

Masoud Bayat

Senior Solutions Architect

Professional Summary

An enterprise solution architect with extensive experience in all aspects of the architecture lifecycle with a proven track record of outlining innovative solutions for digital transformation & IT programmes across diverse industry sectors. With the ability to apply architecture experience across the business, data, infrastructures, and application domains. Capable of handling complexity and using problem-solving skills to address any challenges. The latest cutting-edge technologies and digital projects experienced in on-Premise and Cloud systems (Azure & AWS). Strong communicator who engages with key stakeholders of all levels to understand business drivers. Able to elicit requirements and drives the conceptualisation & modelling of solutions aligned with best practices. Takes ownership of the collaborations with third parties to drive solution & service delivery.

Professional Skills

- Experienced in E2E Architecture
- Experience in creating high-level and detailed designs and ensuring compliance with architectural principles and standards.
- Review and define requirements (FR/NFR)
- Defined Architectural roadmap for systems
- Collaborate and communicate with stakeholders to achieve consensus on new solutions.
- Use of industry standard modelling tools such as ArchiMate, UML and BPMN.
- Designing existing and Greenfield solutions
- Customer-facing Web solutions and mobile applications.
- Online/onsite payment solutions.
- SAP S/4/Hana, Manhattan/Matflo and JDA WMS, a variety of Oracles applications, HR applications, financial services and CRM.
- Experience of Migration of over 250 Apps/DBs from on-premise to Azure and also new apps using Azure native tools
- CI/CD, Infrastructure As Code (Terraform), Ansible, Rundeck
- Provision of agile solutions.
- Experience in applying integration techniques and design models when defining a solution.
- Java. Net, HTML, JavaScript.
- Selection/appraisal of suppliers and products.
- Hosting solutions within Azure and AWS Cloud (IaaS, PaaS and SaaS)
- Self-service by web application, kiosk and mobile application.
- Recent experience working in Retail & Supply Chain, Hospitality & Entertainment.
- RFID, Digital Keys, Gift cards, epos
- B2C/B2B eCommerce (including Headless)
- Experience of using Azure Native to host or deploy greenfield solutions
- Experience in the definition and use of features of Amazon services such as Kinesis, S3, Lambda, Function, SNS, SQS.

Professional Experience

Solution Architect, ASDA,

July 2021- Dec 2022

- The Senior Architect supports ASDA's future strategy and separation from Wal-Mal. Assigned to work on the Supply Chain domain and responsible for developing new solutions for onboard Manhattan Warehouse Management and DAI WMS System. Integrate the system with existing and new applications including SAP, Voice, Automation subsystems, transport planning, finance and reporting in distribution centres.
- Developed a new asset management solution (greenfield) based on the microservices concept to replace the existing system in the UK distribution centres.
- Support BA and work with corporate stakeholders to define requirements, use cases and identify risks and dependencies.
- Technologies in use include: Azure Cloud native tool, Platform, Web application, Microservices/APIs, Docker, Spring Cloud, Terraform, Integration, WMS COTS apps, Voice Picking, Network and Load Balancing, WiFi, Windows and Linux, SSO, DNS, TLS, SQL AlwaysOn, Java, Citrix

Solution Architect, IPM/Mediterranean Shipping Company (MSC)

April 2021- July 2021

- SA Lead for the second phase of the migration project to modernise the existing legacy Apps, improve the Integration and enhance the delivery using Azure DevSecOps, working with the development team to set up a new DevSecOps POC environment to demonstrate the concept to the senior stakeholder. Key Azure components include Kubernetes, container registration services, monitoring, Jenkins AD integration, Site Recovery for App Failover at a regional level, SQL Service, SQL HA, Traffic Manager, and Azure Load Balancer. Use Terraform and Ansible tools to provide infrastructure as a code for the project and enhance existing DR capabilities.

ECommerce Solution Architect, Volkswagen Group

Sept 2020-April 2021

- Solution Architect has been assigned to the omni-channel e-commerce project to provide B2C/B2B solutions to the UK market spanning Audi, SEAT, CUPRA, VW and SKODA.
- Working with third parties to integrate the solution with critical vendor supplied components such as Identity Management, Master Data Management and Customer Relationship Management, finances and accountability for each brand.
- Project support for review and validation of requirements, definition of non-functional requirements and improvement of client journey. Create high-level and detailed architecture documents and define interfaces and entities.
- Work with business stakeholders and various technical and non-technical teams to revise requirements and evolve the solution.
- Technologies were involved: eCommerce Tool, Identity Management, Windows servers, virtualisation platform, CRM, DevOps, AWS and Azure Cloud hosting, Payment, Microservices,

Solution Architect, IPM/Mediterranean Shipping Company (MSC)

May 2020-Jan 2021

- The goal of the project was to migrate over 250 diverse or complex applications and 500 servers, including associated components, from DC on-site to the Azure environment. As a Lead Architect,

my task was to architect the migration strategy, support the project throughout the delivery stage, and collaborate with various technical SMEs to ensure the successful migration of applications to the cloud environment.

- Technologies were involved: Windows servers, VMs platform, AD, Site Recovery, Traffic Manager, SQL HA, SQL Services, Express Route, Azure Load Balancer, DevOps, and Rundeck for Infrastructure deployment.

Enterprise Solution Architect, Mitsubishi Electric

March-May 2020

- Senior Transformation Program Architect tasked with working with business and technology leaders to review and define current business capabilities and application systems.
- Engage diverse stakeholders, including systems experts. Creation of the AS-IS architecture, a logical model of application systems, mapping applications and data related to operational capabilities.
- Analysis, selection and recommendation of providers and products.
- Establish a positive relationship with internal and external colleagues and clients.

Hospitality Solution Architect, Merlin Entertainments

Aug 2017 - Nov 2019

- Lead architect as part of the digital IT program responsible for delivering various solutions for global attractions. The programme focused on the modernisation of reception systems for hotels, retail stores and F&B, and admissions (ticket sales). Key Projects include Cloud-based hospitality systems, Development of a customer-facing mobile App, B2C eCommerce for global attractions, Hotel Check-in, Payments, Oracle PMS & Symphony upgrade, Car Park Ticketing, Park and Store Ticket scanning, Trade API Ticketing (B2B), Galaxy Voucher, Hotel Digital Keys, Bottler Robot for Hotels.
- Engagement and collaboration throughout the solution development cycle and support for key project deliverables i.e. Design, establishment of reference architectures, decisions, options documents, evaluation and evaluation.

Retail Solution Architect, Post Office

Mar - Aug 2017

- Responsible for the architecture of the development of a new ECOM and epos solution in Java language, covering many UK sites. Collaborate with the development team to create a single page application (SPA) and microservices/APIs, enabling post office staff to access the system from any location and device. The aim was to complete the POC stage successfully and demonstrate the app to sponsors to obtain the required support and investment to extend the development work to proceed to the next stage to place the solution into production.

Lead/Chief Solution Architect, Hewlett Packard

Aug 2016 to Feb 2017

- Worked in the CTO Office at Aviva account, supporting architecture activity and customer engagement on various initiatives. Contributed to HPE's revenue growth while adhering to architectural standards and principles. Defined approach, solution or architecture templates created and service definition documents created. Provided advice to the client to ensure that solutions were tailored to the objective, so that projects could move to the next stage of implementation.
- Technologies experienced: data centre and cloud hosting (Azure, AWS, HP Cloud), Oracle Exadata, Guidewire application, 3rd party Web App based on Java technology, Windows and Linux servers, and various bespoke applications and infrastructure

Earlier Career

03/2016 to 08/2016: Solution Architect, JD Wetherspoons (Food & Hospitality)
 07/2014 to 12/2015: Lead Solution Architect, Walgreen Boots Alliance (Retail/Wholesale)
 08/2013 to 06/2014: Solution Consultant/Architect, Computacenter (IT Consulting)
 05/2007 to 07/2013: Senior Solution Architect, Fujitsu (IT Consulting)
 11/1997 to 04/2007: Technology consultant, EDS (IT HPE)
 01/1994 to 11/1997: Technical Support, Barclays Banking Group (Banking)
 01/1992 to 11/1994: IT Support Analyst, Newcastle Council (Education Authority)
 07/1990 to 09/1991: IT Support Analyst, Gateshead Health Authority (Health)

Education

- Master of Science (MSc), Merit - Business Information System, Westminster University
- Degree - Computer Science, Pass, Northumbria University,
- Higher National Diploma in Computer Studies, Pass, Northumbria University

Skills & Knowledge

ARCHITECTURE

- Application and infrastructure architecture
- Development of Reference Architecture
- Creation of High/Low Design
- Technical Design Authority
- E2E Solution Architecture
- Creation of roadmap
- Writing solution option papers
- Architecture alignment with IT strategy
- Vendor/product assessment/ selection
- Solution Costing
- Identification of risks, dependencies
- Product /Technology Selection
- Integration, Microservices, API, XML, JSON
- Security Architecture
- Data Architecture

REQUIREMENT ANALYSIS/ENGINEERING

- Requirement (FR/NFR)
- Entity Relationship
- BPMN, Customer Journey
- Use Case diagram
- Data Flow, Sequence, Use Case

BUSINESS APPS/SYSTEMS

- Oracle Symphony Retail/F&B
- Oracle Opera PMS
- Oracle Payment Interface
- Oracle Data Warehouse
- Kiosk/Mobile Self Service
- NetSuite, Sage Account, Navision,
- Sabre, TravelClick GDS, Channel, MGM &
- Revenue MGM
- Sage, Great Day, Meridian HR
- Cornerstone HR systems + Chatbot
- Zonal App platform
- Stock MGM: Futura, Fourth, Adaco
- Clarity/Omnibasket
- Qlikview, BI, Burst BI/ Reporting
- Open Text document management,
- SAP SRM, Logistics, CRM, Financial
- Magento and WebSphere E-commerce (B2C/B2B)
- Manhattan and DAI WMS
- Wall Street Treasury Management System
- Payments: Swift, Adyen, Bank of America, PayPal
- Banking Payment Authentication
- Access, Galaxy Ticketing/Gift Card
- Salesforce, Dynamic and various CRM systems
- Liferay Portal and workflow MGM
- Different customer-facing Mobile Apps based on React, Angular

Data/Database MGM

- SQL DB
- MySQL
- MongoDB
- Couch DB
- Oracle, DB/ RAC (11/12C or higher)
- Data Migration

- ◆ CosmoDB
- ◆ DynamoDB
- ◆ MDM, SSIS/SSRS

- ◆ Data Replication
- ◆ Delta Lake, Data Brick

Languages/Framework/Tools

- Java, PHP, JavaScript, Net, HTML/CSS,
- Microservices, Serverless, Containers
- Jenkins, GitHub, Terraform,
- MuleSoft, APIGEE
- Apache, JBOSS, Spring
- React, Angular
- API, REST
- Junit

Infrastructure/Network

- Hosting, Migration, Business Continuity and Disaster Recovery, DMZ
- Windows 2012/16/19, Red Hat Linux
- SAN/NAS, Cloud Storage, replication,
- WAN, LAN, VPN, DNS, SFTP, CDN, Wireless, Voice, Load Balancing
- On-premise & Hybrid AD, ADFS,
- Backup Services
- Hyper-converged Nutanix, Simplicity
- VMware, HyperV, KVM, Citrix virtualisation
- MS Robocopy, PlateSpin
- End-user Computing, POS, Tablet Terminal, Desktop, Laptop clients, printing, user applications

Cloud

- IaaS, PaaS, SaaS
- Azure and AWS, Oracle, Fujitsu, IBM (Private & Public)
- Office 365
- Dynamic Online
- Deployment of POC for App
- Web Application
- Authentication services
- Cloud App Migration
- Site Recovery

SECURITY/REGULARITY

- Firewall/Intruder detection
- Anti-Virus,
- Intruder detection,
- PCI DSS, GDPR, Health Data
- Security Policy and standardisation
- Application Authentication/Authorisation,
- Access Control
- Data Encryption: In Rest & In Transit using TLS/SSL and DB tools
- Pen Testing

SOFT SKILLS

- Analytic, dealing with complexity and problem solving
- Team Lead, collaborative, Calm and Supportive
- Confident, friendly, approachable
- Adapting to a new environment and quick learner
- Prioritising & time management
- Self-starter and independent
- Professional attitude
- Consultative & Negotiation
- Research and analysis

INDUSTRY

- Retail
- Banking (Retail/Commercial)
- Consulting Services
- Pharmaceutical
- Food & Beverage
- Public/Government Services
- Manufacturing & Logistics
- Hospitality & Travel
- Healthcare
- Automotive