**SR. TECHNICAL ARCHITECT**

**V MURALI KRISHNA RAJU RAJU**







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**Executive Profile**

[linkedin.com/in/vmuralikraju](https://in.linkedin.com/in/vmuralikraju)



To create value and recognition in work place by producing the best results for the organization through innovation and strategy using my **business Leadership skills and technical experience**.

**Core skills:**

**Enterprise Architect Solution Architecture Product Management Transition Management IT Infrastructure Data warehousing BI Analytics Big Data Architect ML- R, AWS, Azure Data Modeling**

**Pre-Sales ETL Design BI COE DevOps Quality Assurance**

**Risk Management Strategic Planning Delivery Management Client Engagement at CXO Level**

**Telecom OSS & BSS Solutions Cloud Architecture**

* 12+ years of successful background working with stakeholders to outline current and future vision enterprise architecture that aligns strategy, processes, and IT assets with business goals, mostly in domains like **BFSI, Telecom, Retail, RF and Manufacturing** industries with technical expertise **in Big data, EDW, ETL,BI Reporting/Visualization, Machine Learning and cloud solution**.
* Currently associated with **HCL TECHNOLOGIES, Hyderabad as Senior Technical Architect.**
* Expertise in **Big Data Architecture & solution to clients using Hadoop, MAPReduce, Sqoop, Hive, Pig, Splunk, ELK, and Kibana.Hbase.**
* **TOGAF 9.1 Certified** and experienced professional with interest in developing and deployment of Enterprise Architecture (EA) using TOGAF process guidelines.
* Proficiency in **BI Analytics visualization tools like Tableau, Qlikview, Tibco Spot fire**
* Build and lead Cloud Service team to **architect and implement new public/hybrid/private cloud platforms**
* Developed strategy for **cloud/virtualization migration and implementation best practices using Azure & AWS Tools.**
* Pivotal technical architect role with prospective clients to **determine needs, conduct technical assessments, designing effective solutions and resolving business-critical issues on Cloud and on premise solutions.**
* As a Technical Architect, **responsible as the expert for formulating and leading presales technical and functional support activity to prospective clients and customers while ensuring customer satisfaction on various NoSQL projects.**
* Adept in **Machine Learning using R, SAS, Azure ML, AWS ML, Watson Analytics**
* Ability to **gather user requirements & translate them into technical & system specifications, manage clients, vendors & partner relationships.**
* Expertise in solution architecture for **business information systems, focusing on database architecture, data modeling, data analysis, software design, programming and application integration.**
* Skilled in **Data Warehouse/Data mart concepts and expertise in data modeling for OLAP & OLTP systems from design and analysis to implementation including the conceptual, logical and physical data models.**
* Proficient in **software size estimation, cost and resource estimation, RFP - proposal writing, due diligence study and preparation of statement of work and project management skills, technical presentation, and client liaison.**
* Expertise in **analytical techniques like Linear Regression, Random Forests, Text Mining (Naive Bayes, LDA), EM Algorithms, Segmentation-CHAID, Time Series Forecasting, Factor Analysis etc.**
* Accomplished Big Data architect with extensive experience in **integrating state-of-the-art Big Data technologies into the overall architectural design and statistical models (with R, Azure ML).**
* Drives & owns **E2E presales lifecycle from RFP & RFQ support, bidding, and qualification to liaison to completion, pricing & negotiations, value proposition & delivery ownership explicitly highlighting SoW/R, resource plan, risks & exclusions.**
* Expert in creating a seamless & integrated enterprise wide recommendations that enable **customers to purchase with confidence providing a holistic view of the elements that matter, especially in Manufacture/R&D/Telecom/Finance/BFSI & Retail verticals**

**EXECUTIVE SYNOPSIS**

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**CAREER JOURNEY**

**Role Organization Year**

Sr. Technical Architect HCL Technologies, Hyderabad Aug 14 - Till date

Sr. Technical Manager Tech Mahindra, Pune Jan 06 - Aug 14

Sr. Software Developer Qualtech Consultant Pvt. Ltd., Delhi Aug 04 - Dec 05

Software Developer Basawa Technologies, Delhi Jul 01 - Jul 04

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**EDUCATION**

**Master of Business Administration in Information Technology | 2013**

**Ulyanovsk State University in 2013**

**GNIIT from NIIT in 1999**

**B Sc (Honors) | 1994**

**Berhampur University**

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**Sr. Technical Architect | Aug 14 – Till date**

**HCL TECHNOLOGIES, Hyderabad**

* Lead Architect overseeing technology group of 60+ developers, technical leads, and project and team managers.
* Successfully create and implement innovative ideas to market and showcase to various customers.
* Implement solution for Microsoft on operational intelligence using Big Data/Hdinsight, Event Hub, ELK, Power BI, Kibana, SQL Server, Azure ML, Sqoop, and HIve.
* Execute solution for Panasonic on Warehouse Management using Big Data, Sqoop, HiveQL, MAPReduces, SQL Server, SSRS, and SSAS.
* Architecture and Design of Predictive Analysis on GDP growth for US & RFY Model using R, Azure ML
* Proficiently create POC, RFPs/RFQs & offer architect level solution on Big data, R, Azure ML, Power BI, Tableau, QlikView, Tibco Spotfire & other BI Tools.
* Skilled in visualization tools like R, Azure ML, AWS ML, and IBM Watson Analytics & SAS.
* Build and lead Cloud Service team to architect and implement new public/hybrid/private cloud platforms
* Developed strategy for cloud/virtualization migration and implementation best practices using Azure & AWS Tools.
* Pivotal technical architect role with prospective clients to determine needs, conduct technical assessments, designing effective solutions and resolving business-critical issues on Cloud and on premise solutions.
* Adept in all phases of Data Modelling, Statistical data analysis & mining – Conceptual, Logical & Physical Modelling.
* Competent in Forecasting- Linear, Non-Linear & ensemble complex forecasting algorithms for time series Data.
* Effectively implement complex algorithms like Neural Network, Support Vector Machine and Machine Learning in Advanced Predictive Analytics.
* Comprehensive knowledge of end user usage models, big data & analytics requirements, design of big data/analytics and technical architectures.
* Architect DW design, direct and execute the technical characteristics of the overall strategy of the DW & ETL solutions.
* Design and provide technical solutions/requirement specifications which meets customer requirements.
* Document business case & business requirements definitions, including opportunity, vision of solution & workflows.
* Efficiently create ETL design, mapping documents, workflows and also involved in ETL monitoring.

**WORK EXPERIENCE**

**Big Data** : Hadoop, HDInsight, Hive, Pig, Map Reduce, Mongodb, Vertica, Sqoop, Hbase, Flume and Cassandra, ELK, Splunk

**Modeling/Analytic** : R, Azure ML, and SAS

**Framework** : .NET Framework 2.0/3.0/3.5/4.0

**RDBMS**  : Oracle 10g/ 9i/8i/11g, MS SQL Server 7.0/2000/5/8/Azure SQL

**Reports**  : Crystal Reports 9/9/10/, Oracle forms6 & Crystal Enterprise Reporting Server, Business Object 11, SQL Server

Reporting Services, OBIEE11G, OBIEE DAC, Power BI

**ETL Tools** : SQL Server Integration Services (SSIS), ODI, Informatica, Talend, Azure ADF

**OLAP Tool** : SQL Server Analysis Services with MDX (SSAS)

**.Net Technologies** : VB.Net, ASP. Net 2.0/3.5/4.0 [WCF & WPF], MVC

**Testing Tools** : QTP10.2, Quality Center (Testing) Borland Together, MS-Visio (Design)

**Telecom Billing**  : Kenan Arbor 11.7, OBRM 7.2 (Telecom Billing), Intertrace (Interconnect Billing)

**Modeling Tools** : Borland Together, MS-Visio (Design), Erwin Data Modeller

**Architecture** : ISO42010 (IEEE 1471), Functional Viewpoint, Information Viewpoint, Development Viewpoint, Deployment Viewpoint,

Operational Viewpoint, Process Viewpoint or Concurrency Viewpoint, Perspectives, Performance perspective, security

perspective

**Cloud**  : Azure SQL, ADF, Azure ML, HDInsight, Event Hub, AWS EC2, S3, AWS Quickinsight, AWS ML

**TECHNICAL SKILLS**

**Sr. Technical Manager | Jan 06 – Aug 14**

**TECH MAHINDRA LTD, Pune**

**Title: Post Paid – CDR Data Processing Environment:** Big Data, HDFS, Sqoop, Pig, Hive, Oracle, UNIX

* Successfully implemented CDR data processing using HDFS and their ecosystems.

**Project Experience: BT Italy Billing System Application**

**Environment: Oracle10g, UNIX, Shell Scripting, Mediation, Kenan Arbor, OBIEE 11G, VS2005, C#, ASP. Net, SQL Server 2005, SSRS, SSIS, SSAS, VB, Informatica, ODI and Oracle Form6i.**

* Started as a software engineer and rose to the level of Technical lead by providing excellent client value.
* Played several roles like Onsite Coordinator/Transition Manager (Rome, Germany, Spain), Onsite Coordinator (Glasgow, UK) etc.
* Successfully completed ‘BT Italy Billing System Application’ and managed E2E telecom billing operation & development from order fulfilment (CRM) stage through post Billing, which aided with fixed line, internet & mobile services in Italy for 90% wholesale customer and 10% of the retail customer.
* Designed, architected new applications on E2E solution in Oracle, SQL Server and developing the new business process design in .Net for framework 3.0/3.5/4.0, OBIEE, MSBI, Business Object & E2E Telecom Billing.
* Successfully implemented Lean Six Sigma project in Telecom Italy which enhanced billing revenue (Revenue Assurance & Fraud Management) and increased benefits by 10% (around 1 Mn Euro p.m.).
* Tested delivery components of offshore team to maintain quality of the product before signoff and resolved critical UAT/ production issues keeping the offshore team updated on hot fixes.

**British Telecom (BT)**

* Oversaw Amethyst debt management system migration from SQL server to Oracle 10g, VS 2003 to VS2005 & Crystal Enterprise to OBIEE.
* Led a 40-member multi-geographical team in application development; coordinated efficiently for gathering requirements through hothouse meetings with the client.
* Played a key role in developing a solution for the project (VHSLD, HSLD, HLD) using Borland Together & Visioalong with debugging, refinement and providing FPA tools for OBI to QMG.
* Efficiently derived functional specifications & naming conventions documents on the OBI, Oracle and.Net.
* Fixed Oracle on bugs in OBI v10.1.3.2.2 for access consent; got approval for OC4J Windows Service results from Oracle.
* Ensured successful implementation of SSO on OBI using External Table, Impersonate and LDAP.

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**SIGNIFICANT ACHIEVEMENT**

* **Best Technical Manager and Great Leadership Quality awards** for significant contribution to the projects.
* Successfully accomplished **Big data solution for Microsoft, predictive analysis using Azure ML for Microsoft, BI Visualization solution to Compuware and ETL Solution to Panasonic.**
* **Best Technical Architecture award** from British Telecom, Spain in Apr 14.
* **Special award for providing cross technology integration** by comparing transitions of applications to the client from Oracle India in 2007.
* **Blue Ribbon award** from British Telecom for Six Sigma implementation on E2E Telecom, Billing Revenue Assurance & Fraud Management resulting in a 40 % revenue increase for British Telecom, Italy
* **Efficiently lead accounts worth over million dollars** within and outside India.
* **Overseen E2E Presales Life Cycle** right from RFP & RFQ support, bidding, and qualification to liaison to completion, pricing, negotiations, preparing SOWs, contracts & initiating KT to delivery units on prospect conversions

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**CERTIFICATIONS**

* **TOGAF 9.1 Certification in 2015**
* **Architecting Microsoft Azure Solutions in 2015**
* **Scrum Fundamentals Certified – Scrum Study (SCF ) in 2014**
* **Microsoft Business Intelligence – Implementation & Maintenance 2008, Microsoft in 2013 (MCTS)**
* **Prince2 Foundation & Practitioner from APMG in 2012 - 13**
* **ITILV3 Foundation from APMG in 2012**
* **MCP Certification in .Net, SQL Server 2000**

**PERSONAL DETAILS**

Languages Known : English, Hindi, and Telugu

Passport No. : J9779659

Hobbies : Reading Technical articles, Playing Cricket & Badminton