

Srinivasulu. A
Email id: srinivasulua17@gmail.com
Phone no: +919380602872

SUMMARY:

- Having overall 8 years of total IT experience including 8 years in MDM Software development, designing, and implementing, focusing on different domains.
- Experience working on Profisee MDM and Informatica MDM. Design, develop, test and review & optimize Informatica MDM (Siperian) with the software lifecycle phases.
- Designed and configured Customer, Account, and Contact master data models in Profisee MDM including entities, attributes, hierarchies, and relationships.
- Integrated data from different sources into staging tables using Azure Databricks pipelines and validated inbound data loads.
- Implemented data validation and data quality to improve master data accuracy.
- Configured reference data, code sets, and cross-reference mappings for source system alignment.
- Developed match and survivorship rules using exact and fuzzy matching logic to identify duplicates and generate Golden Records.
- Created Forms and Presentation Views in FastApps for business users and data stewards to manage master data.
- Configured data stewardship workflows for record approval, rejection, and correction processes.
- Supported deployments by migrating configurations from DEV to QA and Pre-Prod to PROD environments.
- Provided production support and performed root cause analysis for data load failures and Golden Record discrepancies.
- Hands on experience in design and configuration of landing tables, staging tables, base objects, hierarchies, foreign-key relationships, lookups, query groups, queries/custom queries, and packages.
- Experienced in creating Mappings, Trust and Validation rules, Match Path, Match Column, Match rules, Merge properties and Batch Group creation.
- Informatica MDM processes including batch based and real-time processing.
- Informatica MDM Hub Match and Merge Rules, Batch Jobs and Batch Groups.
- Creating the unit test cases for code validation.

Areas of Experience
Tools Used
Informatica MDM
Profisee MDM
Reltio MDM
Applications
MDM HUB
Provisioning Tool
Profisee FastApp Portal
RDBMS
MS SQL Server 2000/
Oracle
Operating Systems:
Windows 2000 /
Windows XP
Certification:
Profisee partner
Consultant LP7
Reltio Technical
Consultant Foundation

QUALIFICATION

Degree	Institute	Year
Bachelor of Technology	Pace Institute of Technology and Sciences	2016

CERTIFICATIONS

Certification	Institute	Year
Profisee Partner Consultant – LP7	Profisee Academy	2023
Reltio Technical consultant Foundation	Reltio Learn	2024
Microsoft Certified: Azure Fundamentals – AZ 900 Microsoft	Microsoft	2024
Microsoft Certified: Azure Data Fundamental -DP 900	Microsoft	2025
Microsoft Certified: Power BI Data Analyst Associate -PL 300	Microsoft	2025

Working with Hexaware Technologies Ltd. From April 2023 – Till date.

Project Details:

Project Name	: Wipfli
Role	: MDM Advisory/Developer
Environment	: MDM, My SQL.
Duration	: Nov 2024 to Feb26.
Tools Used	: Profisee MDM, Azure, Databricks.

Description: The project focuses on designing and implementing an enterprise Master Data Management (MDM) solution for Account and Contact domains using the Profisee MDM platform. Data from multiple source systems including Microsoft Dynamics 365 (D365), Workday, and reference data repositories is ingested through Azure Databricks and staged into SQL Server before being integrated into Profisee.

The solution standardizes, cleanses, matches, and consolidates records to generate Golden Records and provides a centralized trusted master data repository. The implementation supports enterprise data governance, improves data quality, enables stewardship workflows, and provides a unified customer view for downstream applications and reporting systems.

Role and responsibilities:

- Designed and configured Customer, Account, and Contact master data models in Profisee MDM including entities, attributes, hierarchies, and relationships.
- Integrated data from D365 and Workday into staging tables using Azure Databricks pipelines and validated inbound data loads.
- Implemented data validation and data quality rules to improve master data accuracy.
- Configured reference data, code sets, and cross-reference mappings for source system alignment.
- Developed match and survivorship rules using exact and fuzzy matching logic to identify duplicates and generate Golden Records.
- Performed duplicate analysis and tuned match thresholds to reduce duplicate customer records.
- Created Forms, Views, and Presentation Views in FastApps for business users and data stewards to manage master data.
- Configured data stewardship workflows for record approval, rejection, and correction processes.
- Executed data load validations, analyzed staging errors, and resolved data quality and mapping issues using SQL queries.
- Supported deployments by migrating configurations from DEV to QA and PROD environments.
- Prepared unit test cases, supported UAT testing, and validated published master data.
- Provided production support and performed root cause analysis for data load failures and Golden Record discrepancies.

Project Details:

Project Name	: Hexaware Internal
Role	: MDM Developer
Environment	: MDM, MySQL
Duration	: April 2024 to July 2024.
Tools Used	: Reltio MDM

Description: The Reltio MDM CoE for Pre Sales focuses on creating Multi-Domain Master Data Management (MDM) solution within the environment and integrating the data with Reltio Connected Data Platform. This solution serves as a demonstration tool for pre-sales activities, showcasing the capabilities of the Reltio MDM platform to potential clients interested in implementing multi-Domain MDM solutions. The project aims to provide a comprehensive and customizable MDM solution within the Reltio that addresses the specific needs and requirements of clients across various industries.

Roles and responsibilities:

- Loading the Data into Reltio Connected Data Platform
- Creating Data Model and Entities associated with the model
- Creating Data Quality Rules
- Creating Match and Merge Rules and Configuring Survivorship strategies
- Exporting the Data from Reltio to Downstream systems

Project Details:

Project Name	: Yorkshire Waters
Role	: MDM Developer
Environment	: MDM, My SQL, SDP
Duration	: June 2023 to March 2024.
Tools Used	: Profisee MDM

Description: The Yorkshire Waters project focuses on creating and managing master data for their EDM Asset, Above ground Asset domain and Customer Master domain. Data from Reference Data set, AI2, S4, and MDM sources are utilized to create and maintain centralized golden records within the Profisee MDM platform. This initiative is part of the Strategic Development Program aimed at enhancing Data Governance & Quality and Implementation of Master Data Management for Yorkshire Waters.

Role and responsibilities:

- Designed and configured Customer master data models in Profisee MDM including entities, attributes, hierarchies, and relationships.
- Implemented data validation and data quality to improve master data accuracy.
- Configured reference data, code sets, and cross-reference mappings for source system alignment.
- Developed match and survivorship rules using exact and Token/Fuzzy matching logic to identify duplicates and generate Golden Records.
- Performed duplicate analysis and tuned match thresholds to reduce duplicate customer records.
- Created Forms, Views, and Presentation Views in FastApps for business users and data stewards to manage master data.
- Configured data stewardship workflows for record approval, rejection, and correction processes.
- Supported deployments by migrating configurations from DEV to QA and PROD environments.
- Prepared unit test cases, supported UAT testing, and validated published master data.
- Attending Daily stand up and Participating in PI & Iteration planning.

Project Details:

Project Name	: HSB
Role	: Informatica MDM Developer
Environment	: MDM, My SQL
Duration	: June 2022 to April 2023.
Tools Used	: Informatica MDM

Description: The Hartford Steam Boiler Inspection and Insurance Company is a global specialty insurer and reinsurer. The company is the largest provider of breakdown equipment insurance and related inspection services in North America serving over five million commercial locations.

Role and responsibilities:

- Performing analysis, design, development maintenance and support activities associated with the database and data in support of multiple applications (including following standards/procedures to achieve integration of systems through database design).
- Helped determining and setting Trust configuration and Validation Rules
- Creating Match Rules and Merge Settings to improve the efficiency of the entire HUB process implementation.
- Using Metadata manager for validation, promotion, importing and exporting the ORS repositories to Development, Pre-Production and Production environments
- Fixed the defects and bugs related to master data management.
- Creating documents for design, mapping, and unit testing.

Project Details:

Project Name	: HP Channel Partner
Role	: Informatica MDM Developer
Environment	: Informatica MDM 10.3, MS SQL
Duration	: Dec 2020 to June2022.
Tools Used	: Informatica MDM 10.3

Description: Hewlett Packard Enterprise Company is an American multinational enterprise information technology company. A new Master system in MDM that will create business core modules like party creation, organization creation, party role and its subscription, partner creation, business Relationships, sell into markets of products in HPE. Any creation or update in the MDM must integrate with other legacy systems and publish it downstream for their consumption.

Role and Responsibilities:

- Designing and creating BO, staging tables, mappings, transformations as per business requirements.
- Determining and setting Trust configuration and Validation Rules.
- Gathering process information, business model and requirements.
- Communicating with clients regarding requirements and specifications.
- Creating documents for design, mapping, and unit testing.
- Considering performance point of view.
- Created new MDM mappings, different Cleanse functions.

Project Details:

Project Name	: CBU (Channel Broadband Unit)
Environment	: Windows XP
Software	: Informatica MDM 10.0, SQL
Role	: Informatica MDM Developer

Description: It is a telephone company. Informatica MDM is used as a tool to identify golden records with respect to Account, Contact, and Address where data is integrated from various source systems.

Role and Responsibilities:

- Analyzed the Source System for integrity issues to the data resided in various source systems and defined the same in Systems and Trust
- Designed and created BO, staging tables, mappings, transformations as per business requirements.
- Created Match Rules and Merge Settings to improve the efficiency of the entire HUB process implementation.
- Using Metadata manager for validation, promotion, importing and exporting ORS repositories to Development, QA, Pre-Production and Production environments.
- Configured data flow as Land, Stage, Load, Tokenize, Match, Consolidate and Publish.
- Performing data pulls from the server, used for various report generations daily.

PREVIOUS WORK EXPERIENCE

- Worked as informatica MDM Developer in Capgemini Pvt Ltd from June 2022 to April2023.
- Worked as Informatica MDM Developer in Softpath System LLC from Dec 2020 to June2022.
- Worked as Associate Analyst in Subex Solutions from Jan 2018 to Nov 2020.