

KUMAR ABHIK NARAYAN

MALE, DATE OF BIRTH: NOV 28, 1988
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SUMMARY

- A competent and agile professional with 4+years of SAP CRM expertise and focus in Marketing & Sales Area.
- Adept in all phases of project development from concept through realization.
- Able to translate business objectives into clear functional and technical requirements.
- Excellent communication, interpersonal, and presentation skills.
- Experience in understanding the core Business Process of Marketing and Sales cycles in SAP CRM 7.0EHP1.0

CORE COMPETENCY

1. Basic Configuration Skills

Business Partner, Products, Organization Model, Date Management, Text Management, Status Management, Organization Data Determination, Partner Determination, Business Transactions, Copying Control, Action Profile

2. Marketing Business Scenarios

Marketing Plan & Campaign Management, Segmentation, Target Group, Survey, Personalized Emails, Product Proposals, Lead Management

3. Sales Business Scenarios

Account & Contact management, Activity Management, Opportunity Management, Quotation & Sales Order.

4. CRM Web Client UI

Business Role Configuration, Navigation Bar Profile Setup, UI Configuration, Application Enhancement Tool.

5. Middleware Scenarios

Middleware setting for data replication from backend system.

ACADEMICS

- B. Tech in Mechanical Engineering in 2009 from U.P.T.U, Lucknow.
- XII in 2004 from U.P. Board
- X in 2002 from U.P. Board

PROFESSIONAL EXPERIENCE

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|------------------------|----------------------------|---------------------------|
| • Aug '10 to Sep '11 | Oxient Technologies, Noida | Junior Consultant |
| • Sep '11 to Mar '14 | Oxient Technologies, Noida | Associate SAP Consultant |
| • Mar '14 to Till Date | Oxient Technologies, Noida | SAP Functional Consultant |

PROJECTS EXECUTED

Project 1:

Project	▪ SAP CRM Support
Client	▪ Confidential
Industry	▪ FMCG
Tool	▪ SAP CRM 7.0
Role	▪ CRM Functional Support Consultant

Responsibilities

- Understand the Business Process.
- Provide ongoing application support.
- When an issue comes diagnose, analyze and solve the issue.
- Handling tickets based on the priority without crossing SLA.
- Perform on deployment for the new requirement and for the new updates.
- Perform testing for the newly deployed applications updates.

- Identifying the training needs and conducting extensive training and documentation.
- User account and contact creation, deletion and modification.
- Re-tested the defects once they are fixed.
- Monitoring and resolving any issues involving sales area data synchronization.
- Solving the issues raised by super user and core teams
- Provide user based Training for new launching /Patch update

Project 2

Project	▪ SAP CRM Implementation
Client	▪ Confidential
Industry	▪ FMCG
Tool	▪ SAP CRM 7.0
Role	▪ CRM Functional Consultant

Responsibilities

- Configuration of Business Partners Setting like Roles and Number Ranges.
- Settings for maintaining organizational structure and organizational data Determination
- Configuration and customization of business Role, work center groups. Customizing of Navigation Bar Profile & Personalization of CRM Web Client UI,AET.
- Involved in customization of transaction related profiles like organization determination procedure, partner determination procedure, status profile and action profile.
- Provide sales process mapping of sales cycle into CRM as per business process.
- Middleware setting for data replication from backend system.
- Coordinate with the customer and system integrator teams at onsite to successfully implement the develop solution
- Provide regular project updates

Project 3:

Project	▪ SAP CRM Implementation
Client	▪ Confidential
Industry	▪ RETAIL
Tool	▪ SAP CRM 7.0
Role	▪ CRM Functional Consultant

Responsibilities

- Settings for maintaining organizational structure and organizational data Determination.
- Configuration of Business Partners Setting like Roles and Number Ranges
- Maintained Business Partner Relationship categories
- Configured partner determination procedure
- Configuration related to Sales Management transaction processing
- Customizing of Product hierarchy, categories, set types and attributes
- Configuration of Business Roles and Navigation Bar Profiles
- Creating Data Sources & Attribute List For Marketing Attributes
- Worked for Marketing plans and Campaign management. Worked on segmentation and target group.
- Coordinate with the customer and system integrator teams at onsite to successfully implement the develop solution

Role	▪ CRM Junior Consultant
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Responsibilities

- Exercise Preparation
- Demonstrations
- Training delivery for selected topics
- Provide regular project updates

PERSONAL DETAILS

- Nationality : Indian
- Marital Status : Unmarried

- Languages Known : English, Hindi