

# Deepali Bohra Senior Software Engineer

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## Profile

Senior Software Engineer with 6+ years of experience in CCM, specializing in Messagepoint, OpenText Exstream, and document composition. Skilled in SDLC, workflow automation, and system integration. Proven ability to deliver efficient, high-quality solutions within deadlines.

## Work Experience

07/2019 – present **Senior Software Engineer**  
Gurugram, Haryana, *Espire Infolabs Pvt. Ltd.* 

## Skills

**Primary Skills**  
OpenText Exstream, Message Point

**Secondary Skills**  
Quadient, SQL, HTML, CSS, Core JAVA

## Certificates

- Message point Partner
- Inspire Designer Basic
- Inspire Interactive Basic
- Inspire Content Manager

## Experience synopsis

- Customer Communication Management (CCM): OpenText Exstream: Skilled in upgrade/migration, template design, data mapping, workflows, and creating high-volume documents (statements, letters, marketing).
- Messagepoint – Touchpoints, Smart Text, Messages/Zones, Variants, and Target Rules/Groups for personalized communications.
- GMC Inspire: Knowledge of Data Input, Processing, and Layout Design for multi-channel communications.
- Data Integration: Proficient in XML, CSV, Delimited, and Fixed-length files for smooth data processing.
- Overall: Strong in end-to-end design, development, testing, and deployment with focus on quality and performance.

## Projects

### Citi

*Role: Open Text Developer*

*Responsibilities:*

- Worked on OpenText Exstream across the full SDLC, from requirement analysis to deployment.
- Analyzed DOR (Design of Record) documents from JIRA stories and translated them into Exstream templates.
- Designed and configured Paragraphs, Sections, Pages, and Documents for scalable and reusable templates.
- Built workflows, performed data mapping, and integrated content for statements, customer letters, and regulatory documents.
- Conducted code reviews and validated outputs to meet quality and performance standards.
- Coordinated document reviews with clients once proper outputs were generated to ensure sign-off and compliance.

## **Cigna (OpenText Exstream and Message Point)**

*Role: OpenText And Message Point Developer*

*Responsibilities:*

- Analyzing and understanding complex Business Requirements.
- Creation of several objects like Documents, Pages, Templates, Flow Pages, Output Queues, Outputs, Components, Tables, Message frames, flow targets, search keys (TLEs), predefined functions, Design layers, language layers, and Variables.
- Worked with and mapped different data file types (Customer Driver files, Initialization files, reference Files, and Report files) using File formats (Columnar & Delimiter).
- Review of design, coding as per best practices & coding standards.
- Connecting and configuring OTE and MessagePoint using connectors and zones.
- Active participation in daily onsite/offshore status calls and weekly status calls with clients.

## **CYB**

*Role: Open Text Developer*

*Responsibilities:*

- Analysis of the BR documents and Project requirements.
- Review the client-provided data mapping documents and ensure all the business rules are covered and the input data feed has all the necessary information required to generate output from HP Exstream.
- Project development and design of Workflow.
- Worked on Documents, Placeholders, Messages, Tables, Sections, Paragraphs and Barcodes.
- Document triggering using dynamic content import and targeting rules based on plan type.
- Generating different output formats like AFP, and PDF for printing.

## **CompuMail (OTE Upgrade V9.5 To V16.6)**

*Role: OpenText Developer*

*Responsibilities:*

- Analysis of the BRD documents and Project requirements.
- Review the client-provided data mapping documents and ensure all the business rules are covered and the input data feed has all the necessary information required to generate output from HP Exstream.
- Generate the output file from the V9.5 and compare with V16.6 output
- Agenda for comparing the output of v9.5 to v16.6 should not be any change between both version outputs
- Generating different output formats

## **Messagepoint (Healthcare – Upgrade, Customization & Migration)**

*Role: Messagepoint Consultant | Tools: Messagepoint, Blue Relay QA Module, OpenText Exstream*

### **Projects: Cigna Silverton (Current), AEP 2021, AEP 2022, Centene(Healthcare)**

- **Cigna Silverton:** Leading the migration from OpenText Exstream to Messagepoint Composer, involving new Touchpoint design, content restructuring, and dynamic template creation to support modernized communication workflows. Collaborating with cross-functional teams to ensure smooth transition, optimized layouts, and compliance with brand and regulatory requirements.
- **AEP 2021 & AEP 2022 Campaigns (Healthcare):** Analyzed Business Requirement Documents (BRDs) to deliver compliant and targeted communication assets. Designed and configured Touchpoints, Data Sources, Variables, Layouts, Zones, Smart Text, and Messages. Created Target Groups, Target Rules, Variants, and Sub-variants for highly personalized messaging.
- Integrated data files and composition packages with the QA module, collaborating with QA teams in Blue Relay to track, resolve, and close all issues within timelines.

## **Education**

07/2015 – 06/2019

Gurugram, India

**B.Tech (Computer Science & Engineering)**

Dronacharya college of engineering [↗](#)

## **Awards**

\*Eagle Eye Award