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| SUMMARY |

* Over 10+ years of experience **Data migration** & **Reporting** on various applications with different modules which include **Informatica MDM**, Siebel **UCM (MDM), ODS for** Pharma, Retail, Airline and Auto Mobile industry.
* 4+ years of hands on experience in developing/configuring & customizing **MDM solutions** using **Informatica MDM &**Oracle Customer **Hub (Siebel UCM)**.
* Well experienced in MDM Hub Configurations, Data modeling & Data Mappings, Data Validations, defining Match and Merge rules, Hierarchy Manager, Customizing/Configuring Informatica/Business Data Director.
* Extensive hands on experience with **ETL (PowerCenter, Data stage)** for loading the data from different sources to target systems usingSQL Scripts, SQL loader & Shell Scripting.
* Working experience with **Informatica Data Quality** tools for profiling, analyzing & defining Data Governance & Data Sync at Enterprise level.
* **Good knowledge on SIF (Service Integration frame work).**
* Experience working with PL/SQL, SQL Server, Oracle 11g/10g/9i.
* **Involved in 4 full life cycle MDM** & 4 CRM project implementations of design, development& testing for sales, service, marketing, and Loyalty modules including call center applications.
* Worked on various job schedulers like **UC4** (Scheduler), **Autosys**, **DAC**, windows scheduler, crontab scheduler for job scheduling across enterprise.
* Good experience on System administration, server administration, security authentication (LDAP & ADSI) on **Informatica MDM, SIEBEL CRM**.
* Expertise to work on Oracle-OnDemand & cloud based applications (**SFDC**) for data migration.
* Good Knowledge on working with Fusion Middleware (SOA Suite), Web Logic.
* Good working knowledge with Unix Operating system.
* Competent functional domain(Customer/Vendor/Item(Product) experience on MDM/UCM ,CRM & Loyalty with focus on sales, service, marketing and analytics areas for providing technical & functional solution starting from requirement gathering, feasibility check, impact analysis, design and deploying integrated solutions until support..
* Good experience in performing and supporting Unit testing, System Integration testing (SIT), UAT and production support for issues raised by application users.
* Client Service Engagement – Maintaining IT systems by supporting the business clients' needs and performing within operating objectives (SLA) for the Siebel sales, Siebel call center, CRM Loyalty management, service operations, field sales management (over the customer network), and Siebel marketing campaigns.
* Project Management & Administration – over more than 6 years managing and leading the projects/teams through the project lifecycle, from understanding the business process, requirement gathering, feasibility check, Impact analysis, change management through successful delivery.
* Delivered the client expected results by adopting the defined process and standards;
* Information Technology Process Support – More than 4 years supporting the key IT processes as they relate to the area of responsibility (change management, incident management, release management, configuration management, outages & support etc.)
* Motivational team lead and communicator, capable of building cohesion and project management across all levels of staff and customers. Thrive in meeting challenges.
* Extremely self-motivated with good inter-personal skills, have ability to work under strict deadlines.
* Certified in Informatica Hub Developer in 2016.

# EDUCATION

Master of Computer Applications (MCA) Osmania University

## SKILLS

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| **MDM Applications** | Informatica MDM 9.x,10.2, Siebel UCM(MDM)8.x, |
| **ETL Tools** | Informatica Power center 9.X, SQL LDR |
| **Data Quality** | IDQ 9.X |
| **BI Tools** | OBIEE 10g,11G/OBIA Marketing & Loyalty Analytics |
| **RDBMS** | Oracle 11g/10g/9i, MSSQL Server 2000/2005/2012 |
| **App Servers** | WebLogic,JBOSS 6.x, |
| **Programming Languages** | SQL, PL/SQL, Java |
| **CRM Skill set** | Siebel 8.X, 7.X,6.X,Sales ,Service, Marketing, Loyalty and Siebel analytics, Call Center |
| **Scripting** | Shell Scripting |
| **Operating Systems** | UNIX, Windows NT/2000/XP ,Windows Server 2000/2012 R2 |
| **Quality Management tools** | HP Quality Center 9x |
| **Project Execution** | Agile & Water fall model |
| **Project Management** | PMBok Guide Fourth Edition, MS Project 2010, |

# PROFESSIONAL EXPERIENCE

**Johnson & Johnson OCT2017- FEB 2018**

**Janssen** **Pharmaceuticals**

**Titusville, NJ**

**MDM Consultant**

**Environment: Informatica MDM (10.2), Informatica power center, Informatica data quality.**

Janssen pharmaceuticals have upgraded its MDM platform from 9.5 to 10.2.and added additional new source systems data into MDM. Focus was on bringing down the manual QUEUE and perform the merges.

* Involved in the discussion and implementation of the complex and moderate Change Requests in the existing solutions as per the Business changes.
* Consolidate the business requirements and assessing the feasibility of each requirement.
* Re-design the manual and Auto merge process, run the batch jobs and bring down the size of manual Queue.
* Configure the new subject areas and child groups.
* Configure the look ups and dependant look ups as per the business requirement.
* Schedule and run the batch jobs.
* Generate the profiling & score card for the source systems as needed.
* Analyze & generate the data profiling for the required source systems.
* Redefine the match strategy and bring down the manual queue.

**PFG (PERFORMANCE FOOD GROUP) JAN 2016-SEP 2017**

**RICHMOND, VA**

**MDM Consultant**

**Environment: Informatica MDM (9.7), Informatica power center, Informatica data quality, batch scripts, java, ALM, Quality Center**

Performance Food Group delivers more than 150,000 food and related products to customers across the United States .PFG decided to implement master data management to manage their customer/vendor &products (items). This implementation involves data migration from various source systems (IFH, GEMINI, ROMA, and CIDB & FOOD STAR) to MDM.

Data profiling, data standardization, match merge and generate the best outcome of the golden information of the customer/vendor/product are the key requirements in this implementation.

* Interact with client and gather the requirements understand & analyze the same.
* Perform the feasibility check & Impact analysis.
* Design the logical & physical data models.
* Understand the data patterns for the various source systems.
* Generate the data profiling for the required source systems.
* Define the data cleanse functions that meets the requirement.
* As per the client architecture understand the customer/vendor/item (MDM) data model.
* Create the physical data model (Base /Stage & Landing) as per the defined architecture.
* Define the mapping for stage jobs for various source systems.
* Schedule and run the batch jobs(Stage/Load/Tokenization & Match jobs)
* Designed and implemented Post Landing and Post load User Exits.
* Create batch groups in Informatica MDM Hub to run the staging, match and merge and load jobs as per the dependencies.
* Configure the match (Fuzzy/Exact and) &merge (Auto/Manual) strategy to remove duplicates and generate the best version of the golden record.
* Create the queries and packages for BO as per the business requirement.
* Generate the report and publish to the business periodically.
* Automate the batch jobs using automation scripts.
* Publish the golden record information to downstream applications using ESB, SIF.
* Validate the ORS and publish.
* Create & Configure the IDD application.
* Configure the Subject areas according to the business.
* Configure sibling reference, lookups (static & dependant).
* Monitor the message QUEUE.
* Deploy the application.
* Define the roles and access privileges for developer/administrator/data steward/requestor etc. on requirement basis.
* Validate/test the data into xref and history tables.
* Create the packages as per the business need to pull the data from MDM.
* Testing validation rules on hub console as well as on IDD, BDD UI application.
* Create the bugs in the ALM for tracking.
* Analyze the performance of data load/cleanse /match merge process.
* Define the necessary indexing to improve the performance.
* Document and create all LLD, HLD, Business flow.
* Conduct daily and weekly status meeting to update the progress of development, SIT, UAT to business stake holders.
* Ensure the availability of MDM application to the business users all the time.
* Need basis worked closely with Informatica support to solve various defects and got it resolved.

Products to customers across the United

**General Motors, Chandler, AZ APR 2015 –DEC 2015**

**UCM/MDM Consultant**

**Environment: Informatica MDM 9.5, Siebel UCM, Oracle11g, Informatica Power Center, Data Stage, Batch Script, Autosys**

GM is implementing Master Data Management by integrating the data from 21 countries.

GM followed an Agile, Scrum methodology for the project to ensure delivery of high quality implementation with monthly iterations.

* Understand the customer hub data model.
* Analyze all the data sources for Customer Master Data Hub.
* Define the data modeling for all sources to customer Master Hub.
* Define and created landing, staging, base tables and processing the data as per the requirement.
* Define the data stage jobs for migration of data from different sources to Customer Hub
* Cleanse the data using IDQ/EDQ (Enterprise Data quality) tool.
* Created match, merge and validation rules and tested multiple iterations.
* Create and cleanse the data using cleanse functions.
* Schedule the batch jobs using **Autosys**.
* Created IDD application and Subject Areas, Subject Area Groups, Deploy and test IDD application, cleanse functions timeline and export and import data.
* Created entity objects/types and relationship objects /types and relationships.
* Defined Hierarchy management for customer /dealer profiles.
* Define the external systems and associated trust and decay methodology for the same.
* Good functional knowledge on user exits & SIF.
* Run the batch job to load the data to **master data** base objects (tables).
* Test the data in **xref**, history tables and associated joins /links /foreign key relationships.
* Define the match and merge strategy.
* Performance tuning of long running SQL’s by discussing with data base administrators.
* Define Complex data migration methods.
* Automate the jobs for recurring loads.
* Analyze the performance of batch loads, tune the sql queries.
* Document the **SMTD, EPD,** process flow diagrams.

**Xerox Corporation, Lewisville, TX NOV2014 –MAR 2015**

**Migration Consultant**

**Environment: Siebel, Oracle** 11g**, Informatica Power Center, Perl, Shell script, UNIX,**

Xerox is having lots of batch jobs in the ODS system using Perl & SQL.

Migrate the data to Siebel and implement the batch jobs in Siebel.

* Analyze the ASIS process and create the plan for the data migration.
* Performed data mappings that are required for the Xerox data migration into Siebel sales.
* Developed and executed SQL’s, procedures, functions, cursors and packages to implement the same functionality in Siebel.
* Write the batch jobs using shell script to schedule and automate the same.
* Responsible for END to END migration from Source to Target using Informatica **Power Center**, **SQL Loader**.
* Performed data validation between old & new Source system.
* Worked with DBA/Admin team to improve the performance of activities and load the data by dropping indexes on EIM tables and running the jobs in multiple threads.
* Perform the system admin tasks, controlling the access for the end-users.
* Monitor the components and log files for performance issues.
* Performance tuning of batch jobs.
* Functional Knowledge of **Data stage** & **ODI**
* Followed and executed the project under client’s water fall methodology.

**Alaska Airlines Seattle, WA, USA MAR 2013 –OCT2014**

**Data Conversion Lead Consultant (CRM&BI)**

**Environment: Informatica MDM, Siebel, Oracle** 11g**, batch scripts, windows schedulers.**

Alaska is an airline base company head quartered @ Seattle, WA. In 2013 they decided to upgrade its environment from Siebel 7.8 to Siebel 8.1.1.11.Along with Informatica MDM implementation. In that process, they wanted the data migrations to happen from legacy systems to **Informatica MDM**, Siebel & OBIEE environments.

* As per the client agile execution methodology executed the following roles.
* Gather requirements and create the high-level design and the low-level design document for data migration.
* Review and document As-Is vs. To-be architecture
* Review and do the detail data modeling by understanding the data requirements.
* Analyze the relationship between the entities for the data loads.
* Worked on the data modeling prepared by Architects.
* Created base objects, staging tables and landing tables as per the architecture.
* Defined the Data Mappings (Landing , staging)
* Run the stage and load jobs using batch viewer.
* Scheduled the batch jobs using cron.
* Created Data validation, Match and Merge rules.
* Defined the trust for each source.
* Good functional knowledge on sif and user exits.
* Customized & configured Business Data director (BDD)/Informatica data director (IDD) applications.
* Created member hierarchy in **Informatica MDM.**
* Performed data mappings that are required for the data migration into **Informatica MDM.**
* Complete knowledge in integrating external business application with **Informatica MDM** hub using Batch process, SIF and message queues.
* Developed and executed **SQL’s**, **procedures**, **functions**, **cursors** and packages to implement the data migration in Siebel and **Informatica MDM**.
* Prepared the CTL files, batch files, and IFB files for the data loading as per the application demands..
* Cleanse the data for the corporate standards using internal and external DQ tools.
* Migrated the data from relation tables/flat files using **Informatica power center**.
* Assigning source and attribute-level trust metrics as well as inter-attribute trust validation rules.
* Created Expression, Joiner, Router, Aggregator, Lookup transformations on need basis.
* Loaded the data to Landing tables for **Informatica MDM** using **ETL** process, to migrate the data to stage tables using **MDM** stage process.
* Loaded the data to base objects from by running load process.
* Analyze data dependencies in external systems and migrate the data to & from external systems.
* Extract the data from Siebel as needed by the external systems into flat files and staging tables.
* Used several transformations during the extracts and configured the several parameter files in Informatica to connect to several data sources.
* Used Informatica to load this data into Stage and EIM tables in Siebel.
* Good Functional Knowledge on usage of Data stage ETL tool.
* Worked with DBA/Admin team to improve the performance of activities and load the data by dropping indexes on EIM & base tables and running the jobs in multiple threads.
* Automated server jobs using batch scripting.
* Hand over the tested scripts with the steps to perform to the respective support group’s to push the changes to prod.
* Perform code migration between environments
* Tune SQL queries, Sync and Administer Database

**PETCO Animal Supplies, CA, USA. NOV 2011-FEB 2013**

**Siebel UCM & Data Conversion Lead Consultant**

**Environment: OBIEE, OBIA, Siebel UCM(MDM), Oracle**11g**, Informatica Power center, Shell script, UNIX,**

PETCO Animal Supplies Inc. is a leading pet specialty retailer that provides the products, services and advice that make it easier for their customers to be great pet parents. PETCO was founded in 1965 and is headquartered in San Diego, California. PETCO Animal Supplies, Inc. was formerly known as United Pharmacal Co. and changed its name in 1979 to PETCO Animal Supplies, Inc.

In 2011 they planned to implement **Siebel UCM (MDM),** Loyalty and Marketing together.

* Understand the customer data model.
* Analyze all the data sources for **Siebel Customer Master Hub.**
* Define the data modeling for all sources to Siebel customer Master Hub
* Define the EIM mappings for the data loads
* Create the IFB files as per the requirement.
* Define the data stage jobs for migration of data from different sources to **Siebel UCM(MDM)**
* Cleanse the data using CASS( Address Verification)tool
* Automate the jobs for running data migration using batch script using UC4 scheduler.
* Schedule the batch jobs using Autosys.
* Run the batch job to load the data to **Siebel UCM (MDM)** base tables/History tables and XREF tables.
* Create match /merge strategy.
* Define lookups, validation rules.
* Create the process flow diagrams
* Create the external systems and trust for each attributes.
* Validate the data against all the source systems.
* Define the match and merge strategy.
* Performance tuning of long running SQL’s
* Define Complex data migration methods.
* Test the migrated data and validate against source systems.
* Automate the jobs for recurring loads.
* Analyze the performance of batch loads, tune the sql queries.
* Drop and create indexes
* Document the SMTD, EPD, process flow diagrams.
* Transfer the knowledge to the business users and team members.
* Expertise in data migration using **Siebel EIM**&**ETL**
* Used Informatica to load this data into Stage and EIM tables in Siebel
* Involved in data cleansing and transformation at SQL Server and **ETL** defined for cleansing rules.
* Developed the Complex logics to meet the requirements using the flat file.
* Responsible for ETL fixes/bugs rose during the migrations.
* Migrating bulk Data loads using EIM, SQL packages & stored procedures.
* Designed, developed and executed complete data migration process for PETCO Loyalty implementation. (~80 Million records)
* Prepared the CTL files, batch files, and IFB files for the data loading as per the application demands..
* Loading data for the entities like LOY member, LOY transactions, contacts etc.
* Data validation and cleaning using Informatica data quality tools.
* Developed and executed SQL’s, procedures, functions, cursors and packages to implement the data migration in Siebel.
* Automate the batch jobs using shell ,batch script
* Responsible for END to END migration from Source to Target.
* Performed the data validation based on the user keys.
* Expertise in accessing the Siebel data using simple and complex queries based on requirement.
* Extracting the data to files and tables using SQL’s & Informatica.
* Coordinated and dictated staging table structures with the internal CRM ONLINE, Epiphany teams to import the data into Siebel Loyalty, Marketing, UCM&OBIEE applications.
* Used Informatica Power Center to load this data into Stage and EIM tables in Siebel UCM.
* Good working knowledge on campaigns and segmentation for promotions setup.
* Creating the segments of data as needed by Siebel Marketing and OBIEE systems.
* Bulk data load using EIM, sql loader, shell scripts, Informatica for Loyalty and Siebel UCM.
* Managing onshore and offshore team so we can monitor and maintain operation 24/7 as per client business needs.

**Diversey Inc. USA JUL 2006- OCT-2011**

**CRM Global Administrator (Siebel, Oracle OnDemand& SAP)**

**Environment: OBIEE 10G, Informatica Power Center, Oracle OnDemand -R18, Siebel 7.5**

Diversey acquired companies’ in South America, EMA region and like to implement quick CRM solution for the same and it has chosen Oracle on Demand as solution by integrating with OnDemand with existing SAP SD, CRM & Siebel.

* Understanding the new business model by meeting with business users, stake holders and IT architecture teams.
* Understand and define the scope, limitations of Oracle CRM OnDemand as a solution.
* Automate the batch jobs using shell ,batch script
* Expertise in accessing the Siebel data using simple and complex queries based on requirement.
* Developed and executed SQL’s, procedures, functions, cursors and packages to implement the data migration in Siebel.
* Extracting the data to files and tables using SQL’s
* Create &generating the sales reports in Oracle CRM OnDemand.
* Create workflows to schedule the reports.
* Define, Design and rollout Oracle OnDemand solution by performing data integration with SIEBEL CRM.
* Design & Create Reports on Oracle OnDemand.
* Used SQL Loader to load this data into Stage and EIM tables in Siebel
* Configured batch(fusion) and real time(Web services)-integrations between Oracle OnDemand and SAP SD for product master and customer hierarchy
* Configured lead Transaction and Lead Template for Reports
* Configured Campaign Management as marketing solution.
* Integrated of Google calendar with Oracle OnDemand
* Configured Marketing Segmentation and Mail form
* Configured Client specific Questioner and survey templates
* Configured Actions, workflows, assignment Manager and Org Management
* Configured Marketing calendar
* Good knowledge in creating External List Management, Personalized Mail forms.
* Configured Transaction launcher based on client requirement
* Exposure to middleware
* Implemented SSO authentication for Oracle OnDemand.
* Development/ Support team throughout the Phase.

**GENPACT (GE) India, APR2005 -JUN2006**

**SIEBEL Application Administrator**

* Understood the Client business process and involved in AS- IS process
* Understood and mapped the business processes and Organization structure via Configuring Enterprise Structure, Assignment of Organizational elements like Sales Organization, Distribution Channels, Divisions and Sales offices.
* Customized Customer Master Records using Account Groups.
* Create the developers and users and did data extract for their profiles.
* Controlled the data visibility and access visibility using position, roles, responsibilities and access profiles.
* Defined and created single and multi-level hierarchical pick list values.
* Monitored the server components.
* Maintain the environment and enable the application access to users 24\*7.
* Configured different types of Sales Documents, Delivery Documents, Billing Documents, Item Categories and Schedule Line Categories.
* Configured different business Process Return order, Free of charge, Make to order, contract, agent