Esteban Serna Parra

**PROFILE**

*Esteban is a Contact Centre Architect with 12 years of experience and knowledge across shared platforms (Amazon Connect, Genesys, Cisco, etc). He solves complex architectural challenges, suggest migration paths, understand business requirements and deliver results on different industries including service providers, utility, banking, healthcare and financial institutions.*

*Provides a communication bridge between the business and technical teams, by providing simple but innovative solutions, following industry/technology best practices and standards focusing on operational excellence and delivering production-ready solutions.*

*Great team player, and distributes different project tasks between team members, helping all resources involved in a project. Esteban takes the lead on critical tasks, exploring always for the best solution to ensure a successful deployment.*

*Specialities: Customer Experience, Contact Centre Migrations, Security, Call-flow design, Call Recording, Workforce Management, Metrics and Reporting, Dashboards, Historical Reporting, Self-Service IVRs, Multimedia and multi-channels integrations.*

**SKILL SUMMARY**

**TECHNICAL EXPERTISE**

Contact Center Platforms: Amazon Connect, Genesys, Cisco UCCE, Avaya, Aspect WFM, Nuance.

Others: Eclipse, NetBeans, PyCharm, Visual Studio, SAP Business Objects, SQL Developer, Anaconda.

Data-bases: DynamoDB, Oracle, SQL Server, MySQL, Cassandra.

Programming Languages: PL/SQL, XML, VXML, SCXML, Visual Basic .Net, Java, Python, C/C++, Java Script, Bash.

**Certifications**

* AWS Certified Solutions Architect 2019
* Genesys Interaction Recording Consultant (2018)
* Genesys e-Services Consultant (2016)
* System Consultant Voice Platform (2016)
* System Consultant iWD Solution (2015)
* System Consultant Inbound Voice (2015)
* System Consultant Outbound Voice (2014)
* System Consultant InfoMart (2014)
* Genesys Certified Professional 7 SIP Server (2010)

**Relevant Courses**

* Cisco Certified Network Associate
* Cisco Certified Network Professional Switching and Routing
* Genesys Interactive Recording 8.5 (Foundation and Deployment)
* AWS Certified Solutions Architect - Associate 2018

**EDUCATION**

Electronic Engineer, Universidad de Antioquia (Colombia) December 2007

PROFESSIONAL EXPERIENCE

Amazon Connect Specialty Consultant

Amazon Web Services – Sydney, Australia

07/2019 – Today

Helping customers to transform the way they think about contact centers, using the Cognitive Customer Experience Offerings.

* Enable customers to use of the Cognitive Customer Experience offerings as an entry point to migrate their services to be cloud native.
* Assist customers with the integration between their current systems and Amazon connect, by providing cloud native solutions.
* Lead Network, application and integration designs while implementing Amazon Connect integrating whit the rest of the AWS ecosystem.
* Share the best practices and success histories, helping new customers to implement Amazon Connect as part of their contact center offerings.
* Lead whiteboard sessions helping customers designing architecture and lead the implementation for custom solutions while integrating with BI products, meeting PCI requirements or achieving specific needs while using Amazon Connect.

Project Manager

Afiniti Australia – Sydney, Australia

09/2018 – 06/2019

Different Projects serving different industries, Service Providers, Banking Institutions, Utilities.

Professional Services:

* Managing, leading PS activities
* Technical leadership acting as SME integrating different telephony platforms with the AI servers.
* Ensure the telephony information is delivered to the AI models to perform the best caller-agent match.
* Project and/or program management
* Pre-sales & solutions architecture.
* Deployment; and production support

Principal Consultant

Online Business Systems – Montreal, Canada

06/2016 – 09/2018

Different Projects serving different industries, telecommunications, Service Providers, Banking Institutions, Utilities.

Focused on delivering great Contact Centre Solutions to different industries telecommunications, Service Providers, Banking Institutions, Utilities. My role was oriented on closing the gap between business owners and technical teams, to avoid lowering blockers in the middle of the implementations.  
  
As a principal architect I designed different architectures, migration paths, routing solutions, IVRs (and IVRs re-evaluations) to meet different customer needs.

As a big lover of automatization, my deployments were meant to be reusable, simple to use and easy to integrate, either by creating rules-based systems, or by decoupling complex scenarios to simple building blocks that can be re-used by myself, the customer or any other consultant.

As a career mentor, helped my mentees and co-workers to select the best way they will use their annual Professional Development budget investing on their career path, solved internal or external conflicts with the mentees or with the other co-workers. And provided feedback on the individual performance of each consultant to the management team. I was focused on working as a bridge between consultants and management.

Main responsibilities:

* Design different architectures, suggest integration procedures and provide advice suggesting best practices while migrating contact center infrastructure from older solutions (7.x).
* Deliver ORS ready architectures to customers that wanted to implement omnichannel solutions, including, GMS, Callback, Web Engagement and all web facing products from the genesis solution.
* Plan solution delivery steps, deployment phases, quality assurance guidelines and identify delivery team members that will install or help installing the solution.
* Install the Genesys components and deliver a suitable production solution, per the business requirements avoiding downtime.
* Assist with configuration and system planning of the Workforce solution, creating shifts, contracts, trade rules, reports, adherence and forecasting scenarios.
* Design Highly available SIP Solutions including business connectivity and disaster recovery.
* Review the project documentation and contractual responsibilities of both parties with the Project Sponsors and directors.
* Maintain project communications through the Customer’s Project Director.
* Prepare and maintain a Project Work Plan that will include detailed tasks, resources assigned, task dependencies and estimated time duration of each task.
* Prepare and submit weekly status reports to the Customer Project Director and internal Management identifying work completed, work planned, outstanding issues and imminent risks.
* Coordinate the availability of individuals for work plan activities, resolve deviations from the project work plan.
* Administer change control as specified in the Project Change Control section with the customer Project Director.
* Produce estimations, calculations, and inputs for the different RFP responses as required by Management.
* Design architectures that will meet the different customer needs, based on RFP or direct engagements.
* Produce documentation that will help project Managers to proactively track the project status, such as weekly and monthly reports.
* Create presentations to share with the internal team to present newer solutions or different approach for problems the architects or the integrators will face on different situations.
* Help the other Architects and Systems integrators with problems on their current assignations.
* Create internal Labs to help the System Integrators learn new technologies.
* As a career mentor, helped my mentees to select the best way the will use their annual PD budget investing on their career path, solved internal or external conflicts with the mentees or with the other co-workers, effectuated interviews to the new candidates, helped HR to identify the best resource for the required project or tasks, performed reviews sessions every 6 and 12 months with the assigned mentees, provided feedback on the individual performance of each consultant to the management team, worked as a bridge between the consultants and management.
* Collect Business Requirements and assist discovery sessions with the different line of business, departments and contact center supervisors.
* Estimate traffic loads, server infrastructures, databases sizes and design a fully disaster recovery architectures.
* Identify areas of improvement and efficiencies by leveraging best practices and experience.
* Assist with the development of feasibility studies, business cases, technology selection, integration strategies and information management strategies.
* Produce the Technical Design Documentation that will be used by the Integration team to implement the solution, propose best configurations according to the business needs and implement new solutions to existing problems.

**Technologies implemented or used:**

* **Genesys**: Interaction Server, Interaction Server, Email Server, Chat Server, Sip Server, URS, Workforce Management, InfoMart, UCS, SIP Server, SIP Proxy, Feature Server, Orchestration Server, GVP, Reporting Server, GAX, Email Server, OCS, Genesys Interaction Recording, Workspace and Web Services, WDE, IWD, IWD Datamart.
* **Others**: F5 Big IP, Python, Java, Java Script, Windows Server 2012, Tomcat, SAP Business Objects 4.1, TServer For Skype for business, Cyara, Streaming Music on Hold.

Senior Technical Architect (Professional Services)

Bell Canada - Montreal, Canada

02/2012 - 05/2016

Implemented different Genesys Solutions as required by the Bell Business Market requirements.

Focused mostly in financial services deployments, architecting Historical and real time reporting solutions to be used by large organisations, including complex line of business logic and priorities.  
  
As a Subject Matter Expert my responsibility was to align the different PS practices (Internal and Externals from customers) and share knowledge and best practices in how to deploy scalable, re-usable Contact Centre Solutions that will integrate with their current environment.

Main responsibilities:

* Design the solution’s architecture and integration with external sources (MQ Series) using secure protocols, while working with IWD.
* Propose different integration models between Genesys components.
* Produce feasibility and effort estimates and collaborate with the sales and project management team to produce project estimates.
* Plan solution delivery steps, deployment phases, quality assurance guidelines and identify delivery team members that will install or help installing the solution.
* Support the integration team to ensure delivery to the support team.
* Produce and execute the test plans necessaires to certify the platform capabilities. (SIT, UAT, and Load).
* Crete the tools that allows the load testing using custom code based on Python or Java.
* Design the migration plan, analyse risks in the different phases and identify solutions.
* Design high redundant solutions that will support the transition between versions without loosing any data (InfoMart).
* Install and configure the solutions (InfoMart and Advisors) with their corresponding architectural changes between versions.
* Identify the major solution components and their weakness to design a redundant and highly scalable solution.
* Create custom applications that will allow to test the load on the servers, simulating agents using python scripts integrated via the new genesis APIs
* Produce and execute the test plans necessaires to certify the platform capabilities. (Sanity, SIT, Redundancy, UAT, and Load).

Architecture design for new deployments SIP based IVR, CTI, Outbound, and eServices.

Propose different integration models between Genesys components and different thirds party applications.

CTI Integration with SIP devices and CISCO Technology.

Lead and participate in functional analysis of IVR and CTI specifications.

Design, Development, and implementation of several Proof of Concepts introducing new technologies for the existent customers (Workspace Web Edition, Advisors, iWD, Genesys Call recording, Outbound with GVP).

Support the Pre-Sales team to estimate efforts point major changes in the architecture and feasibility in the projects to come.

Create and define the test plan (load, sanity, failover, and redundancy test) that will certify a solution will work as expected for the new Genesys products.

Develop custom application based on customer needs (using Python, Java or Javascript) and routing scripts using VXM and, SCXML.

**Technologies implemented or used:**

**Genesys**: Inbound and outbound routing, Inbound Script Routing, Composer, VXML, SCXML, Intelligent Workload distribution 8.1 (iWD), Historical Reporting for IWD, IWD Datamart, Genesys Administrator, Workspace Web Edition and Web Services, Stat Servers, TServer for Cisco, SIP Server, Performance Management Advisors, Orchestration Server.

* **Others**: F5 Big IP, Python, Java, Java Script, Red Hat Linux, Windows Server, Tomcat, SAP Business Objects 3.1, 4.1, Oracle 11G, Cassandra 2.2.x, Jetty, Tomcat.

Genesys Consultant

Information Systems Sudamericana (Colombia)

01/2008 - 08/2011

Different Projects and responsibilities.

Main responsibilities:

* Design, development, and implementation of IVR’s applications using VXML, Genesys Studio 6.5, 7+ and Genesys Composer. Using also TTS and ASR technologies (Nuance).
* Reports design and development using Hyperion.
* Genesys support level 2 and 3 for all Genesys Products.
* Routing Strategies design based in SLA Routing, Load Balancing, WFM Routing, skills, cost based routing.
* Integration with the next PBX with Genesys solutions: Avaya, Nortel, Siemens and SIP environments.
* Analysis of network capabilities to implement Genesys SIP solution.
* Software development based in C, C++, JAVA, JSP, and Visual Studio .NET to implement integration task.
* C, C++ and Java developments to implement SIP telephony integrations.
* Asterisk Installation, Integration with Elastix, configuration, and maintenance.
* Preparation and creation of reports based on customer needs (business reports and technical reports).
* Install and configure Asterisk to integrate with Genesys SIP solution to provide voicemail.

Technologies implemented or used:

* **Genesys**: Inbound and outbound routing, Voice platform 7+ and 8+ (GVP), Inbound Script Routing, Composer, VXML, SCXML, Intelligent Workload distribution 7+ and 8+ (iWD), SIP Server and VoIP integrations, Historical Reports using Hyperion and CCAnalyser, TServers 8+, Call Manager, Framework 8+, eServices (email, chat, open media), workforce management, Gplus Adapter for SAP 7.5.
* **Others**: F5 Big IP, Python, Java, Java Script, Red Hat Linux, Windows Server, Oracle 11G, MSSQL, Cassandra, Jetty, Tomcat, SAP Business Objects 3.1.