Sneha Deepti Suram

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Summary of Experience and Qualifications

* Sneha has around 9 years of experience, out of which in Technology Strategy Consulting, primarily servicing Finance, Insurance, Public sector , securities and Asset management companies .
* Sneha is a Data warehousing Technology MDM (Master Data Management) and ETL Architect, whose expertise lies in leading and delivering in consulting and software development with onsite, offshore projects in Data Warehousing Technology with MDM & ETL Community. Strong technical and architectural knowledge of all aspects of Data Warehouse Design, Implementation ,Development, Performance Tuning, trouble shooting and problem solving skills. Having exposure in Project Management like preparing the RFP, Estimation Effort, Scope Matrix, Case Studies and awareness of CMMI processes.
* Sneha is directly involved with Deloitte’s Senior Leadership in the development of Deloitte’s internal asset (3D Customer) in Master Data Management (MDM) Technology, defining and implementing the Master Data Management (MDM) operating model. Sneha has successfully completed 2 implementations using Informatica MDM 9x tool which includes the MDM Hub Configuration,IDD (Informatica Data Director) and SIF (Service Integration Framework).
* Additionally, Sneha is a key driver of company’s “MDM Technology Strategy, Enterprise Architecture and Data Governance” Market offering, participating to the development of company’s MDM Methodology. The focus of these projects is on Business and Technology Strategy alignment, for clients and prospects in various industries.
* Sneha holds very good command in developing and executing ETL/Reporting projects using Informatica, Cognos, Business objects and OBIEE. Sneha has Exposure in Big Data architecture.

Key Achievements

* Multiple Applause awards in the Information Management service line for exemplary performance in the project delivery as well as practice contribution
* Demonstrated an outstanding and successful track record of leading teams and managing the deliverables
* Key Contributor in developing numerous Public sector and Financial sector proposals
* Certificate of recognition for “Excellent Voice of Customer for dedication”, for being a source for inspiration, for valuable Contribution to GETFS.
* Conducted several trainings (MDM/ETL/BI) and mentored practitioners.

**Business Intelligence/EDW Experience**

**Duration: April 2008 to Jun 2016**

**Role: Senior Consultant**

**Job Responsibilities (MDM) :**

1. Conduct Requirement gathering and Joint Application Design sessions.
2. Participate and lead cross track team meetings to make design decisions and design an integrated solution.
3. Design MDM/ETL architecture, which uniquely identifies Customers and their related information.
4. Architected the design and Performed walkthrough with Client architects and communicate technology concepts in clear and concise manner.
5. Manage changing priorities with ease, while addressing defects and deliverables.
6. Lead activities such as data discovery efforts, data profiling, and requirements analysis around master data management activities.
7. Define IDQ functions Interfaces with Client through the defined processes and tools to create the database environments.
8. Architected the MDM Data model, Hierarchy model, Match strategy.
9. Architechted Data Quality strategy and applied by using Data quality tools and address doctor.
10. Configure Informatica MDM HUB such as Data modeling & Data Mappings (Landing , staging and Base Objects) , Data validation , Match and Merge rules.
11. Customizing/configuring Business Data director (BDD)/ Informatica data director (IDD) applications.
12. Integrating external business application with Informatica MDM hub using Batch process, SIF and message queues.
13. Communicate with external sources with SOAP and REST protocol.
14. Customize SIF Java classes to perform business operations.
15. Configured MDM web Services which are deployed on Enterprise Service Bus where in web services are consumed by the source system applications.
16. Designed UI for central maintenance of master data and enabled custom task mechanism for match results. Designed Automation for executing Informatica MDM jobs using PowerCenter Workflows and using Unix scripts.
17. Create and automate batch jobs to load , match and merge data in MDM.
18. Integrate Informatica MDM with Java classes provided by SIF API using Eclipse.
19. Create and manage User exits.
20. Managing and debugging MDM hub log files.
21. Discuss Data Governance process with various data producing and consuming agencies involved in the MDM project.
22. Create Data Governance workflow adhering to business rules, Data stewards and Data Owners.
23. Perform Unit testing and migration of code to QA and production environments.

**Job Responsibilities (ETL) :**

1. Participate and Lead Business Requirement sessions.
2. Translate Business requirements to ETL Technical design document.
3. SME for the Data validation/ Reconciliation between legacy and the new systems.
4. Developed and fine-tuned complex ETL mappings that can handle 164 millions of individual data.
5. Onshore- Offshore coordination for effective and timely delivery
6. Integrate Master data sets with source data and populate into Data warehouse.
7. Participate in the Defect specialist’s discussions and provide the root cause analysis of various defects in the existing system.
8. Review the deliverables for best practices and standards.
9. Developed Reusable components and accelerators to speed up development activities.
10. Built a robust solution, for Error Handling and Data Validation. This aided GOSA to standardize/cleanse the data before transforming to the Star schema model.
11. Manage work plan and staffing plan, coordinate with offshore delivery managers, monitor project status, report status to engagement leadership and proactively identify project risks and develop risk mitigation plan.
12. Review the deliverables for best practices and standards.

**Job Responsibilities (Reporting)**

1. Understanding Banner system consisting of Institutional information in Georgia.
2. Conduct the Joint Application Design sessions for BI Data model and reports.
3. Work closely with the client team to gather the requirements that are close to 200 reports.
4. Developed Robust Data model in Cognos Dashboard Manager to provide feasible report development from the Data warehouse.
5. Deliver 30 Complex/medium reports including reports that goes into Presidential file with high quality , minimal defects.
6. Conducted BI/ETL knowledge transfer sessions to the Client BI/ETL .

**Project 7**

**Industry:** Telecom Sector

Role: MDM solution Architect; Duration: Jan 2016 to Jun 1st 2016

Client Description:

Verizon Telematics

Project Description : Verizon telematics MDM solution consists of developing master data for Contacts, vehicles, organization and party. Immensely complex environment with 12million master records.

Technical Environment: Informatica MDM 9.7.1,Informatica Services Integration Framework, Informatica PowerCenter 9.6, Unix, Oracle 11G

**Project 6**

**Industry:** Public Sector

Role: MDM Architect; Duration: Jan 1st 2014 to Jan 2016

Client Description:

Georgia Department of Health Services and Department of Community health.

Project Description : Georgia Department of Health services and Department of community health.

Technical Environment: Informatica MDM 9.7.1,Informatica Services Integration Framework, Informatica PowerCenter 9.6, Unix, Oracle 11G, Web Methods ESB, J2EE

Project 5

**Industry: Public Sector**

**Role:** Informatica MDM Architect ; Time period**: Jan 1st 2012 to Jan 1st 2014**

**Client Description:-**

GOSA provides meaningful education information to stakeholders across Georgia. It focuses on all levels of education, from pre-kindergarten centers to higher education institutions. Parents, educators, business leaders, and community activists alike are able to use this information to help support and improve education statewide to build a more educated Georgia.

**Project Description:** Governor’s office of student achievement is a Implementation of a state-wide longitudinal data system for the State of Georgia includes requirements gathering, data model and solution design, deployment and end-user training. Input from seven different State educational agencies including the Department of Education and University System of Georgia was utilized to define the scope and drive the overall solution. A comprehensive education data model was defined that included a common integration layer for accepting disparate data from all agencies and a presentation layer that provides over twenty subject areas and serves as the access point for all ad-hoc research analysis and standardized reporting. A master data management process and data flow architecture were created to manage the end to end processing of data from all agencies and create the consolidated master teacher/student record.

**Technical Environment: Informatica MDM 9.1.0, Informatica PowerCenter, Unix**, **Oracle 11G**

Project 4

Industry: Financial Services

Role: Module Lead; Duration: April 1st 2011 to March 31st 2012

Client Description:

With a vast history, they are one of leaders in US financial planning business, offering customer’s abroad array of products and services to help them save, spend and invest. They have over $650 billion in Assets under Management and Administration. They are a top 10 provider of mutual funds, financial planning, annuities and insurance.

**Project Description:** Equity Trading - ETL Interfaces Optimization

Following a significant acquisition, this data integration program’s primary objective is to integrate all the processes and systems between both the firms and drive synergies. It also provided a unique opportunity to consolidate various platforms like fixed income, equity trading, accounting and data warehouse & analytics

**Technical Environment:** Informatica PowerCenter 9, Oracle 10g, SQL developer, Mercury Quality center.

**Project 3**

**Industry:** Insurance

**Role:** ETL Module Lead ; **Duration: Jan 1st 2010 to March 31st 2011**

**Client Description:-**

WellPoint is the largest health insurer in the US. Through its subsidiaries, the organization provides health coverage, to about 35 million members.

**Project Description:-**WellPoint CRM Implementation

The Client engaged Deloitte to assist in the design, development, implementation and testing of an enterprise-wide architecture foundation, providing a roadmap with maturity stages that increase business and market value over time, and ultimately providing associated costs and benefit information.

**Technical Environment:**

Informatica 8.6, Oracle 10g, Windows XP

**Project 2**

**Industry: Life Insurance**

**Role:** ETL/Reporting Team Lead **; Duration: 2nd April 2008 to 31st Dec 2009**

**Client Description:**

One of the biggest life-insurer providers in the United Kingdom and a part of the world’s fifth–largest insurance group, they are the leading provider of life and pension products in Europe and are actively growing in long–term savings businesses in Asian markets, Australia and the USA. Their main activities are long–term savings, fund management and general insurance serving around 45 million customers in 27 countries around the world.

**Project Description:**

Finance Transformation is an “Assisted Transformation” program aims at embedding change within the client's organization while maintaining a high level of business as usual (BAU) performance through working with a partner.

The ambition of the assignment is to, by 2010, be the best Finance Team in its global business by:

* Increasing the speed & flexibility of their reporting
* Improving the quality of controls & data
* Driving cost efficiency through increased productivity
* Increasing Finance effectiveness and value added to the business
* Developing a positive working climate within finance & increase staff morale

**Technical Environment:** Informatica, Erwin, SQL, PL/SQL, Oracle 10g, UNIX.

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| **Project 1**  **Industry:** Transportation  **Role:** ETL/Reporting team lead; **Duration : Feb 22nd 2006 to April 1st 2008**  **Client Description:**  Trusted trailer rental and leasing company. It provides Fleet management services through innovative solutions such as maintenance management, remarketing services and asset intelligence.  **Project Description:**  The Company had many data marts for each of the business processes and set of universes, The Aim of the Project was to Build an Enterprise Data warehouse and consolidate the universes in such a manner that there would be one universe for one Business process. This would help the customer in gaining more insight into the Business and help in better decision making.  **Key Responsibilities :**   * Conduct Joint Application Design sessions for BO/ETL * Created Business Objects XIR2 Universes/Reports. * Providing Decision Model and Predictive analysis by enhancing Complex Reports to Measure indicating Dashboards. * Creating Metrics, Analytics, dashboards, Rules Triggering using dashboard manager and performance management. * Preparing requirement specifications, Interacting with Business users, Finance COE Leader for Business Logic, Fixed Assets Domain Knowledge. * This Automation reduced the ETL process drastically from 8hrs to Just 45min and Report refresh from 1hour to 5min by running through Informatica parallel Processing technique.   **Technical Environment:** Informatica, Business Objects , Performance Management UNIX Shell Scripting, Toad 7.6 | |
| System ExperienceList only items for which you have actual experience. Those items for which you have attended classes or received training should be listed under the Training section to follow. List products in sentence format; do not list each product on a separate line. | | | |
|  | | Software / Products:     Informatica ETL/MDM : Project Experience Proficiency:-Expert  Bigdata : Training Experience Proficiency:-Beginner  Cognos : Project experience Proficiency:-Expert  OBIEE : Project Experience Proficiency:-Beginner | |
|  | | Development Tools / Languages:     SQL: Project Experience Proficiency:-Expert  UNIX :-Project Experience Proficiency:-Expert  J2EE:- Project Experience Proficiency:-Expert | |
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|  | | Middleware / Databases:     Oracle : Proficiency:-Expert | |
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| Education | |
| Bachelor’s Degree in Electronics and Instrumentation from | |
| JNTU University | |
| Professional Affiliations / Certifications | | | |
|  | | * Oracle OCA Certified * Informatica Designer and Advance Mapping designer Certified | |
| Publications | | | |
|  | | * Published Improving Ecosystem values for Performance Management at Microsoft Architectural Journal. * Published Paper for IEEE Conference Conducted by IEEE in association with IIIT.   Title:-Master Data Management-CDI   * Published paper on Robotics in International Conference on human machine interface conducted by IISC Bangalore. * Published paper on Biomedical in 6th National Convention conducted by JNTU University. | |
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