**Objectives:**

A responsible and challenging position in an organization that would enable me to augment my already acquired knowledge, bring to forefront my skills and offer opportunities for growth based on achievements.

## Summary Profile:

I am having more than 11**+**years of total VAS experience in Service Delivery, account handling, operations & maintenance, implementation of VAS services to enhance the revenue of the mobile operator in the IT sector, Client interaction & internal stake holders to deliver the products within timeline. Having rich experience in market and good relationship with various operators in Africa (Especially Tanzania).

## Highest Education:

**B.E(ECE) from MEPCO under Anna University.**

## Experience and Technical Skills:

**Operating Systems** : Linux & Windows 2003 Server

**Development Tool/IDE :** CT ADE 8.3 and 9.1

**Testing :** Simulated **P**honeIVR Testing

**Programming Languages** : SQL & Java

**RDBMS** : Oracle, SQL Server 2000 & 2005, MYSQL

**Protocols :** SIP, SS7 and SMPP

**Others** : Linux Scripting Language, SIU configuration, IN Billing applications (UCIP & MML), SMPP configuration & web servers

# Work Experience:

Currently working as a **Senior Manager IT** in **DigiSpice** at Noida, India from Feb’ 2018 to till date.

# Organization: DigiSpice (India)

**Designation: - Senior Manager, IT Operations (Feb 2018 – till date)**

**Location: Noida, India**

**Responsibilities: IT Technical support and Operations**

**Key Result Areas**

* New Site deployments end to end.
* Installations, Designing Network Architecture, Management of Databases, LAN and site activities
* Technical support of L1 & L2 level for All Africa sites, Afghanistan, Bangladesh & Nepal.

# Organization: Spice VAS Africa Pte Ltd (Tanzania)

**Designation: - Regional Manager, East Africa Technical (Nov 2016 – Feb 2018) and Manager, Techno Commercial Manager for Tanzania Operations (Dec 2013 – Nov 2016)**

**Location: Tanzania**

**Responsibilities: Telecom business in existing & new products and technical platform manager for all four operators**

**Key Result Areas**

* Preparing revenue projections for every month of each product.
* Promotional plan & execution of same to meet monthly targets.
* Planning Business case for new products.
* Every month plan a new promotion campaign and get approval from Opco and execution.
* Monitoring & analyzing the revenue tracker on daily basics and escalate to concern team if dip in revenue and closure of issue.
* Payments follow up with client.
* Submitting invoice within timeline.
* CDRs reconciliations with network if there is more deviations in revenue.
* Technical support of L1 & L2 level for East African Regions ( Kenya, Uganda & Tanzania)
* Implementation support of new projects.

**Manger – Service Delivery Function** in **Spice VAS Africa Pte Ltd** at Noida, India from May’ 2012 to Dec’ 2013.

# Organization: Spice VAS Africa Pte Ltd (India)

**Designation: - Manager, Service Delivery & PAN Africa Operations**

**Location: India**

**Responsibilities: PAN Africa accounts for Technical Operation & maintenance, Service Delivery and TechOps Team Lead**

**Key Result Areas**

* New site readiness & PIP deliverables,
* CAPAX creation for new sites,
* Managing Operational Helpdesk,
* Resolving Laptop Issues & Network Issues,
* Identifying Hardware issue of servers and solution provider,
* Internal & client co-ordination for Product delivery,
* Technical Support for PAN Africa projects,
* Leading TechOps team & managing technical onsite engg of Africa Team,
* Site implementation activities,
* Promotional activities,
* Revenue Assurance and CDR Reconciliation,
* MIS handling, Operational issues handling and O&M for all accounts in Africa Projects,
* The projects handling are CRBT, Mobile radio, Voice Chat, Islamic Portal, Christianity Portal, Voice Alert, Breaking News, PSMS and OBD for Main operators in Africa for Airtel, Vodacom, MTN, Tigo, Visafone, Zantel, Yu, Warid etc..

# Organization: Spice VAS Africa Pte Ltd (Tanzania)

**Designation: - Assistant Manager, Technical (Tanzania Operations)**

**Location: Tanzania**

**Account Handling, Product Delivering, Testing, Operation & Maintenance Mar’10 to Apr’12**

**Key Result Areas**

**Client Interaction/ Technical Support / Account Managing**

Product delivery with error free in the assigned time limit by client. End to end interaction between client and developing team. Provide the technical support for the products. Designing the products, revenue assurance, launch date and promotional handling. Analyzing & testing and sourcing codes, to identify errors and ensure conformance to requirements. Maintaining the 100% application uptime.

**Projects Handling:-**

**CRBT:- (ZAIN FLAVA RING BACK TONE)**

CRBT is a solution where the music plays before the call is connected. The customer can choose that music from variety of sounds provided by the operator. **Provisioning IVR** allows the customer to browse through various song categories and ring tone setting in desired mode e.g. default tone set, shuffle song set , time based set, Caller based set etc. CRBT provides many striking features in its IVR like ASR (Automatic Speech Recognition), Copy RBT, Gift RBT, Set Tone of own recorded voice, Blacklist, and suspend RBT for a specific time.

**MOD:- ( MOBILE RADIO)**

It is similar to a pocket FM radio with the added convenience to choose from what one wants to hear, and that too whenever & wherever. It is a subscription based. Service, Subscribers can choose to subscribe to Zain Mobile Radio by just calling to a particular short code and IVR would guide the user for the rest. Effectively it is one stop solution for all MUSIC related ENTERTAINMENT needs of a mobile subscriber.

**SMS B2C Server:-**

It’s a Premium SMS based applications, which involves the customer having Breaking news of a day , alerts, fun, playing games, contest participation, jokes, etc through SMS mode.

# Organization: Spice Digital (P) Ltd.

**Senior Software Engg – Carrier and Technology & Research Jan’07 to Feb’10**

**Key Result Areas**

**Implementation/ Client Server Application/ Product Delivery & Support**

Carrying out systems development involving, understanding client’s requirements, needs and design, for developing software applications.

Actively involved with conversion of project specifications, statement of problems & procedures to detailed logical flow charts.

Analyzing & testing of source codes, identify errors, ensure conformance to requirements and O&M of server side applications.

**Key Projects Handled**

Responsible to implement VAS services, handling the billing part and product management to enhance the revenue of the operator.

**Clients Handled**:

**Airtel** *–* Tamil Nadu and Chennai.

**Idea** – Tamil Nadu and Chennai.

**Projects Handled**

**BGM:**

This service allows a caller to create his own ambience during a call by playing music in the background. The caller can choose his music from a variety of sounds provided.

**Airtel Radio:**

This service is for Music lovers. It allows the callers to listen the songs in his/her tunable. Over listing his/her favorite song he is able to download that song ringtone and also dedicate the song to his/her dear ones.

**Projects Detail on iIVR Services (Jukebox, Ringtones etc)**

IVRS services are major revenue generating services for telecom operators in the field of VAS (Value Added Services). VAS services provide information and other content related services to Telecom services users.

**Technology Used:**

**Tools**: SS7, DMV A series card, SIU + Dialogic SR 6.0, CTADE 8.3, Java, SQL Server 2000, Apache Tomcat & SMPP.

## Personal Details:

Marital status : Married  
Nationality : INDIAN

Passport Number : G0458835  
Gender : Male

Languages Known : English & Tamil.

Contact Number : +91-9990953223

Skype ID : Pragash.veeraswamy

Gtalk ID : [praga.babu@gmail.com](mailto:praga.babu@gmail.com)

## Declaration:

I hereby declare that above written particulars are true to the best of my knowledge.

Date:

Place: **Pragash.V**