

[REDACTED]

Chief Architect / Sr. Software Development Director
CTO Office
Amdocs Inc.

[http://www.linkedin.com/in/\[REDACTED\]](http://www.linkedin.com/in/[REDACTED])

Technology Leader / Visionary / Entrepreneur

18+ Years of Experience in Software Industry

Summary: Highly successful technology leader with 18+ years of experience in software development, product strategy and architecture. Led the development and strategic thinking for many innovative products that resulted in significant product and services revenue.

Proven track record in building highly scalable enterprise, mobile, consumer facing, social networking, B2B, B2C, semantic technology and financial applications.

Expertise: Core strengths include innovation, R&D, creative thinking, market strategy and building new business solutions with shorter TTM. Domain expertise in **CRM, Social Networking Platforms, Cloud / SaaS applications, Community Forums, Business / Customer Intelligence, Mobile Device Management, Mobile Applications, Call Center / Self Service Applications, web semantics, SOA, BSS / OSS, Sales Force Automation, Telco Billing, SaaS, eTOM, OMA-DM, Support, Quality and Order Capture**

Leadership: Part of Amdocs Customer Management extended leadership team and led many business transformation initiatives. Works very closely with product management and marketing teams to define the product road map, building business case, partner management, buy vs. build vs. acquisition decisions and budget allocations. Member of the CTO Chief Architects team responsible for executing the SOA vision, Cloud / SaaS strategy for Amdocs product stack.

People Care: Passionate people leader and mentored many senior architects, engineering managers and developers. Led globally distributed, cross-functional teams consisting of first line managers, architects, product managers, QA, tech pubs and program managers. Managed teams of up to **40 people** and R&D budgets of up to **8 million USD**. Extremely comfortable with matrix management teams

Innovation: Top innovation idea contributor at Amdocs. Member of the elite Amdocs **Top Technical Talent** program (by invitation only group) & **Amdocs Patent Council**. Led many initiatives for product innovation throughout the organization, regular speaker at the town halls, and helped transform many new ideas from incubation through real products

Customer Centric: Extremely customer focused. Worked extensively with the Amdocs customers -Tier 0 and Tier 1 Communication Service Providers in US (ATT, Cingular, SBC, Sprint-Nextel), and Europe (Vodafone, Cegetel-SFR, T-Mobile, BT), APAC(Telstra, Reliance and Astro) representing product R&D division in providing the right architectural direction, and successful implementation of Amdocs products.

Agile: Champion of agile development methodologies. Implemented pure scrum and played the roles of Product Owner as well as Scrum Master. Excellent Project

Management and Process Definition Skills. Successfully executed the on-site / off-shore model in many projects by creating and building cross functional engineering teams across the globe

Education

- **Master of Technology** from **National Institute of Technology** with **First Rank** in University.
- **Post Graduate Diploma** in **Computer Applications**, CMC Limited, India
- **Bachelor of Engineering** from **Andhra University**, India with **Second Rank** in University.

Project Details

1. Chief Architect, CTO Office (Sr. Director role - October 2009 till date)

As part of CTO office, currently leading focus groups in the following initiatives. Each focus group consists of Architects, Development Manager, Functional Designers / Senior Developers & QA Engineers. The teams work in incubation pods and come with solutions / applications that are then transformed into products with larger development teams

- **Amdocs SOA Transformation Project:** The SOA Transformation project is aimed at filling the gaps in Amdocs SOA strategy and implements the technology vision set forth by Amdocs CTO organization for SOA enrichment and SaaS strategy. Under my leadership, the team of 20 highly experienced SOA domain architects / developers / Designers and QA professionals built an call center automation application showcasing the following concepts of SOA
 - ✓ BPMN Suite / Process Orchestration
 - ✓ Process Driven Modeling / UI Strategy / Workflow / Task management
 - ✓ Web Services Strategy
 - ✓ Common Service repository / registry
 - ✓ Service Life Cycle and Policy management
 - ✓ Run time Architecture / ESB

Products: SOA Blue Print that's proven to achieve 40% development efficiency across product groups. It set the tone for new solutions development on a faster TTM

- **Amdocs Cloud Platform:** Number of application specific initiatives in the cloud strategy. Design and Architecture legacy BSS applications for multi-tenancy and hosting in private / public and hybrid clouds. Evaluated different partners for SaaS/IaaS/PaaS stack as well as cloud controllers. The new BSS applications use NO SQL / alternate DB technologies like Hadoop / MapRedcue.
- **Social Media Gateway:** This product aims to build Social CRM support community, uncover the social networking influence of a consumer and provide meaningful insights to the backend systems. The platform recommends the right products or solutions to fix the customer issues. The platform is built on Twitter/ facebook technologies and APIs like graph, insights, OAuth etc. as well as Twitter APIs.

2. CRM Chief Architect (Director Role) / Senior Engineering Manager, Amdocs Customer Management Division, San Jose, CA (January 2004 till September 2009)
Products: Led development of 5 innovative products that resulted in significant new revenue for CRM business

- **Amdocs Device Care** – Application in CRM geared towards solving the configuration and set up issues related to Smart Phones. Key Capabilities include
 - Device Diagnostics collection and proactive care
 - OTA fixes in compliance with OMA DM standards.
 - Application Management on Smart Phones as per SCOMO standards
 - Lock / Wipe functionality for lost / stolen phones
 - Ability to work with firmware updates on a spectrum of Smart Phones
- **Amdocs Retail Interaction manager** – RIA experience delivered to CSP retail stores that would help the retail stores cross sell / up sell phones and bundles to customers. Use of Adobe Flex / Action Script / Blaze DS products to provide highly efficient selling experience to end customers on Kiosks, retail POS as well as on Tablets / PDAs.
- **Amdocs Analytics and Marketing Connectors** - Successful integration of Amdocs CRM product with SAS Business Intelligence product suite. These connectors help analyze the customer behavioral patterns with data collected from CRM, Billing and other operational data stores. This data is then analyzed using SAS regression and Star Schema models to arrive at customer propensity to churn. Based on the data analysis, appropriate recommendations are made by the system to retain the customer and cross sell / up sell products.
- **Next Gen Offer Recommendation Engine:** Designed the next wave of revenue generation products collectively known as XDP (eXperienced Delivery Platform). XDP provides seamless intentional customer experience for Online purchase experience / Personalized Recommendations / Guided Buying / Selling and Real Time Decision. Evaluated different companies / technologies for partner / OEM purposes. This process resulted in an acquisition of a company in the digital recommendation space for Amdocs.
- **CRM Data Management Solutions** - Integration and certification of CRM with IBM data management solutions including DB2, Princeton Optim and Cognos products. CRM. Defined the joint product technical road map and delivery strategies with IBM. Single point of contact for IBM within Amdocs CRM. Help shape the partnership that has huge revenue potential for joint customers of Amdocs CRM and IBM.
- **Amdocs Service Management Suite** - Amdocs flag ship products in the BSS/OSS systems space for Service Assurance, Service Management and ITIL compliance. Led a cross-functional group of architects, developers, QA and tech pubs with teams spread across US, India and UK. Significantly enhanced the capabilities of the product in maintaining the service / subscription inventory, network / fallout management and service assurance modules. **Built Service Oriented Architecture based modules into the BSS/OSS systems offerings.**

3. Principal Software Architect, Clarify CRM Division, Amdocs Inc, San Jose, CA (December 2001-December 2003)

Customer facing R&D architect role, responsible for architectural guidance & performance improvements in core product. Led many additional enhancements to core product to solve the critical business problems of key Amdocs CRM customers.

Key projects included

- Development of Integration Gateway Product, and additional component development for the YTD largest implementation of Clarify CRM at Cingular.
- **Design and Development of JMX Based add-on modules to CRM Products that give insight to key operational monitoring data about CRM core business objects**
- **Built additional functionality and features for Amdocs Script Manager, Amdocs Sales, Amdocs Analytics & Business Intelligence line of products.**
- **Integration of CRM Products with 3rd party monitoring systems like BMC Patrol, SAS Enterprise Miner, SAS Analytics Studio, ILOG etc.**
- **Accelerating product road map through development and delivery of key customer funded projects, rolled into product**
- **Amdocs CRM Integration Gateway – Product Development that includes various interface development on the server side as well as Mobile Interfaces.**
- Providing R&D technical design/architecture direction to internal Amdocs professional service organizations, Sales Engineering and other development resources involved in customer development/solution.
- Gathering customer requirements, research into possible solutions and product enhancements to satisfy the customer requirements and advise customers on the latest technologies in the market and participation in internal engineering discussions to align Clarify products with the current J2EE standards.
- Development of prototypes, proof of concepts, demos and add-on modules to the core Clarify product.
- Handled key performance improvement projects in CRM modules.

Worked with key customers of Amdocs in both telecommunications and enterprise markets like ATT / Cingular, Nextel / Sprint, Vodafone UK, SFR-France and British Telecom-UK, Vodafone, T-Mobile, Reliance India to name a few. Has been involved and represented the product development organization in some of the largest implementations of Amdocs Clarify CRM web client.

Developed CRM core product modules using JMS, JSP, XML, JMX, Java Beans, EJBs and other server side java components.

Technologies: EJB, JMS, XML, JMX, JAX-RPC, JDOM, SOAP / Web Services, Servlets, JSP and other J2EE components.

Tools / Products: Amdocs CRM 7.x, ClarifyCRM 13.1, 12.0, 11.2, WebLogic 6.x to 9.x, Spring, IBM MQ Series, SAS Server 9.x, SAS Analytics Studio, Web Sphere Application Server 6.x, DB2 9.5, Oracle 10g, SQL Server 2005, Amdocs Design Tools

4. Principal Engineer, Advanced Technology Group, Clarify eBusiness Solutions, Nortel Networks, San Jose, CA (February 2001- November 2001)

- **Integration Gateway:** Integration Gateway is designed for easier integration of Clarify products with other Enterprise applications. I led the effort in conceptualization, demos to internal development groups, discussions with partners and architecture of the product. Led the cross-functional **Clarify XML Schema Design** group. Instrumental in bringing advanced technologies and concepts into this product offering.

Personally developed the JMS Sub system of this product and actively involved with the product management in defining the functional requirements for this product. Provided thought leadership to various efforts towards defining the compliance of Clarify products to the current J2EE standards.

Technologies: JMS, XML Schema, XSLT, JDOM, Message-Driven Beans(MDB).

- **Datasharing:** This project is a solution for distributed architecture of Clarify support applications for customers located in different geographical regions. Responsibilities include the initial design discussions, productization of the solution and implementation with different Java Message Service (JMS) providers like SonicMQ, JMQ etc.

5. Senior Consultant, Versata Inc, Oakland, CA (January 2000 – January 2001)

Versata System is a rule based IDE for automation of e-business applications. As the Tech Lead in Engineering Department of Versata, I worked on three different versions of the product. The responsibilities include investigation of product integration related issues, environment configuration and application development and deployment scenarios and related code changes, mentoring a relatively inexperienced QA department.

The three releases developed during this period are the Versata System 5.0 EJB Edition, Versata System 5.0 CORBA and Versata System 5.0 WebLogic Edition.

Development lead for product modules related to Remote Objects, JDBC Driver development, Security, HTML Parser and tag verification scenarios.

Contribution in WebLogic product integration includes 'for Install' product development, WebLogic Clustering, SSL, Support for WebLogic jDriver for Oracle, External Connection Pool management related classes development

Team Size: 6

Position: Tech Lead in Engineering Department.

6. Project Manager, CMC Limited (July 1998 - December 1999)

- **Games Management System (GMS), Brunei Darussalam:** Games Management System caters to the needs of Sports Meet organizations in accreditation of data of athletes, organizers, volunteers, dissemination of data to various broadcasting agencies like TV, Scoreboard, Press and Web and generation of reports for various sport federations.

This product has been developed for South East Asian Games Organization committee, Brunei Darussalam. I led the on-site technical study, technical marketing and proposal preparation leading to the award of contract. Work involved prototype development during the initial stages, off shore development and on site implementation.

Team Size: 20

Website: www.seagames20.com.bn

- **Freight Operations Information System (FOIS) for Indian Railways:** FOIS is developed to track the Freight operations of Indian Railways across its divisions. The work involved development of prototype using **Advanced Queuing** feature of Oracle 8.0. Advanced Queuing is a new feature of Oracle Server, which conforms to the **Deferred Transaction Model** and can be looked as future middle tier alternative for message warehousing and distributed computing.

Environment: Visual Basic 6.0, Oracle 8.0.5, JDK 1.1, SWING

7. Solutions Architect, Applied Communications Inc. (Jan 1997- June 1998)

- **BASE24 EFT Product Implementation at Commercial Bank Of Dubai, Dubai**

The work involved customization and product implementation of BASE24, an EFT product widely used throughout the world by banks and financial institutions. BASE24 runs on TANDEM. The work involved customer specific changes to the product like mini statements at ATMs, Development of interfaces to BASE24 from the back end EOD settlement software and front end cashier VISA card modules as per ISO 8583 standards, certification of the software from VISA. Implemented the private and public secure dynamic key exchange mechanisms between the security devices and BASE24. Developed SMS message format for settlement with VISA. This customer is the first in Gulf Region to implement this message format with VISA, which greatly reduces the settlement process between the financial institutions.

Team Size: 5

Responsibilities: Product Consultant

Environment: TANDEM, BASE24, TAL, Visual Basic 6.0, Oracle 7.x

- **BASE24 EFT Product Lead Bahrain**

Enhancements to the core product based on customer specific requirement. Estimation of code change efforts, preparation of CSM (Customer Specific Changes) and development of features and unit testing. The key customer project worked during this period include

- **The Benefit Switch Company, Bahrain** - Implementation of minimum switch fee for participating banks in the switch
- **Arab National Bank, Saudi Arabia** - Implementation of ASCOM Depository Device (Money depository device) Support to BASE24 and post production support
- **Qatar Islamic Bank, Doha, Qatar** - Development of bank settlement module for the Qatar Switch.

- **Applied Communications Inc, UK**

Attended BASE24 university course and worked closely with product development teams on some of their leading customer projects like Arab National Bank. Has been involved in development of ASCOM Depository Device support, POS support development and Integrated Chip Card Software development project.

8. Senior Engineer / Engineer, CMC Limited (May 93 – Dec 96)

➤ **Examination Results Processing System (January 1996 - December 1996)**

The system is developed for processing the marks, Results and determining the ranks for the state wide examinations conducted by institutions like **Board of Secondary Education, AP** and **District Institute for Education and Training (DIET)**. Part of the back end system is run in batch mode and front end is developed in Visual Basic.

➤ **Building Estimation Software (July 1994 - December 1995)**

The Building Estimation Software estimates the quantities of materials required based on the input plan of the structure. This CAD intensive application is developed using MS C Graphics to run on PCs. This software allows the user to make a 3D plan of the building, rotation along the 3 axes and zooming features.

➤ **Seismic Analysis Software for Boiler Structures - Customers: BHEL and ECIL, India**

The project involves seismic analysis boiler structures using Finite Element Method(FEM) packages like SAP IV, SAP 99 and STRADD III. The work involved preparation of Mathematical model based on the Design of the Boiler Structure, Preparation of the data model and analysis of results.

Achievements

- **Consistent high performer in the organization.**
- **Key contributor in Amdocs Product Leadership Forum, Top Technical Talent and Amdocs Patent Council**
- Multiple Appreciation Awards from Amdocs PBG and Delivery Groups for architecture guidance for strategic customer solutions using Amdocs products
- **Significant Product Architecture Contribution award** for development of Amdocs Service Management Suite & Improvement of Amdocs Products Operability Initiatives
- **Multiple Product Innovation Recognition Awards at Amdocs**
- **Best Product Quality Contributor Award at Versata Inc**
- **Appreciation award for Technical Marketing of Games Management System for 20th SEA Games, Brunei Darussalam**
- **Technology Innovation award for Implementation of BASE24 at Commercial Bank of Dubai, Dubai**