and implemented a target operating model that leveraged new business enablement.
- Experienced in managing the entire gamut of project delivery frameworks; roadmap including strategic priorities for development of information-based capabilities.
- Consult with Business Process Owners and other clients/ stakeholders to understand and influence the business strategy; interfaced and coordinated with business stakeholder to drive data management projects and Quote to Cash domain related salesforce capabilities enablement projects/programs.
- Configuration and coding hands-on to deliver level 1 salesforce capabilities to enable new business process/functionality.

## KEY SKILLSET

MS Office	●●●●
SQL	●●●●
Visio	●●●●
IBM Blue works	●●
Confluence	●●●●
Salesforce	●●●●
Oracle EBS	●●
Apttus CLM	●●
Gainsight	●●
Python	●●

## CAREER TIMELINE



## PRESENT EMPLOYER – VMware Software India Private Limited – BENGALURU

---

From 24/11/2010 to till date.

Year of Experience in the current company: 12.2 Years

### *Roles & Responsibilities*

Current Role: **Lead Business Analyst**

Team: **Enterprise Data and Analytics**

- Business Analyst (BA) for MDM Data Products - business/program stakeholders' engagement, elicitation and transform requirement into user stories, interlock with engineering/IT team including cross functional projects/programs team to plan and deliver the key capabilities.
- Data Analysis, Data profiling, Data Mining, Trend analysis, Data discovery, Data Modeling or applied any other data techniques to understand more on the data, derive meaningful data insights and uncover any potential data issues/opportunities
- Assess, define, and maintain Key Performance Index (KPI) and Key Metrics for Data Products.
- Key Stakeholder Engagement with regular cadence with Customer-Centric mindset. Worked in different time zones, different geos and with different cross functional teams to improve better engagement and delivered value.
- Support data products queries – Data Issues, Access and Business impacting issues.
- User story creation – Tool used Jira; Prepare Test plans / Test Scripts worked with QA and business team for end-to-end UAT
- Delivered Post Go-live support, process stabilization and Interlock with Ops team.
- Communication and interlock with Change Management team to align roadmaps release and facilitate for smooth transition of key capabilities with zero or minimal impacts
- Planned and executed Data Migrations and Data support deliverables. Primarily worked on M&A Salesforce data / Transactional data migrations throughout M&A transformation journey from Start to Steady to End state. Delivered projects/programs with Agile mindset.
- Built and Managed M&A Salesforce Integration with VMware MDM ecosystems
- Built and Managed Data Integrations to facilitate data consumption, leveraging MDM unified data and drive uninterrupted business process.

#### **Key Projects/Deliverables**

- Fix the Foundation – to address foundational MDM data issues
- Part of delivering MDM Platform Migration tier 1 project
- M&A Salesforce Integration with MDM ecosystem

### *Role – As Lead Business Analyst for “Strategy and Operation” deliverables*

Team: **Enterprise Data and Analytics**

- o Responsible to conduct “Strategy and Ops” deliverables for leadership team.
- o Enabled timely Data Insights about the team, project/programs, resources allocation, funding, budget, and expenses.
- o Created PowerPoint Presentations - QBR/MBRs/ All hands/ Review decks for leadership.
- o Facilitated leadership team in establishing and tracking OKR (Objectives Key Results) for each domain. Tool used – Workboard.
- o Centralized Document/file management for the team - review, organize, storage and access management. Tool – SharePoint Site
- o Facilitated and enabled ease of team communication – MS Team, Smartsheet (as admin) and Slack channels creation and maintenance.
- o Resource tracker, planning and work with Vendors Management for onboarding/offboarding

## Sr. Business Analyst (Previous Role)

### Team: Business Application Support

- Senior Business Analyst to drive the support Business applications for the critical business process like Sales motion, leads & opportunities, Deal Management, Pricing, Production, Quoting, Contract creation, enable profession service, approval process, **contract life cycle management (CLM)** etc. Key Business applications supported as below
  - o **Salesforce & Salesforce CPQ**
  - o **Apttus Contract Management** – CLM and Approval Management
  - o **Model N** - Quoting tool
  - o **Gainsight** - Customer success tool
- Created Epics & related **Jira User stories** for **Defects and Enhancement change requests**.
- Aligned to deliver capabilities in **collaboration with Engineering/IT/Program team with Agile framework**.
- **Configuration and Coding**
  - o Configured **Model N Quote approval workflows**
  - o L1 configuration and coding for **salesforce CPQ customized solution** – Validation rules, process builder, triggers, and approval workflow configurations
  - o Configured **Legal Verbiage for ELA contracts** using **X-Author** in **Apttus CLM tool**
  - o Basic **Apex/Visual Force** development
  - o Developed and maintained **Salesforce Reports/Dashboards**
  - o Managed **custom objects**
  - o Salesforce **Access management projects**
  - o Configured and delivered **Email-to-case functionalities** as per the business
- Planned and facilitated for **Test Plans/Test scripts** for testing and supported QA and UAT - **CMT tools**
- Established and managed **support framework** including readiness, and post go-live support plan including **RACI**
- Provided an end-to-end communication to the various business stakeholders - support status, risk tracker, escalations, open defects, and enhancements change requests and resource planning.

## Sr. Analyst (Previous Role)

### Team – Enterprise Information Management

#### Roles & Responsibilities

- Worked on **Master Data Management (MDM)** related projects/activities. **Working experience on Data remediation activities – Deduplication and incomplete remediation**
- Data Analysis using the **Excel and VBA**. **Delivered process automation** - bulk data comparison, data collection from forms, QC tools to reduce time.
- **Supported Use Case Analysis** to check the source system integration with data hub.
- **Test cases executions**. Performed QA/QC of projects and operational data set.
- **VISIO flow chart designs** to drive the clarity on the process and data flow
- Project status reporting for the stakeholders and management.

#### Vendor Management

- **Vendor sourcing and onboarding** by coordinating with VMware strategic sourcing and finance team.
- **SOW** document preparation working with VMware legal team on SOW amendments and maintenance.
- **Resources estimation, budgeting** and submit resource utilization plan to the leadership
- Co-ordinated and drive alignment with projects/program - operation team - Vendors
- Raising Purchase Request [PR] and PO; Invoice approval in EBS for vendor
- Executed end-to-end Vendor engagement - **Performance assessment, interview facilitation** and road map planning

#### Key points

- Lead **Resource Cross Utilization** - company initiatives (Balance quarter end workload among teams)
- Worked for **Order Management** in Q4,2011, **ELA-IB** team in Q1,2012 for 3 months and one-month fulltime support for **Customer Support Organization (CSO)** team in Q2,2012
- Supported **company-initiated recruitment programs; Top Performer Award in H2-2011**

## PREVIOUS EMPLOYER – MANPOWER CONSULTANCY

---

Period: 18-April-2010 to 23-Nov-2010

Designation – Data Steward

Company worked – VMware Software India Private Limited on contract

### Roles & Responsibilities

- Data remediation activities
- Extensive use of Excel and Access tool for data remediation and analysis

### Achievements

- Proposed automation tool using C# which replace the excel dependency for scalable operation. Developed business requirement document (BRD) and Worked UI design using HTML
- Lead a team of developers to develop the inhouse application
- Worked on QA and Users Acceptance Testing (UAT) and successfully implemented Data Steward Workbench

## PREVIOUS EMPLOYER - REUTERS INDIA PRIVATE LIMITED, BENGALURU

---

Work Experience: 2 years, 8 months

Designation: Market Analyst ; Team: Time series, Commodities and Energy

Period: 09-jan-2006 to 03-Oct-2008

### Job Profile:

1. Capture end of the day key market data through data feeder from the exchanges
2. Trend analysis, data analysis and report data spike/discrepancies
3. Worked with Market specialists, IT teams and Internal team to onboard new exchange data or line of business

## ACADEMIC QUALIFICATION

---

Examination	Board	Year of passing	% Of marks obtained
MBA	University Of Mysuru	2005	64%
PGDMM	Karnataka State Open University	2005	62%
B.B.M	University of Mysuru	2003	76% aggregate [9th Rank]

## PERSONNEL INFORMATION

---

Father's Name	Subbannachar (late)	Age:	40 years
Mother's name	Gayathri	Married Status:	Married
Date of Birth	10 <sup>th</sup> June 1982	Sex:	Male
Languages Known	English, Hindi, Kannada & Tamil	Nationality:	Indian
Permanent Address:	#329, 21 <sup>st</sup> Main, JP Nagar 2 <sup>nd</sup> Stage, Mysuru - 570008		

## DECLARATION

---

I declare that the above-mentioned details are true to the best of my knowledge.

Place:

Date:

Swamy S M