

Dipak Pankhania

Developing your software project in Agile manner WEEKLY software releases

dipak@funkyjam.com

Summary

As pioneers in the software apprenticeship movement, 8th Light is a Software Consulting and Application Development company, helping our clients in the creation of new software solutions or providing consultancy services to existing project teams to reduce project costs and get project time frames back on track, using our iterative development methodology that produces review-able features on a weekly basis.

Being one of the Directors at 8th Light, I work with forward thinking CTO's, CIO's, Project Leads and Project Managers of SME's and corporate companies alike, to help them implement their new software development projects or improve the delivery of their current projects by answering key questions that many executives need to know, such as:

- How much will this software development project cost and how long will it take?
- How do I restart my project as it has come to a development crawl or standstill?
- How do I improve the visibility of the status of my project, there seems to be a lack of good engineering practices and team collaborating?
- How do I reduce the number of bugs and testing cycles for my project as the project is becoming delayed and project costs are mounting?

With our dedicated team of Crafters (developers) and designers, we thrive on the challenge of turning your business ideas into reality, in short iterative steps, that you control.

Our Crafters are the brightest professionals who have all been put through our intensive apprenticeship program where they have learnt to become Software Generalists, being experts in any programming language and not limited to a single skillset.

We are not for everyone however. If you are looking for a creative and dynamic and results orientated way to develop your software project in a truly agile manner, having weekly feature release cycles, allowing your project to be delivered on time and within budget, then please contact me directly for an introductory conversation.

Skills & Expertise

Pre-sales

Telecommunications

Solution Selling

CRM

Open Source Software

Solution Architecture

Software Industry

BSS

Enterprise Software

Marketing

Professional Services

Product Management

Inventory

Data Integration

Salesforce.com

Data Migration

Cramer

Oracle

Strategic Selling

Business Alliances

Pre-sales Manager

Pre-Sales Director

Senior Sales Consultant

Telecoms

OSS

Billing

Software Sales

Senior Sales Engineer

Pre-sales Technical Support

Pre-sales Consultancy

Miller Heiman

SalesLogix

Management

New Business Development

Business Development

Networking

Consulting

Lead Generation

Customer Relationship Management (CRM)

Business Strategy

Account Management

Experience

Director of business developement at 8th Light

November 2016 - Present (5 months)

As pioneers in the software apprenticeship movement, 8th Light is a Software Consulting and Application Development company, helping our clients in the creation of new software solutions or providing consultancy services to existing project teams to reduce project costs and get project time frames back on track, using our iterative development methodology that produces review-able features on a weekly basis.

Being one of the Directors at 8th Light, I work with forward thinking CTO's, CIO's, Project Leads and Project Managers of SME's and corporate companies alike, to help them implement their new software development projects or improve the delivery of their current projects by answering key questions that many executives need to know, such as:

- How much will the development of this project cost and how long will it take?
- When can I expect to see actual features of my software project?
- How do we get this project costs under control?
- How do we improve the collaboration and the quality of our team?

With our dedicated team of Crafters (developers) and designers, we thrive on the challenge of turning your business ideas into reality, in short iterative steps, that you control.

Our Crafters are the brightest professionals who have all been put through our intensive apprenticeship program where they have learnt to become Software Generalists, being experts in any programming language and not limited to a single skillset.

We are not for everyone however. If you are looking for a creative and dynamic and results orientated way to develop your software project in a truly agile manner, having weekly feature release cycles, allowing your project to be delivered on time and within budget, then please contact me directly for an introductory conversation.

Owner/Director, investor and board member (Entrepreneur) at Plug and Play

June 2012 - November 2016 (4 years 6 months)

Plug and Play ® - Premium web design and Cloud Based CRM affordably priced.

Offering the very best in Web Design and Web Services and Cloud based CRM

- Sales and Marketing - Day to day management of Sales and Marketing campaigns, including, lead generation, Pipeline management, business marketing, finance management, proposals, RoI.

- Branding - Brand development and identification for clients needing to identify target markets and associated business positioning.
- Web and Graphic Design - inline with clients identified brand and target market, associated to increase revenues and drive up website traffic.
- Digital Marketing - aligned to drive additional sales and increase customer awareness of client business.
- Customer Relationship Management solution identification - to help clients reduce revenue loss and business running costs to improve profitability.
- Strategic Consulting - to identify in online solutions to help clients increase revenues or business reduce losses to increase profits.
- Events and conferences - Attend conferences and work with subject matter experts, and research to stay on top of changes in business issues / requirements / regulations / technology and understand where the market is going.

Business value and RoI development - Clearly and concisely translate the features of online services of Plug and Play into return-on-investment business benefits of the client/prospect to maximise sales potential and reduce business running costs.

Pre-Sales Manager / Product Marketing Support - Northern and Eastern Europe at Openwave

October 2010 - June 2012 (1 year 9 months)

- Pre-sales team management - Day to day management of Pre-Sales personnel including time management, assessment, training, disciplinary, selection and recruitment.
- Skills transfer – Transfer of advanced pre-sales/sales techniques to help streamline the sales process and produce better results faster.
- Sales support - Ensure that all parts of the organisation such as Sales, Product Management, Services and Development receive the Pre-Sales support required.
- Sales messaging - Work with Product Management and Marketing to define/refine sales messages and sales packages for communication to the sales team.
- Development and education - Ensure that Pre-Sales personnel including the Pre-Sales Manager maintain and develop the appropriate sales and technical skills to enable knowledgeable professional sales engagements at all times.

- Sales and partner enablement - Enable maximum scalability of pre-sales resources/personnel through the development of internal Sales Engagement processes, re-usable resources and sales education of the Sales teams to be more self-sufficient.
- Events and conferences - Attend conferences and work with subject matter experts, and research to stay on top of changes in business issues / requirements / regulations / technology and understand where the market is going.
- Pre-sales consultancy - Support sales engagements by providing normal Pre-Sales technical consultancy on top of the Pre-Sales Manager role to understand and capture business and technical requirements and provide relevant support.
- Messaging development - Demonstrate consistently excellent presentation skills by creating professional presentations which address the needs of the audience.
- Business value creation and RoI development - Clearly and concisely translate the features of the products of Openwave into return-on-investment business benefits of the client/prospect to maximise sales potential.

Global Pre-Sales Manager / Pre-sales Consultant and Product Marketing Support at Celona Technologies

October 2007 - October 2010 (3 years 1 month)

- Pre-sales management - Day to day management of Pre-Sales personnel
- Sales support - Ensure that all parts of the organisation such as Sales, Product Management, Services and Development receive the Pre-Sales support required.
- Sales messaging - Work with Product Management and Marketing to define/refine sales messages.
- Development and education - Ensure that Pre-Sales personnel maintain and develop the appropriate sales and technical skills.
- Sales and partner enablement – Re-define internal Sales Engagement processes, into re-usable resources and sales education to enable greater efficiency
- Skills transfer (team education) - Educate and transfer Pre-Sales knowledge, skills and techniques to pre-sales team members.
- Events and conferences - Attend conferences and work with SME's to stay ahead of the technology curve.

- Pre-sales consultancy – Provides typical Pre-sales consultancy in addition to Pre-Sales Manager role.
- Messaging development – Develop and execute professional presentations which address the needs to the target audience.
- Business value creation and RoI – Drive sales campaigns forwards with a solution selling approach that translates technical features into to the RoI business cases.

Senior Pre-sales Consultant at Amdocs

2006 - 2008 (2 years)

- Pre-sales consultancy - Manage the technical engagement throughout the sales process
- Sales messaging - Support in the development of sales campaigns for Clients, Partners and Cramer Sales and Cramer marketing
- Sales engagement - Define sales engagement plans to qualify and prioritize sales activities and resources
- Business value - Help potential and existing customers, System Integrators and Partners to identify business requirements and solutions
- Bid management - Manage and coordinate RFI, RFP and RFQ responses
- Architect - Provide OSS consultancy to tier 1/tier 2 Telecommunication companies, System integrators and Partners
- Present and demonstrate - Provide Cramer product, Telco technology and OSS presentations to potential and existing customers
- Partner enablement - Provide Cramer product, Telco technology OSS presentations/education to System integrators and Partners
- Generate collateral - Produce collateral to be used within sales campaigns globally

Senior Sales Consultant to Sales, Partnerships and the Marketing team - EMEA & APAC at Cramer Systems

2001 - 2008 (7 years)

- Pre-sales consultancy - Manage the technical engagement throughout the sales process

- Sales messaging - Support in the development of sales campaigns for Clients, Partners and Cramer Sales and Cramer marketing
- Sales engagement - Define sales engagement plans to qualify and prioritize sales activities and resources
- Business value - Help potential and existing customers, System Integrators and Partners to identify business requirements and solutions
- Bid management - Manage and coordinate RFI, RFP and RFQ responses
- Architect - Provide OSS consultancy to tier 1/tier 2 Telecommunication companies, System integrators and Partners
- Present and demonstrate - Provide Cramer product, Telco technology and OSS presentations to potential and existing customers
- Partner enablement - Provide Cramer product, Telco technology OSS presentations/education to System integrators and Partners
- Generate collateral - Produce collateral to be used within sales campaigns globally

Senior Sales Consult/Technical Account Manager at Cramer, Amdocs OSS Division

December 2006 - September 2007 (10 months)

- Pre-sales consultancy - Manage the technical engagement throughout the sales process
- Sales messaging - Support in the development of sales campaigns for Clients, Partners and Cramer Sales and Cramer marketing
- Sales engagement - Define sales engagement plans to qualify and prioritize sales activities and resources
- Business value - Help potential and existing customers, System Integrators and Partners to identify business requirements and solutions
- Bid management - Manage and coordinate RFI, RFP and RFQ responses
- Architect - Provide OSS consultancy to tier 1/tier 2 Telecommunication companies, System integrators and Partners

- Present and demonstrate - Provide Cramer product, Telco technology and OSS presentations to potential and existing customers
- Partner enablement - Provide Cramer product, Telco technology OSS presentations/education to System integrators and Partners
- Generate collateral - Produce collateral to be used within sales campaigns globally

Senior Pre-Sales Consultant at Amdocs OSS Division

2005 - 2007 (2 years)

Senior Sales Consult/Technical Account Manager at Cramer

November 2000 - December 2006 (6 years 2 months)

Sales Consultant at Architel

June 1996 - November 2000 (4 years 6 months)

- Pre-sales consultancy - Work in conjunction with Sales Directors and Professional Services teams to prepare detailed analysis of client's business requirements
- Technical consultancy - Provide understanding and knowledge of technical back office solutions to customer's requirements. Focused on multi technology and multi vendor networks such as IP, XDSL, GSM, SDH, ATM, Frame Relay etc
- Present and demonstrate - Responsible for pre-sales, technical product demonstrations and presentations to clients on the Architel product suite
- Bid management - Preparation of technical responses to client Requests for Proposal documents and work closely with the Sales Managers during proposal development
- Reporting - Provide reports on needed product enhancements and/or product defects to Product Management
- Sales and partner enablement - Periodically conduct training of internal staff and partners on new product releases/functions, as well as the sales positioning of these new product releases

Pre-Sales at notrel

2000 - 2000 (less than a year)

- Pre-sales consultancy - Work in conjunction with Sales Directors and Professional Services teams to prepare detailed analysis of client's business requirements

- Technical consultancy - Provide understanding and knowledge of technical back office solutions to customer's requirements. Focused on multi technology and multi vendor networks such as IP, XDSL, GSM, SDH, ATM, Frame Relay etc
- Present and demonstrate - Responsible for pre-sales, technical product demonstrations and presentations to clients on the Architel product suite
- Bid management - Preparation of technical responses to client Requests for Proposal documents and work closely with the Sales Managers during proposal development
- Reporting - Provide reports on needed product enhancements and/or product defects to Product Management
- Sales and partner enablement - Periodically conduct training of internal staff and partners on new product releases/functions, as well as the sales positioning of these new product releases

Rapid Provisioning - Back Office at Cable & Wireless

January 1995 - June 1996 (1 year 6 months)

- Back office support - Provide pre-sales/technical support to existing and potential customer
- Technical support - Provide technical support to ensure excellence in Customer service to Rapid front office and other Order Admin teams
- Feasibility studies - Carry out detailed site/network/switch service request, feasibility studies
- Lead time analysis - Determine order lead-time and tasks for orders as well as technical information such as AFN allocation and switch requirements
- Schedule management - Create and issue service implementation schedule

Circuit Provisioning at Mercury Communications

June 1993 - January 1995 (1 year 8 months)

- Order provisioning - Provision of customer works orders
- Mux provisioning - Program Network PDMX's using remote configuration packages
- Customer provisioning - Provision customer Primary MUX on the CWC database
- Work order management - Issue works orders to field for the implementation

- Datafill - Use Basic knowledge of Datafill / Telemetry to implement works orders
- Support - Provide technical support relating to network problems/customer orders

Publications

What a CRM can do for your business

London Business Matters Magazing September 1, 2012

Authors: Dipak Pankhania

We've all heard that in order to grow a business you need to put systems and processes in place to enable the business to operate smoothly. But as with much advice it can often be easier said than done. While many businesses are able to effectively train staff to perform their role, it is still often the overall business that suffers from disconnects, over humanised administration and lack of data; resulting in huge losses in both profit and time.

Often the key to really enabling a business to reach its potential is a good Customer Relationship Management system or 'CRM', but unbeknown to many business owners is how far these systems can go. In days gone by CRMs were simply expensive diaries of contacts – not any more. Increasingly a good CRM for your small to medium sized business can operate all of your billing and invoicing, payment reconciliation, opportunity and sales management, customer and project management, intranet, resources and so much more.

See Publication URL link for the remainder article.

Courses

Senior Pre-sales Consultant

Amdocs

Strategic Selling - Phifer Consulting Group

Strategic Selling – Miller Heiman

SalesLogix and Salesforce.com

Solution Selling

Education

Coventry University

Batchlor of Engineering, Engineering, 1992 - 1995

Dipak Pankhania

Developing your software project in Agile manner WEEKLY software releases

dipak@funkyjam.com



8 people have recommended Dipak

"Dipak is an absolute pleasure to work with. He brings clarity and vision to every project he works on with his level of technical knowledge coupled with his vast array of experience."

— **Rhys Little**, *Commercial Director, Plug & Play*, worked directly with Dipak at Plug and Play

"Prior to embracing the services of Plug & Play we had thought we had a good website. Upon meeting Dipak and his team we were surprised to learn the extent of non action the existing site contained. Both in terms of content, layout and seo/social media optimisation. We were also pleasantly surprised at the level of knowledge and professionalism shown. Having embarked on an initial three month project to get a new website live we are thrilled with the outcome. Blueshark consulting now have a world class website. Dipak + team have also assisted with us in putting a comprehensive seo/social media campaign in place. It is true to say Plug & play do build websites that make you money."

— **Keith Ryan**, *Area Manager, OCS Group UK*, was Dipak's client

"At Celona, I worked with Dipak on numerous pre-sale engagements in UK and North Europe. I always found Dipak to be professional and meticulous in his preparation of understanding the client's requirements and matching them to Celona product and services. Dipak has excellent skills in communicating the business and technical propositions to a mixed set of business and technical audience. He played key role in creating and bringing standards and processes into Celona Pre-Sale thus setting examples for other sections of the company to follow. It has been a pleasure to know and work with Dipak."

— **Sorel Nou**, worked with Dipak at Celona Technologies

"I was very pleased I was able to convince Dipak to join Celona. From the start, Dipak added a lot to the company. He created structure and process in the pre-sales process, created good demo's and helped to redesign the messaging, presentations, white-papers, etc. He hired less experienced pre-sales people in his team and got them up to speed very rapidly. I am definitely recommending Dipak. It has been a privilege I was able to work with Dipak twice. Once as pre-sales consultant and once as pre-sales manager. And he proved he was able to execute the managers job. Dipak contributed to several other functions in the business."

— **Vincent Peters**, managed Dipak at Celona Technologies

"Dipak is one of the best pre-sales consultants I have ever worked with. He is brilliant at translating the customer's business objectives into a technical solution and making it clear why his company is best placed to deliver it. He also has a very clear understanding of the sales process and kept me "on the straight and narrow" more than once. I would not hesitate to recommend Dipak to a potential employer, or business partner."

— **David Ross**, worked directly with Dipak at Amdocs

"I have worked with many pre sales people in my career and Dip is among the best. Not because he is the most technically competent ,although he is..... but because he applies his technical knowledge to the sales cycle, he is very sales aware, qualifies well, is not afraid to challenge a prospect on why they do something a certain way and suggest an alternative. He has the ability to get to the root of a business issue suggest work arounds and is a creative thinker. I was always happy to have Dip support me in a partner or customer meeting or presentation as he truly added value to the sales process."

— **Kevin Stilwell**, worked directly with Dipak at Cramer Systems

"Dipak is one of the most professional Sales Consultants I have worked with. I was very confident in recommending Dip to his role with Celona and very sorry to see him leave Amdocs."

— **Mark Phillips**, worked directly with Dipak at Cramer

"Dipak has been working with me an various large sales-engagements. He is definately one of the most professional (pre-)sales people I have ever worked with. Very knowledgable, very committed, very focussed and pro-active."

— **Vincent Peters**, worked indirectly for Dipak at Cramer

[Contact Dipak on LinkedIn](#)