



OTTURU LAKSHMI SAI AMULYA

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1 PROFESSIONAL PROFILE

- Having experience of **4.3 years** in '**Pega Decisioning Framework (CDH)**', implemented decisioning applications.
- Experienced in gathering the requirements from clients and converting them to use cases.
- Experienced in interacting with business users and business analysts to design and develop the applications.
- Experienced in Developing **Inbound** and **Outbound** marketing application across multiple channels.
- Experience in implementing **Context Dictionary**, **NBAD**, **Pega Decisioning rules**, **Strategies**, **Globally Optimized Strategies** and **Real-Time Artifacts**.
- Actively participated in **show and tell** session with clients
- Participated in the co-creation development of the GDF campaigns with the German customers.
- Conducted** comprehensive training and technical knowledge-sharing sessions on Pega Customer Decision Hub (CDH) within the organization, enhancing team skills and supporting internal learning initiatives.
- Facilitated** business requirement discussions, delivered technical talks, and lead candidate interviews to evaluate both functional and technical expertise in CDH.
- Exhibited a solid understanding of the Software Development Life Cycle.
- Having substantial experience of working in an Agile environment.
- Involved** in Pega upgrade activities version transitions from **8.8V to V24**.
- Understanding in Pega **1:1 Operations Manager** and the process of **revision Management**.

2 PROFESSIONAL SKILLS:

BPM	Pega Decisioning (PCDC 8.8V) and PEGA Infinity (23 & 24)
RDBMS/Database tools	Worked in DBeaver and PostgreSQL DB
Delivery Methodologies	Agile (Scrum)
Domain(S)	Telecom and Banking
Tools	Jira and Confluence

3 ACHIEVEMENTS:

- Achieved "**Best Performance Award**" for solving critical production issues with minimal support.
- Awarded with **Star Team Award** for the outstanding organizational support in finishing the go live.

4 CERTIFICATIONS:

Certification Name	Pega Version
Certified Pega Decisioning Consultant (CPDC)	8.6
Certified Senior System Architect (CSSA)	8.0
Certified System Architect (CSA)	8.0

5 EMPLOYEMENT DETAILS:

Employer	Designation	Period
Eclantiqx	Senior Software Engineer	Nov 2024- Till Date
Tata Consultancy Service	System Engineer	May 2021 – Nov 2024

6 ACADEMIC PROFILE:

Qualification	University/Board	Passing Year
B.Tech	KL University	April 2021

7 PROJECT DETAILS:

7.1 PROJECT #1:

Title	: Credit One Bank Decision Engine
Project Name	: C1B Pega Decisioning (8.8V- 24.V)
Client	: C1B
Role	: Senior Decisioning Consultant
Envirnoment	: PEGA PCDC V8.8, Pega Infinity 24

Description:

Credit One Bank is a banking application headquartered in Las Vegas that offers credit cards and online banking services to its customers. The application leverages Next-Best-Action Designer (NBAD) to deliver the most relevant credit card offers and service messages, ensuring personalized and value-driven customer engagement.

Responsibilities:

1. Worked extensively on NBAD, developing and delivering targeted offers to customers.
2. Developed decision strategies that generate personalized Next Best Actions for customers.
3. Primarily focused on collections campaign that enables agencies to contact customers for bill payments.
4. Creating and running Campaigns using 1:1 customer engagement strategy that delivers offers to the customers via different outbound and inbound channels.
5. Actively participated in design discussions and conducted demos for clients to showcase solution capabilities.
6. Involved in designing, technical documentation and testing different scenarios.
7. Involved in reviewing the product file for the prod deployment

7.2 PROJECT #2:

Title	: VF Group Decisioning Framework
Project Name	: Pega Environment Upgrade (8.4V- 8.8 V)
Client	: Vodafone
Role	: Decision Strategy Designer
Envirornment	: PEGA PCDC V8.8, Pega Infinity 23 , Pega Infinity 24

Description:

Vodafone is a British Multi National Telecommunication Company that offers services across Asia and Europe. GDF is metadata driven in which it supports Multiline decisioning. Decision-making process markets can utilize the GDF framework, customizing the logic connected to the market in the corresponding pre- extension and post-extension strategies that are offered.

Responsibilities:

1. Develop Decision Strategies that gives the Next Best Action to the customer.
2. Creating and running Campaigns using 1:1 customer engagement strategy that delivers offers to the customers via different outbound and inbound channels.
3. Involve in Design Discussions and give demos to the clients.
4. Create various types of rules like Volume Constraints, Strategies, Campaigns, Segments, Flow, Proposition Filters, Propositions, Treatments, Test Cases, Test suite, NBAD Contact Policy, Realtime Containers, Data Transform and other decisioning components, Part of the Branch Development and Code Merge.
5. Implement the GOS (Globally Optimized Strategies) feature in Pega Platform 23 and Pega 8.8V
6. Create and update the actions in the fast and standard release using the OPS Manager as well Revision Manager.
7. Work on Customer Profile Viewer for unit testing offers.
8. Working with clients to identify and collect business requirements and offer suitable technical advice.

7.3 PROJECT #3:

Title	: VF HU - Always on Marketing (AoM)
Project Name	: Pega Environment Upgrade (8.4V- 8.8 V)
Client	: Vodafone Hungary
Role	: Decisioning Consultant
Envirornment	: PEGA PCDC V8.8

Description:

Vodafone Hungary AoM is a marketing application used to target prepaid and postpaid mobile customers with offers through campaigns and other inbound channels based on customer's spending behavior, usage statistics etc.

Responsibilities:

1. Retrofitting the Pega and Client Application.

2. Explore the changes in the 8.8 Environment.
3. Coordinating with Operations and Testing team and provide defect fixes and bug fixes.
4. Package creation and Release Notes.
5. Involved in Unit Testing, E2E Testing, Regression Testing as well technical consultancy.

7.4 PROJECT #4:

Title	: VF HU - Always on Marketing (AoM)
Project Name	: AOM 3.0and AOM 3.1(Always On Marketing)
Client	: Vodafone Hungary
Role	: Decisioning Consultant
Envirnoment	: PEGA PCDC V8.4

Description:

This project is referred as AOM – ‘Always on Marketing’ and as part of this project the existing campaign management solutions are planned to be replaced by providing a new solution using PEGA. The objective of this project is to engage customers through campaigns on both inbound and outbound channels with relevant offers and information.

Responsibilities:

1. Client interaction to define and gather business requirements and providing appropriate technical consultancy.
2. To generate offers for Internet, TV, VOIP in phase 3.0, In addition Mobile, Prepaid, Postpaid and Information offers in phase 3.1
3. Implement Pega Decisioning rules such as Actions, Strategies, Segments, Treatments, Data Flow Components, Engagement Policy, Volume Constraints, Decision Data, Pega UI development, Sections and Flow Actions.
4. Create when rules and propositions Filters to implement business logic validation.
5. To implement dynamic treatment logic code in Framework across the Thankyou and Welcome offers to produce content at runtime with respect to Email/SMS channels.
6. Unit testing of the customized code as per the test plan and documenting the process.
7. Follow agile methodology for sprint wise code delivery and record progress of user stories in Jira

7.4 PROJECT #4:

I hereby declare that all the above furnished details are true to the best of my knowledge

(OLS Amulya)