

# ABS VARKEY

PRINCIPAL AND CHIEF ARCHITECT  
(DIGITAL TRANSFORMATION AND SUSTAINABILITY)

## Profile Summary

A seasoned professional in leading transformative initiatives across diverse industries. Proficient in Digital Enterprise and Solutions Architecture delivery, paired with proficiency in Artificial Intelligence/Machine Learning implementation and ESG.

**Strategic Technology Leadership:** Led multi-vendor greenfield and transformation programs, aligning IT strategies with business goals for optimized outcomes | Conducted cost-benefit analyses to balance near-term needs with long-term objectives | Anticipated disruptive trends to drive innovation, optimize costs, and mitigate risks.

**Portfolio Management and Roadmap:** Developed IT roadmaps addressing critical gaps and enabling future business capabilities | Implemented enterprise architecture strategies aligned with project- and product-driven approaches to meet market demands.

**Enterprise Architecture and Governance:** Designed governance frameworks covering quality, security, and change management for complex programs | Chaired advisory boards, providing recommendations to ensure architectural integrity.

**Cloud and Modern Architectures:** Built cloud-native and microservices-based solutions leveraging SaaS, PaaS, APIs, and event-driven IT | Delivered secure, high-performance applications compliant with industry standards.

**Innovation and Disruptive Trends:** Identified and applied emerging trends to enable business strategies | Implemented AI/ML-driven initiatives, boosting efficiency and unlocking new revenue streams.

**Scaling Agile Frameworks and Delivery Excellence:** Applied SAgile to manage global teams and deliver enterprise solutions within budget and timelines | Mentored high-performing teams, fostering a culture of innovation and learning.

**Talent Development and Thought Leadership:** Built talent pipelines and established a centre of excellence for enterprise architecture | Represented organizational values in industry forums, influencing standards and practices.

**Risk and Change Management:** Mitigated architectural risks to ensure business continuity and program success | Led change management efforts to align technical transformations with organizational readiness.

**Cross-Industry Program Leadership:** Re-architected Telecom's Order Management Enterprise Architecture for a unified, modular platform | Delivered a data warehouse solution for Pharma clients, enabling syndicated reporting.

**Stakeholder Collaboration:** Managed multi-partner relationships, ensuring alignment and collaboration for complex program delivery | Chaired boards and general meetings to drive strategic decision-making.

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LOCATION | PUNE, INDIA  
EXPERIENCE | 27 Years



## Key Skills

Sustainability | ESG | Enterprise Architecture | E2E Solution Architecture | Architecture Practice Management | Digital Transformation leadership & Governance | Presales | Service Delivery Management | Innovation | Technology | AI-ML | Digital Strategy and Data Engineering

## Certifications

Advanced Corporate Directors Program

- Independent Director (IICA-MCA)
- ESG Program (Director's Institute)
- BRSR Expert Certification
- Digital Director (Director's Institute)

Architecture - TOGAF 9.1, Zachman Enterprise Architect,

Frameworkx (tmforum)

Project Management (Prince 2)

Leadership Core Curriculum (Ericsson)

ERP for Effective Business (IIM - Mumbai)

CRM (Siebel University)

Others – Cloud Foundation (Rack space, GCP), Design Thinking(Skillsoft), Tableau, DevOps Foundation, Docker Kubernetes Foundation, ITIL, SPIN and more

## Education

Executive PG Program in Machine Learning and AI (IIIT-B, Oct 2022 to Dec 2023) - **Top Performer Award**

MBA – Marketing (Canadian School of Management Studies, Sept 1996 to Mar 1998)

BE – Mechanical (Pune University, Sept 1990 to Mar 1994)

## Work Experience

### Principal Architect (E2E Digital Transformation)

**ERICSSON**

**05/2011 – 11/2023**

As a seasoned technology leader, I've driven enterprise transformation and optimization initiatives across global organizations, blending strategic vision with hands-on execution to deliver impactful business outcomes.

#### Digital Transformation Leadership and BSS/OSS Expertise:

**Telstra Australia:** Led the design and deployment of an end-to-end prepaid digital omnichannel transformation within 12 months, enhancing customer experience, accelerating time-to-market, strengthening data security, and enabling centralized observability and monitoring.

**Unitel Angola:** Architected and implemented a Catalogue-Driven Charging Program, reducing time-to-market by 30% and boosting product launch agility through strategic PLM and seamless application integration.

**MELA SDU Chief Architect:** Spearheaded all BSS and OSS architecture initiatives for the MELA region, spanning presales, due diligence, delivery, and test support for complex multi-component programs.

Delivered end-to-end BSS integration architecture for **XL Telecom Indonesia** using Ericsson Revenue Manager, supporting their digital transformation.

Defined the TO-BE Architecture Landscape for the Falcon BSS Transformation Program at **Etisalat UAE**, including an award-winning BSS product catalogue design.

#### Data and AI-Driven Innovation:

Designed a **Telecom Churn Prediction** POC leveraging ML models to identify key churn

predictors, driving revenue protection, targeted retention campaigns, and improved business decision-making.

#### Operational Excellence and Governance:

Conducted due diligence for **ADM consolidation and transformation** at Deutsche Telecom Germany, achieving OPEX/CAPEX optimization and reinforcing Ericsson's application footprint across Deutsche Telecom OPCOs.

Established **governance frameworks** for complex multi-vendor programs, improving quality, minimizing defects, and ensuring alignment with KPIs, including SAT scenarios for Vodafone Turkey and RPMT frameworks for SSE UK.

#### Strategic Presales and Business Development:

Facilitated due diligence workshops for various customer engagements including Zain Kuwait BSS Digitalisation, Vodafone Turkey Data Centre modernisation, etc contributing to Ericsson securing a key BSS Transformation contracts.

Delivered presales initiatives such as centralized catalogue management for Idea India, BaaS for WIND Greece, and digital monetization solutions for Ooredoo Tunisia.

#### Leadership and Recognition:

Built and mentored high-performing architecture teams, fostering innovation, collaboration, and professional growth.

Recognized with multiple corporate awards for pioneering solutions that aligned technology with strategic business goals.

### Principal Solution Architect (E2E)

**INDEPENDENT CONSULTING**

**06/2005 – 05/2011**

As an independent consultant, I led diverse assignments across geographies, delivering

transformative solutions and aligning technology strategies with business objectives to drive measurable outcomes.

### Strategic Architecture Leadership:

Led the **End-to-End BSS Architecture** for **Etisalat India** during their transformation program at Tech Mahindra, ensuring seamless integration and optimized delivery.

Governed the E2E alignment solution as part of **Telstra's BSS Transformation Strategic Architecture Team**, enabling consistency across components and driving successful program execution.

### Customer-Centric Solution Delivery:

Delivered **CRM Prepaid Architecture** for **Uninor India** at Wipro Infotech, enhancing customer engagement and operational efficiency.

Implemented comprehensive **CRM solutions** for **RAC-Norwich Union UK** at Arrk UK, streamlining processes and improving customer experience.

These experiences underscore my ability to lead cross-functional teams, align technology with business strategies, and deliver transformative solutions that optimize costs, mitigate risks, and enhance revenue potential.

### Enterprise Solutions Architect

**SAP INDIA**

**05/2008 – 04/2009**

Demonstrated expertise in aligning technology and business strategies to drive targeted outcomes in high-impact telecom solution engagements:

### Driving Strategic Growth:

Spearheaded **Telecom Presales Solution Engagement** for large and strategic deals, leveraging emerging technologies and aligning solutions to business objectives to drive revenue growth and optimize costs.

Collaborated with key stakeholders to deliver tailored, scalable solutions that mitigated risks and enhanced client outcomes.

### Empowering Partner Ecosystems:

Enabled **SAP Systems Integrator Partners** by leading the **Solution Engagement Team** for telecom bids across India, ensuring alignment with enterprise goals and fostering innovation to meet diverse business needs.

This experience highlights my ability to manage complex solution engagements, empower teams, and collaborate with ecosystem partners to deliver innovative, business-aligned solutions that support long-term organizational transformation.

### Multiple Roles

**TECHM, CAP GEMINI ERNST & YOUNG,  
NIHILENT, SRF, UB GROUP**

**05/1994 – 06/2005**

Leveraged extensive experience across esteemed organizations to drive transformative enterprise architecture, optimize systems, and deliver innovative business solutions:

### Strategic Re-Architecture and Optimization:

At **Tech Mahindra**, re-architected and optimized the **British Telecom Order Management Enterprise Architecture**, creating a scalable and unified order management platform using modular .NET applications. Delivered enhanced efficiency and seamless integration across multiple BT programs, driving targeted business outcomes.

Enabled organizational agility by aligning technology investments with BT's strategic goals, mitigating operational risks, and optimizing processes.

### Data-Driven Innovation and Analytics:

At **Cap-Gemini Ernst & Young**, led the delivery of a **Siebel Business Analytics and Data Warehouse solution** for Johnson & Johnson, USA. This initiative empowered syndicated data reporting across five operating companies, enabling actionable insights and fostering data-driven decision-making.

Applied emerging technologies to enhance data visibility and reporting capabilities, directly contributing to operational and financial optimization.

### **Proven Impact Across Industries:**

Held pivotal roles at **Nihilent Technologies, SRF, and UB Group**, where I made significant contributions to re-architecting business solutions, optimizing operational processes, and aligning IT initiatives with enterprise objectives.

This experience demonstrates my ability to lead cross-functional teams, align IT strategies with business goals, and deliver scalable solutions that support enterprise transformation, cost optimization, and targeted business outcomes.

### **Competencies & Exposure**

**Design and Leadership:** Tech Architecture Planning & Sustainable Design, Tech Strategy Formulation & Execution, Risk Management, Program budgeting, End-to-End Solution Design & Implementation, Bespoke Application design, Cross-functional Team Leadership, Exec and Non Exec Stakeholder Management, Architecture Governance, Chairing the Board of Managers, AGMs & SGMs

**Integration:** Business Processes, BPMN, EAI, Event based, APIs, BSS/OSS Applications and AI

**Application Domains:** Digital Experience Platform (DXP), Customer Experience and Relationship Management (CXP/CRM), PRM, E-Commerce, Data Analytics, Charging, Billing, Centralised Catalogue, Order Management, Mediation, ERP, SCM, IoT, Blockchain, AR/VR,

DevOps, Microservices and Cloud platforms, ESG auditing and reporting

**Technical:** Python, Java, Dot Net based telecom order management application, No Code(Bubble, Adalo) and Magento based retail market place, Tableau, Data Analytics, Agile Methodology, DevOps, Cloud Technologies, CI/CD, SaaS, PaaS, IaaS, PCA security and performance certifications on Tanzu and Azure environments.

**Industry experience:** includes Telecom BSS/OSS, Consumer Goods, Pharmaceuticals, Insurance, Finance, Automotive and Manufacturing.

**Artificial Intelligence/ Machine Learning projects:** Predictive models like Logistic & Linear Regression, Tree Models, MLP trained CNN & RNNs , Natural Language Processing, Data Engineering, and AI based Process Re-Engineering.

### **Publications**

**Breaking the Mould:** [The Case for Reforming Traditional Board Composition with Digital Enterprise and Solution Architects](#)

**AI in Telecom:** [Forging a Strategic Revolution in Customer Journeys](#)

**Data is the new Coal:** [Navigating the AI Environmental Odyssey](#)