**Sai Prasad**

|  |  |
| --- | --- |
| **Email:** [saiprasad2116@gmail.com](mailto:saiprasad2116@gmail.com) | **Mobile: (619) 630-7136** |

*Salesforce Business Analyst/Administrator*



**PROFESSIONAL EXPERIENCE:**

* An SFDC Certified professional with Over 7 years of experience in Business Analysis, Administration, testing and user training in Salesforce.com application
* Business Analysis experience with strong knowledge of SDLC (Software Development Methodology), QALC (Quality Assurance Life Cycle) and project Life Cycle using Agile and Scrum methodology
* Congregated and rendered input to business requirements for new **Salesforce.com** implementation
* Extensive experience in conducting JAD sessions, user interviews, Scrum stand-up meetings and requirement elicitation sessions.
* Honed skills in **Business Analysis, Data Analysis, Requirement Analysis, and Business Modeling.**
* Solid understanding of Business Process Flows, Data Modeling, Design & Analysis, Requirement Traceability Matrix, As-Is and To-Be processes
* Proficient in Technical and Business Writing, Business Process Flow,  Excellence in Operations Management (EOM) ,Business Process Modeling, Business Analysis and Testing various methodologies.
* Experience in conducting/facilitating **PSI planning workshops, Sprint planning workshops, Sprint Retrospective meetings, Sprint Adapt workshops, Daily stand-up meetings, Pre-Demos and Demos**
* Expert in creating **Business Requirement Documents (BRD), Functional Specification Documents (FSD), Use Case Diagrams, Sequence Diagrams and Activity Diagrams** using Rational Rose and MS Visio.
* Worked extensively on **user requirements gathering, troubleshooting**, **change control**, and **gap analysis**.
* Experience in **Business Process definition, Risk analysis, Use case analysis, SE methods** (inspections, reviews, milestones), **baseline acceptance criteria**, and **deliverables**.
* Functional expertise for customer relationship management software specializing Salesforce.com **Sales Cloud, Service Cloud, Custom Cloud**
* Extensive experience in Salesforce.com setup, configuration, customization, administration, data migration, and integration tools like **Apex Data Loader**.
* **Implementation and Integration** experience using Custom Objects, Custom Tabs, Workflow Rules, and Role based Page Layouts and Record Types, Approvals, Assignment Rules including Custom Reports, Report Folders, and Report extractions to various formats as per Client & Application Requirements.
* Implemented **Security and Sharing rules** at Object, Field and Record levels for different users in the organization.
* Expertise in using **Conga Merge** and **Cloud 9** third party applications for Salesforce.com for generating documents and taking data snapshots
* 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.
* Proficient in creating **Profiles, Roles, Users, Tasks and actions, Dashboards, Reports, and Validation rules**.
* Provided ongoing **SFDC maintenance and administration services** including periodic data cleansing, custom objects, workflows.
* Experience in writing **SQL queries using joins, indexes, sort, merge functions.**
* **Programming technologies** such as HTML, XML, AJAX, JavaScript, Adobe Flex, Java, PHP, PL/SQL, Force.com, Java.
* Effective in executing multiple tasks and assignments ahead of schedule.
* Advised management on improvement **strategies, Competitive & Profitability Analysis**.

**Skill-Set Highlights:**

|  |  |
| --- | --- |
| **Business Processes** | Service Requests and Activities, Opportunities, Quotes and Proposals, Order Management, Campaign Management, Case Management, Contract Management, Pricing, Approval, Partner Deal Registration, Data Cleansing, and De-duplication, Agreements and Entitlements |
| **CRM Applications** | Salesforce.com: Sales Cloud, Service Cloud, Marketing Cloud, Heroku, Marketo  Force.com: Custom Cloud  Salesforce.com: Reporting and Analytics of Sales, Service and  Custom Cloud  Salesforce AppExchange: Application for code backup and sub versioning |
| **Salesforce.com Platform** | Campaigns, Leads, Accounts, Contacts, Opportunities, Price Books, Products, Assets, Contracts, Cases, Solutions, Cases, Solutions, Ideas, Queues, Quotes and Custom Object development, Field creation, Page Layout, Record Types, Field Level and Object level security, role hierarchies, sharing models, Workflow rules, Territory Management, Reports, Dashboards, Formula Fields and Cross Object Formula Fields, Configuration Skills, Overall User Management , Security and Sharing Model, Translation Workbench, Email and Document Templates, Chatter |
| **Programming Languages** | SQL,Java |
| **Web Technologies** | HTML, XML, CSS |
| **Packages** | MS- Office, Project, SharePoint, VISIO, Excel, Access, InfoPath |
| **Operating Systems** | Windows Server Windows7, VISTA,2000, XP |

**Experience:**

**Client:**InterContinental Hotel Group, Atlanta, GAApr 2013 - Present

***Salesforce.com Business Analyst/Administrator***

Responsibilities:

* Involved in project to understand the **business needs** and **objectives** of the system.
* Interacted with the end users and stakeholders, involved and gathered **technical requirementsfor the integrated system.**
* Interacted with users and different teams, involved in the application development for better development, understanding of the business, and IT process.
* Created and managed **User Roles, Profiles, Permissions, and Role Hierarchies, Public Groups, Security Controls, and Shared Settings.**
* Worked on Salesforce Sales cloud app with various standard objects such as Leads, Accounts, Contacts, Opportunities, Products, Cases, Reports and Dashboards.
* Created multiple Price Books and Schedules.
* Automated Lead generation from external and internal website into Salesforce using **Web to Lead**
* Created Custom Fields, Custom Reports, Field help, Custom Formulas, and Field History Tracking.
* Defined Workflows and set up **Workflow Rules**, **Tasks and Alerts and created Workflow Approvals.**
* Customized Applications, Page Layouts, Lookup Fields, Standard Related Lists, Tabs, and defined dependent Pick Lists.
* **Customized Dashboardstotrack project status and performance of business centers**.
* Participated in **JAD** sessions for **requirement gathering, analysis, and design.**
* Used **Data Loader** for insert, update, upsert, and bulk import or export of data from Sales force Objects. Used it to read, extract and load data from comma separated value (CSV) files.
* Partner with business stakeholders driving the requirements to be sure they have a complete understanding of the improvements and changes.
* Generated **weekly status reports** and Ad-hoc reports to monitor the progress and identify critical points to reallocate resources and Decision support for **Software Development Life Cycle.**
* Customized standard objects like **accounts, contacts, opportunities, leads**.
* **Integrated the Web Services for extracting the data from external systems.**

**Environment:**

Saleforce.com CRM, Apex Classes, Controllers, Visual Force Pages, Custom Objects, Tabs, Email Services, Workflow & Approvals, Reports, Security Controls, Sharing rules

**Client:**Westfield LLC **–** Los Angeles, CA Oct 2012 - Mar 2013

***Salesforce.com Business Analyst / Administrator***

Responsibilities:

* Understand and translate the **Sales & Marketing strategy, business goals, and business processes** into a solution
* Proficiently documented Use **Cases, Activity Diagrams and Data Flow Diagrams** for projects like configuring new departments, integrating systems and developing authenticated websites
* Independently perform development, testing and implementation of the business process
* Documenting and updating relates of SalesForce.com software and system administration focusing on **Service cloud**
* Configure and manage third party applications to generate documents from **Salesforce.com through Conga Merge**
* Configure and manage third party application for daily snapshots of the data for the financial analysts through **Cloud 9**
* Contrived in integrating Salesforce.com with **JD Edwards** for auto abstraction of the opportunities through ETL tool
* Creating **approval matrix** and defining **work flow process** depending on the requirements
* Assisting development team in creating **inbound and outbound** change sets to move them to respective environments
* Created **page layouts** and **field security** depending on the user profile
* Customized **dashboards** and **reports** depending on the user requirements
* Maintain multiple user roles, security, profiles, workflow rules, etc
* Support, train new end users and create User manual on the salesforce.com application
* Maintaining customer portal users to access the integrated application, developed on a **flash builder**
* Used **Data Loader** to update, insert records for products, accounts and other custom objects
* Customize the settings for user profiles to have Salesforce.com to **Outlook synchronization**
* Participate in cross-functional teams that address strategic business issues involving CRM and sales operations.
* Implementing and managing various complex sales, marketing, legal and services business processes within multiple organizations.
* Demonstrated ability to effectively communicate technical issues and resolve problems at all levels of the organization both internally and externally.
* Identify SFDC usage problems and craft technical / communication plans to IT/business teams.

Environment:

Saleforce.com CRM**,** Custom Objects, Tabs, Email Services, Workflow & Approvals, Reports, Security Controls, Sharing rules, SQL Server

**Client:** Macy’s Stores - San Francisco, CAAug 2010 – Sept 2012

***Salesforce.com Business Analyst / Administrator***

Responsibilities:

* Involved in project to **understand the business needs and objectives of the system** and interacted with the end client/ users and stakeholders, involved and gathered requirements for the integrated system*.*
* Working with user group for **requirement gathering** throughout the planning and implementation.
* Develop reports, dashboards, and processes to continuously **monitor data quality and integrity.**
* Created and deployed several reports using Salesforce.com platform.
* Provided ongoing Salesforce.com **maintenance and administration** services including **periodic cleansing, custom objects and workflows.**
* Implemented **Security access** to the user profiles by creating **Object level security**, **field level security and record level security.**
* Experience in using **Apex Data Loader** for various data related operations like data inserting, deleting, and exporting.
* Automated case creation on replying to the email thread (email to case).
* Worked on Knowledge center, Tracking entitlements, service contracts, etc
* Worked on creating **custom E-mail templates** for Mass Email, new campaigns, day to day communication emails with customers, internal communication etc...
* Created **Executive Team dashboards**; these dashboards consisted of current month sales, forecast, and activity, YTD sales, Marketing effectiveness by campaign, forecasted sales by campaign.
* Conducted **walk-through with the end users and stakeholders** to gather the modification requests from the user to upgrade or change the specifications for the product.
* **Manage database record**, implemented on Salesforce.com platform, for all organization users.
* Managed different vendors and end users in resolving application issues.

Environment: Salesforce.com platform, Workflow and Approvals, reports, custom objects, custom tabs, chatter, dashboards, data loader

**Client:**AIG Inc. Los Angeles, CA **Feb 2008 – August 2010**

***Business Analyst***

Responsibilities:

* + - * 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
      * Collected and analyzed the project's **business requirements** and transferred the same knowledge to development team
      * Prepared accurate and **detailed Requirement Specifications Documents**, and **Functional Specification Documents**
      * Conducted different **JAD sessions** with underwriter and with marketing team to capture business requirements and system behavior
* Interacted with the **executivesand software development team** to liaison the business requirements to ensure that the proposed upgraded application complies with the business requirements
  + - * Provided **critical inputs** for application design after fact finding by performing meetings with business teams, sales agents
      * Performed a complete **GAP Analysis** to identify problems and inconsistencies with the business requirements specification and the existing system
      * Prepared **UML artifacts viz. Use Cases, Activity Diagrams**, recommended by RUP (Rational Unified Process) for Requirements
* Documented Functional Requirements for Allocation strategy utilizing Use Case methodology
* Identified data elements from back end that map to fields on the web application.
* Part of **Agile methodology**, **Scrum** which dramatically improved Productivity and reduced errors
* Responsible for performing current **state analysis/As-is process/to-be** model on ‘Allocation Model Maintenance’ using Visio
* Performed **Feasibility** and **Risk Analysis** on tools like Camilion provided by vendor/third party
  + - * Used priority and risk for each requirement. Used **Attribute Matrix, Traceability Matrix** for viewing the effects caused by a requirement change
* Worked closely with QA Manager and Test team in standardizing Test Plan Template and Traceability Matrix
  + - * Created **test data** for the testing purpose based on the business requirements.
      * Actively participated in **UAT** to provide feedback on the system
      * Maintained different versions of the documents on SharePoint and made sure most current version is available to the different teams

Environment:

MS SharePoint, MS Visio, MS Office Suite (Word, PowerPoint, Access, Excel), Quality Centre, JIRA.

**EDUCATION:**

Anna University, India

Bachelor of Engineering, Electronics & Communication