VENKATA BANGARA RAO INTI

Decisive, strategic and performance-driven professional targeting senior assignments in **Business Analysis** with an organization of high repute

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Key Skills

Business Analysis & Solutioning

Project Management

Process Improvement/ Automation

Risk Management

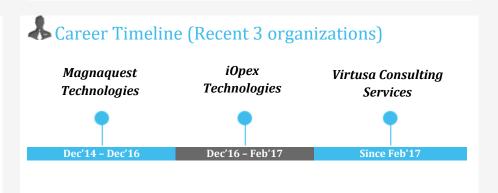**Client & Stakeholder Management**

Requirement Gatherting & Analysis

Agile Methodology

Team Building & Leadership

Profile Summary

- A result-oriented professional with **nearly 13 years** of experience in **Business Analysis across Telecom & Media-Ad Sales domains**
- Rendered assistance in **leading product development from an E2E perspective**
- Maintained close **coordination with client subject matter experts and technical organization** by planning, conducting and completing analysis of highly complex business problems to be solved with automated systems
- **Rich onsite & offsite experience** in design, development, testing and implementation of applications for various clients
- Designed, tracked, interpreted, and **modified reports, metrics, and analytical models** that support campaign performance, media efficiencies and sales growth
- **Collaborated with business partners** to identify opportunities to apply new insights to various areas of the organization i.e. Business Intelligence, Sales, Marketing Communications
- Skilled in **Agile Delivery** with proficiency in managing projects and new systems implementations for streamlining operations within time and cost parameters as per organizations' quality standards
- Capable of **independently leading various projects** and ensuring timely completion of the same; ensured smooth project implementation and product go-live support
- **Strong project management**, implementation, analytical and training skills that have resulted in repeated success in design & launch of leading-edge solutions and best practices
- **Architected and implemented solutions** that remedy core business issues and position the organization to reach the next level of profitability through technology introduction
- **Top performing team player & quick learner**, with strong adaptability of leading & motivating individuals to maximize levels of productivity

Soft Skills

Communicator

Innovator

Thinker

Collaborator

Intuitive

Career Timeline (Recent 3 organizations)

Magnaquest Technologies

iOpex Technologies

Virtusa Consulting Services

| Dec'14 – Dec'16 | Dec'16 – Feb'17 | Since Feb'17 |

💼 Work Experience

Since Feb'17 with Virtusa Consulting Services, Hyderabad as Lead Consultant

Dec'16 – Feb'17 with iOpex Technologies, Chennai as Service Design Architect

Dec'14 – Dec'16 with Magnaquest Technologies, Hyderabad as Solution Architect

Apr'08 – Nov'14 with Tata Tele Services, Hyderabad as Deputy Manager

Key Result Areas:
- Mapping client's requirements, performing system analysis and finalization of technical/ functional specifications and high level design documents for the project
- Understanding business needs and designing a roadmap for further development and extending post implementation support
- Informing the client about constraints, assumptions, risks, dependencies, issues and plan of actions, associated to the projects
- Conducting data modelling, designing & documenting the technical solutions for the requirements
- Developing reports, building test cases and conducting unit & regression testing; optimizing the performance of the reports
- Coordinating with users for system study, requirements gathering, analysis & testing of applications and managing smooth implementation of the same
- Customizing processes in line with the guidelines specified by the client, ensuring smooth project implementation and product go-live
- Gathering business needs and designing a roadmap for further development; helping design executive dashboards for data-informed decision-making

🎓 Education

- **B.Tech. (Electronics & Communication)** from SMK Fomra Institute of Technology, Anna University in 2005
- **ITIL Foundation Certification** in 2017

📇 Personal Details

Date of Birth: 17th November 1984
Languages Known: English, Hindi, Telugu and Tamil
Address: Hyderabad- 500049

*Refer to Annexure for projects

ANNEXURE

👥 Projects Managed

Role: Business Analyst
Period: Mar'17 to Till Date
Project 1: Digital Media, USA
Technology: .net,SQL Server 2014, JavaScript, HTML

Project Description: PANDA (Proposal and Deal Analysis) is a homegrown extension to the existing Ad Sales Management Application Current Ad Sales System. The main goal of PANDA is to achieve Ad Sales related requirements which were not met by the Current Ad Sales System application. Now as A+E Networks upgrade the Ad Sales solution from Current Ad Sales System to Wide Orbit, there is a need to upgrade PANDA as well. Some of the existing PANDA functionality would now be achieved by Wide Orbit while the remaining functionality will now have to retained/rewritten. Also, since the PANDA application is more than 15 years old, there is an inherent need to develop it into a modern, more user-friendly and efficient application.

Highlights:
- Managed integration with external systems like Current Ad Sales System/ Wide Orbit and BI Avatar
- Successfully reduced screens in the application by combining similar screens and streamlining processes
- Spearheaded faster reporting and screen load times due to improved methods of calculations
- Removed unwanted and unused screens from the application which would help in creating an easily maintainable application

Project:2: ECHO SMAC – Vodafone UK
Role: Business Analyst
Period: May'17 – Aug'17
Domain: Telecom
Technology: Java, JavaScript, Oracle 12c

Project Description:
As part of the service provided, Vodafone (with partner Mitel) provides the FCO with a fully managed Service Request fulfilment desk, providing the customer with a catalogue of approximately 40 items. The requests were received manually via email, through a Service Request spreadsheet, that was completed by the end user, emailed to the Vodafone Service Request Fulfilment desk, cleansed, and then forwarded to Mitel for completion. The limitations and manual process that is followed mean that requests are only managed during normal business hours (Monday-Friday 9am-5pm) and that during peak/ busy periods there is a backlog of outstanding requests. The complexity of the existing process and the issues arising from the form being filled incorrectly create a poor end user experience, damaging the brand of the customer, Vodafone and its suppliers.

At the request of the customer, Vodafone investigates the use of a fully functional service request delivery portal (OnePortal) that will provide the end users/ customers with a 24x7 service request fulfilment catalogue that is simple to use, removes the need for the use of the bulky and complex Excel form and provides an overall better end user experience.

Magnaquest

Project:1: SIMBANET
Role: Business Analyst
Period: Mar'15 – Nov'16
Domain: Telecom
Technology: SURE, Oracle 11g

Project Description:
Simbanet is a leading provider of High Speed Data, Voice and Video Services in the Eastern African countries. As part of Wananchi Group (a leading business house across Africa), Simbanet currently provides telecommunications services in mission-critical areas and serves some of the region's biggest and most respected organizations. It has been successful in providing high speed data and internet connectivity via redundant Submarine Optic Fiber Cables.
It is a licensed public data operator in Tanzania, Kenya and Nigeria. It has a subscriber base of around 3500 in Kenya and expected to reach 10,000 subscribers in near future by expanding into 3 more countries. Currently its business is mostly focused on the corporate customers.
The primary challenge facing them is to build a fully automated, centralized BSS/OSS solution, which can control their operations in multiple countries like Kenya, Tanzania and Nigeria and improve its operational efficiency.

Project:2 GTPL
Role: Business Analyst
Period: Mar'16 – Dec'16
Domain: Telecom-Billing
Technology: Sure, Oracle 11g

Project Description:
GTPL provides the Latest Technology and offers the customers a High Definition TV Viewing Experience. GTPL gives more than 185 Digital Channels to choose of various genres. This company is one of the fastest growing Multi System Operators in India. GTPL has a wide presence in Gujarat, Rajasthan, Maharashtra, Madhya Pradesh, Jharkhand, Assam and West Bengal. Objective of the project is to bill the LCOs who are under GTPL as per the Business Rules.

Tata Tele Services Limited

Project:1: TTSL- Post-paid Billing
Role: Business Analyst
Period: Apr'08 – Nov'14
Domain: Telecom
Technology: Kenan, Oracle 11i

Project Description:
The Tata Tele Service Limited (TTSL) is a leading Telephone Service Provider in 22 states in India. TTL offers various Tele services like Telephony, STD, ISD, Pre-paid and Public Booths. TTSL deployed Kenan Arbor Billing system to cater to the needs of Customer Care, Subscriber Activation, Billing and Payments. This project aims at system support billing system to Kenan's Arbor/BP systems. Arbor/BP provides flexible Billing processes, which enable service providers to rapidly introduce new products, services and marketing initiatives. Tight integration between Arbor and Customer Care enables rapid, effective responses to customer enquiries. Tata Teleservices operates in 22 circles. The scope of testing team at TTSL project would be to conduct the system testing for each of the delivery (new application, change request and so on) made by the Development Team.
Managed the Major Roll-outs such as HSIA, GSM, Photon Max, Photon Max Wi-Fi, 3G Dongle