

**MANASA**

**Salesforce Business Analyst**

* Over 7 years of IT experience in Salesforce.com CRM platform as a Business Analyst
* Experienced in all phases of Software Development Life Cycle (SDLC), Agile Methodology and project life cycle processes.
* Proficient in developing CRM solutions for Marketing, Sales and Service organizations.
* Extensive experience in writing APEX classes, SOQL, SOSL.
* Performed detailed analysis of business and technical requirements and designed the solution by customizing standard objects of SalesForce.com (SFDC) and other Platform based technologies such as Force.com API.
* Extensive experience in tracking defects using Jira Agile Tool.
* Experience with Steel Brick CPQ, price, quote application.
* Implemented various advanced fields like Pick lists, Custom Formula Fields, Many to Many Relationships, Lookups, Master-Details, Field Dependencies, Validation Rules, Work Flows, and Approval Processes for automated alerts, field updates & Email generation according to organization requirements.
* Experience in customizing the standard objects, creating the custom objects, Interfaces, Relationships, triggers, Data Validations, force.com Approval Processes, VisualForce pages, Apex classes and business logic according to the business requirements.
* Hands on experience implementing Security/Sharing rules, Configured permission sets, Field level Security, Record level Security, Profiles, Roles and resource monitoring at different hierarchical level of Organization.
* Good knowledge of Governor limits and experienced in customization of existing code in accordance with the governor limitations.
* Expertise in using Reporting and Dashboard profile in SalesForce and managing folders.
* Worked on tasks involving loading of data using Data Loader and migration of data from Data warehouse into Sales force CRM using ETL tools like Informatica on Demand, Cast Iron experience, to synchronize data between SFDC and web service endpoints.
* Knowledge in creating various UML diagrams like Use Case diagram, Activity diagram and Sequence Diagram.
* Ability to consult, educate, facilitate and communicate knowledge and application of system tools/processes to all the functional business stakeholders and the CPQ tool implementation.
* Extensive experience in implementation of SalesForce Chatter functionality and Knowledge base module.
* Team player with excellent interpersonal and communicational skills, self-motivated, ability to learn and adapt to new technologies and experience in successfully implementing new technologies in the projects.
* Experience working with off shore teams for various integration projects.
* Proficiency in SFDC Administrative tasks like creating Profiles, Roles, Users, Page Layouts, Email Services, Approvals, Workflows, Validation rules, Reports, Dashboards, Tasks and Actions.
* Proficient in Data Migration from Traditional Applications to SalesForce using Data Loader Utility and Informatica on Demand**.**
* Experience working across various SFDC implementations covering Sales Cloud, Service Cloud, Call center, Chatter & App-exchange applications.
* Good understanding of Salesforce.com Governor Limits with an ability to optimize codes to acknowledge those limits.
* Experienced in working with agile and scrum methodologies.
* Experience with Service Cloud including Service Console, Customer Portal, Case Feed, Knowledge Base and Entitlements.
* Experience in designing on Salesforce.com platform, tallying the business requirements by designing the required User Interface entities like custom objects, creating the relationships/ junction objects like Master-Child, lookups, Entity Relationship data model and business logics.
* Implemented security and sharing rules at object, field, and record level for different users at different hierarchies of organization.
* Strong Expertise in Production support, Data Guard, Backup and Recovery Using RMAN.
* Proficient in PL/SQL, SQL and UNIX Scripting.
* Experience in Implementing and performing Disaster Recovery. Implemented and managed Data guard.
* Perform daily monitoring of Oracle instances using Oracle Enterprise Manager, TOAD, users, table spaces, memory structures, rollback segments, logs, and alerts.
* 24/7 Production support on a rotational basis.
* Self-motivated, quick learner, able to work well under tight deadlines and rapidly changing priorities.
* Having great Experience in Application Lifecycle Management(ALM) in User Administration, Project/Workflow customization.
* Ability to develop Advanced Reports in Application Lifecycle Management(ALM) by using Dashboard Module.
* Experience in support for Application Lifecycle Management(ALM) users and ability to debug issues using Sys Internals tools.
* Implementation of various advanced fields like Pick list, Custom Formula Fields, Field Dependencies, Validation Rules, Work Flows, Sharing rules and Approval Processes for automated alerts, field updates, and Email generation according to obligations.
* Experience in Salesforce.com Sandbox and Production environments, developing and deploying custom integration solutions.
* Possess knowledge of CRM processes like Sales, Marketing, Customer Service and Customer Support, Business processes and recommended solutions to improve their processes using Salesforce.com.
* Development experiences in various platforms like MS Office, Visio documenting tool and Windows (7, XP, NT, 2000).
* Excellent work ethics, quick learner and team oriented. Continually provided value added services to the clients through thoughtful experience and excellent communication skills.
* Excellent analytical, de-bugging skills and documentation skills.
* Extensive experience in interacting with the senior management, business and IT users.
* Skilled in understanding client requirements, developing solutions, preparing work
* specifications, estimating efforts ensuring delivery of reviewed / executed work requests within time frames.
* Quickly identify and understand business issues as well as opportunities and prioritize new capabilities.
* Credit of consistently delivering high-quality services to the business through informative, well-organized scope documents and business requirements.
* Exhibits confidence and extensive knowledge of emerging industry practices when solving business problems.
* Excellent Client Facing Skills & Skilled in gaining Utmost Trust & Providing Reliable Solutions to Problems.
* Uses qualitative and analytical methods to enhance or develop processes while providing analytical support for new proposals, projects and quality initiatives.
* Adroit in analyzing information system needs, evaluating end-user requirements, custom designing solutions and troubleshooting applications.

**Skill Highlights**

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| Salesforce.com Technologies | Apex Classes/Controllers, Apex Triggers, Visual Force Pages/Components & Controllers, Apex Data Loader, Force.com Apex Explorer, Dashboards, Reports, Reporting Snapshots, Custom Objects, Force.com Eclipse IDE Plug-in, Workflow rules, Approvals, Case Management Automation, SOQL, SOSL. |
| Programming Languages | PL/SQL |
| Business Processing | Service Requests and Activities, Opportunities, Quotes and Proposals, Order Management, Campaign Management, Case Management, Contract Management, Pricing, Approval, Partner Deal Registration, Data Cleansing, Agreements and Entitlements. |
| Web Technologies | HTML,CSS |
| Web Services | SOAP/REST API |
| Databases | Oracle, MySQL, SQL Server 2000/2005/2008 |
| Packages | MS Word, MS Excel, MS Power Point, MS Office, MS Visio, Rational Rose |
| ETL/Integration Tools | Apex Data Loader, Informatica, Cast Iron, Force.com workbench. |

**EDUCATION**

**Bachelor of Technology in Electronics and Communication Engineering**

Amrita Vishwa Vidyapeetham, Coimbatore, India

**KEY STRENGTHS**

* Quality Assurance.
* System Analysis.
* SFDC – Sales Force .com Concepts.
* Requirement Gathering & Analysis.
* Client Relationship Management.
* Production Server’s Management & Maintenance.
* Product & Business scenarios testing.
* Product Consultant & Trainer.
* Customer Service Management.
* Business Analysis & Implementation.
* System Integration.

**CORE COMPETENCIES**

**Business Analysis**

* Engaging and coordinating business analysis sessions for understanding client’s business processes and mapping them to required business standards
* Examining business portfolio and designing performance dashboards and other business classification’s.
* Attending New Business Requirement Sessions & Playing the main Role in POC.
* Working closely with Sales & Pre Sales Team in Product Promotion.
* Understanding Client Business and Providing the Best Possible Solution on Revenue Generation Model.

**System Analysis**

* Drafting functional requirements for computer systems using models and diagrams to represent the processes and functions involved
* Assisting in functional testing of the new system and ensuring that it meets the user specifications

**Project Management**

* Conducting case / system / process study for project planning, scoping, estimation and tracking
* Defining best practices for project support and documentation

**Professional experience**

**DentaQuest, MA August’16-till date**

**Salesforce Business Analyst**

* Performed Gap Analysis of the As-Is and Should-Be process within the organization.
* Functioning as the primary liaison between the business line, operations, and the technical areas throughout the project cycle.
* Worked with Scrum master in spring planning, resource allocation, Project status reports and retrospectives.
* Conducted JAD sessions for communicating with Stakeholders and Project directors.
* Working with the business users to define business requirements and analyze the possible technical solutions with technical lead.
* Developed and presented Wireframes/mockups to Business users and Technology team.
* Created functional flow diagrams/workflows and other high level diagrams using MS Visio for documenting the functionality of separate modules.
* Maintain Product Backlog Items to make sure that all the requirements have been met.
* Collaborated with the QA team to ensure adequate testing of the application both before and after completion, maintained quality procedures, and ensured that appropriate documentation is in place.
* Collaborated with the QA team to develop the test plan, test conditions and test cases to be used in testing based on business requirements, technical specifications and/or product knowledge.
* Maintain defect reports and updates reports following regression testing efforts.
* Resolve Production Web Portal tickets to give a better customer Satisfaction.
* Worked with SQA to resolve production bugs for communities.

**Internap, Atlanta, GAJune ‘14 – Aug ‘16**

**Salesforce Business Analyst**

Internap is the high-performance Internet infrastructure provider. A hybrid infrastructure across a global network of data centers, optimized from the application to the end user. Internap currently utilizes Salesforce for lead and opportunity management. A Big Machines Salesforce plug- in was developed that utilizes product configuration and workflow management components to support the quoting, margin calculation and approval process.As a salesforce developer at Internap, I worked in the IBoss Project, worked on the Sales cloud and maintained iQuote page in the application.

* Wrote apex classes to define the behavior of the iQuote page.
* Used detailed knowledge of application features and functions to assess the scope and impact of business needs throughout analysis and completion of all enhancement specifications for each business partner and cross impacted groups.
* Queried Salesforce Database with SOQL & SOSL queries available in Force.Com platform.
* Performed the detailed analysis of functional and technical requirements; designed and deployed the custom objects; identified the lookup and master-detail relationships; and created the junction objects.
* Implemented security and sharing rules at object, field, and record level for different users at different levels of organization. Also created various profiles and configured the permissions based on the organizational hierarchy.
* Created new custom objects, assigned fields, designed page layouts, custom tabs, components, custom reports.
* Implemented pick lists, dependent pick lists, validation and formula fields to the custom objects.
* Implemented User Acceptance Testing (UAT) for the CPQ changes, and coordinated the defect resolution.
* Implemented the validation rules on the objects and tabs, Page layouts, Custom tabs, and Components to suit the needs of the application.
* Worked on tickets and enhancements assigned in Jira and debugging the application.
* Implemented the workflows and approvals for various functional requirements.

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| **US Bank,** **Minneapolis, MN May ‘13– June ‘14**  **Salesforce Business Analyst** |

Project at US Bank involved in the development of custom applications with Salesforce to build custom portal. We leveraged on Apex to integrate its existing management application for an integrated CRM and Customer Management system.

* Worked on various salesforce.com standard objects like Campaigns, Leads, Accounts, Contacts, Opportunity, Territory Management, Reports and Dashboards
* Created different workflow rules and Approvals, Email Templates to run the Territory Assignment rules.
* Implemented the CPQ best business practices to improve the overall CPQ experience for the business stakeholders.
* Partner portal, customer portal Implementation & attended Dream Force events to get the real-time integration with business partners.
* Designed, and developed the Custom objects, Formula fields, validation rules, Page layouts, Components, Visualforce Pages to suit to the needs of the application.
* Perform detailed analysis of business and technical requirements and developed the Apex classes using other Platform based technologies like Visualforce, Force.com IDE
* Designed, developed and deployed Apex Classes, Triggers, Packages for various functional needs in the application.
* Customized Salesforce.com Fields, Page Layouts, Record Types, Queues, and Profiles.
* Designed the Custom Visualforce pages for Lead conversion, merging duplicates.
* Integrated with PeopleSoft FT at the backend with Salesforce as User Interface and it is a bi-directional integration using Informatica on demand.
* Developed and configured various Reports for different user profiles based on the need in the organization
* Used the Force.com IDE for testing and migrated the code to the deployment instance after testing.

**Environment:** Force.com IDE, Apex Classes, Apex Triggers, Visualforce pages, Validation Rules, Formula Fields, Data Loader, Reports and Dashboards, Workflow & Approvals, Web Services, Force.com Eclipse Plug-in.

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| **Hewlett Packard, Houston, TXApril ’12 – May ‘13**  **Salesforce Business Analyst** |

* Interacted with various business user groups for gathering requirements for Salesforce implementation and documented the Business and Software requirements.
* Developed Custom business logic using Apex Classes, Triggers, Components, Visual Force pages and Controller Classes for various functional needs.
* Set up Marketing Campaigns, Campaign Hierarchies, Lead Queries, Assignment rules, Web-to-Lead and Auto-Response rules.
* Configured Campaign Management, Campaign Influence and Lead Conversion.
* Configured the Case Management Process.
* Deployed Apex using Force.com IDE, Force.com Migration Tool and Web Services API.
* Worked with Apex Scheduler to invoke batch Apex classes at regular intervals.
* Implemented CSS for VisualForce pages and experience working with Partner portal system.
* Added methods that can be called from Visualforce pages to Controller Extensions.
* Created Custom Visualforce components and attributes to override the look and feel of standard Visualforce components.
* Experience in deploying applications from Sandbox to production.
* Created Visualforce pages that could be rendered as PDF's, build dashboard components and define email templates.
* Used Grid buddy to generate reports on multi objects and put related data in one view to help a clear perspective on business decisions.
* Used Pick lists, Dependent Pick lists, and Record Types to enforce data quality.
* Used Tab permissions, Record Type permissions and Field Level Security to implement Component-based security.
* Used Tabular, Summary and Matrix reports to create Standard reports and Custom reports.
* Designed and modified Approval processes and created Approval steps which used email alerts and field updates.
* Worked with Approval processes that use Email Approvals and parallel Approval steps.
* Created Dashboards and Dashboard Components and implemented multiple levels and scheduled Dashboard refresh.
* Created Many-to-Many relationships and created Junction objects to implement Roll-up Summary fields to aggregate data from child records on the parent.
* Designed Validation Rules along with Roll-Up Summary Fields to maintain data quantity and data consistency.
* Participated in JAD sessions involving Business Users and Sponsor groups to analyze and understand the business requirements.
* Implemented Case Management Automation to track and solve Customer’s Issue.

**Environment:** Salesforce.com Platform, Apex language, Apex Custom Controllers, Visual force pages, Data Loader, HTML, JavaScript, Workflows, Approvals, Reports, Custom-Objects, Reporting Snapshots, SOQL, SOSL, Integration, Force.com Platform (Sandbox and production), Force.com IDE.

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| **Medica, Minneapolis, MN March ‘09 – April ‘12**  **Salesforce Business Analyst** |

* Analyzed standard industry practices of back office applications of insurance company including underwriting, billing, policy, and claims administration with the help of Subject matter expert.
* Involved in gathering Customer requirements from business user teams spread over Sales, Marketing and Customer service.
* Involved in Creating Gap analysis document, clearly identifying the data, business process and Workflows of the organization with respect to Salesforce.com implementation.
* Developed and Customized SFDC application based on the user needs.
* Maintained and gave permissions to communication templates based on profiles & roles.
* Performed data analysis and migrated data from SQL server database to Salesforce.
* Created Reports and dashboards as per the customer requirements.
* Worked on Record Types, Validation Rules, Triggers and Page Layouts.
* Created and managed technical and business process documents.
* Worked with senior team members to analyze each product and its competitor to integrate new product and optimize existing products.
* Force.com Migration tool has been used for migrating code and customizations from one environment to another environment.
* Created Email templates in text, HTML and Visualforce where necessary for the application.
* Uploaded about close to a million records using the Apex Data loader.
* Experienced in working with customized data integration tools for Cleansing and De-duplicating bulk loads using different ETL tools.
* Maintained system metrics and logs to track trends in usage & adoption, data quality, integrity and application failures.

Environment: Salesforce, Force.com IDE, Apex, Visualforce, Apex Data Loader, Force.com platform, data.com, SQL Server 2005, Quality Center, Gap analysis.