



Siebel
Certified
Consultant

Puneet Kumar

Profile Summary

A techno-functional Siebel professional with strong business and solutioning capabilities in implementation of Siebel CRM. He participates as a key stakeholder in end-to-end implementation activities right from scope definition, process workshops, requirement elicitation and analysis, feasibility reviews, solutioning and design to technical delivery of a quality CRM application.

His varied exposure on Client interactions, architecting Siebel CRM solutions, offshore-onsite delivery model based engagements, practice development, technical delivery, training, mentoring team members, etc. has given a strong base for his present activities.

Puneet is Siebel 7 Certified with more than 7 years of experience in industry with good onsite exposure and strong operational skills. Puneet is also a corporate trainer for leading MNCs in India for various Siebel functional and technical modules.

Awards and Recognition

- First 'Offshore' Business Analyst for GlaxoSmithKline projects spanning 17 countries.
- Awarded 'Valuable Contribution Star' by Patni Computer Systems for contribution to scratch implementation for the telecom client Jawwal.
- Recognized by Yahoo India for contribution to HotJobs CRM implementation as the sole Siebel expert from Offshore
- Recognized by HP, India for contribution to its SMB implementation
- First fresher and only candidate for Deloitte Consulting, India to have worked on onsite and offshore setups for initial projects to increase confidence in capability of R10 (India cost center of Deloitte)

Skill Set

Process

- Responding to RFP and preparation of SOW.
- Analyze existing client processes and subsequent business process re-engineering based on industry best practices and application capabilities.
- Define training requirements for end users impacted with process re-engineering
- Extract and document requirements from business users,
- Analyze requirements for business and technology feasibility checks
- Initiating and conducting follow up detailed workshops with business and functional teams
- Propose high level solution including proof of concepts for quick validation
- Architecting and proposing flexible integration capabilities to provide capabilities for long term.

- Facilitate detailed design session with technology team ensuring it meets the buy-in criteria from business
- Understanding pain points in existing application landscape and provide solutioning to ensure required benefits in to-be application landscape.
- Develop vertical based application capability document and generate the know how for design and implementation.
- Proposing enterprise wide error handling scenarios for minimal leakage of data.
- Coordinating development effort of legacy team with onsite Siebel and process teams.
- Providing Siebel product expertise and Know-how to client development team to expedite development.
- Facilitate development of a comprehensive training repository
- Facilitate and coordinate different phases of Unit/System/Integration/user acceptance testing across teams to avoid miscommunication and for faster resolution.
- Training and mentoring of team members.
- Preparation of Technical Design Specification, Master Setup Document, User Operations Manual documents for Interfaces/Configuration objects developed.
- Preparing Knowledge Transfer documents for smooth transition.

Technical

- **Applications:** Siebel 7.0.4, Siebel 7.5.3, Siebel 7.5.2, Siebel 7.7.2, Siebel 8.0
- **Siebel Verticals:** Siebel Financial Services, Siebel Consumer Goods, Siebel Marketing, Siebel Media, Siebel Call Center, Universal Customer Master, Siebel eCommunications, Siebel Pharma
- **Configuration:** Form Applets, List Applets, Pick Applets, MVG Applets, Grid Layouts, Views, Screens, Business Components, Business Objects, Pick lists, Multi Value Links, User Properties, List of Values, Communication Encryption (SSL), Screen, Views
- **EAI General:** Workflows, Business Services, Data Maps
- **EAI – Real Time Integration:** HTTP Transport, Virtual Business Components, Integration Objects, Web Services, JMS Queues
- **EAI – Batch Integration:** Automation of external jobs, EIM processes, Repeated Component Requests for scheduling
- **EIM:** Export, Import, Update, Automation of EIM Jobs
- **Data Administration:** List of Values, UTF-8 encoding, Data Mapping
- **Other Components:** Email Communication Templates, Error Handling, Product Configuration, UCM, Server Installation and Administration, performance tuning of EIM jobs, performance tuning of SQL procedures, Outbound Communications Manager, Assignment Manager, Smart Script, Document Server, Multilingual application, Product configuration, Order Management, iHelp, etc.
- **Scripting:** eScript.
- **Troubleshooting:** Server Administration, Configuration/Integration bugs, functional discrepancies
- **Other Packages:** Installation of Tomcat Web Server with Java Servlets
- **Other Languages:** Java, C, PL/SQL

Training Experience



Duration: May 2010 (1 days)

Client: Oracle, Bangalore

Sub Contract: Vamsoft Technology & Consultancy (P) Ltd.

Employer: SiebelTraining.org **Location:** Mumbai, India

Designation: Siebel eScript Trainer

Description: *The Client provides the world's most complete, open, and integrated business software and hardware systems, with more than 370,000 customers—including 100 of the Fortune 100—representing a variety of sizes and industries in more than 145 countries around the globe.*

The Client wanted to get its team members trained on eScripting capabilities of Siebel eBusiness Applications for its ongoing project requirements. The training was also a pilot to understand the trainers capability to deliver quality training for long term work.

The course duration was proposed for 2 days including hands-on session but was delivered in 1 day without any hands-on exercise as per their requirement for a class of 12 members.

Role: Siebel eScript Trainer providing guidance on:

- Introduction to Siebel eScripting Concepts
- Discussing eScript Datatypes and their usage
- Introduction to Expressions, Statements
- Introduction to Functions using eScript and their usage
- Introduction to eScript Statements
- Introduction to eScript Objects and their methods
- Introduction to Clib, String handling, date and time functions
- Introduction to Property sets and browser scripts
- Discussing Siebel eScripting Best Practices



Duration: March 2010 (2 days)

Client: Wipro, Bangalore

Location: Mumbai, India

Sub Contract: MasterMind Consulting.

Employer: Acrmz Technologies Private Limited

Designation: Siebel Configuration Trainer

Description: *The Client is a global IT player providing services and solutions to its varied clientele. Client wanted to get its team members introduced to the Siebel eBusiness Application Suite as well as get trained on basic configuration aspects of Siebel. The course duration was proposed for 3 days but delivered in 2 day for a class of 17 members.*

Role: Siebel Configuration Trainer providing guidance on:

- Introduction to Siebel Object and Operating Architecture
- Installing Siebel Tools, Client and Sample database from oracle edelivery dump
- Introduction to basic UI, Business and Data elements in Siebel CRM
- Introduction to specialized components used in basic configuration (Picklists, MVG, Links, Joins)
- Introduction to Classes and User Properties
- Introduction to LOV and Multilingual applications
- Hands on development of basic business and UI layer
- Overview of Assignment Manager, EIM, EAI, Workflows, Business Services and Scripting



Duration: January 2010 (4 days)

Location: Mumbai, India

Employer: Acrmz Technologies Private Limited

Designation: Siebel EAI Trainer

Description: *The Client is a global IT player providing services and solutions to its varied clientele. Client wanted to train its junior siebel team members on EAI aspects of siebel with a major emphasis on hands on sessions. The course duration was proposed for 4 days during which a class of 16 members developed the following components successfully.*

Role: Siebel EAI Trainer providing guidance on:

- Concepts of Siebel Integration Objects as well as creating/modifying Integration Objects of varying complexity.
- Using EAI Siebel Adapter with Integration Objects for various operations: Query, Insert, Update and Upsert
- Using out of the box EAI business services for conversions across XML, Property Sets, Integration Objects.
- Using out of the box EAI business services for Writing and reading XML, Property Sets, Integration Objects to/from Files
- Using EAI HTTP Transport business service for sending XML over http
- Configuring Virtual Business Components
- Configuring and Using Inbound Web Services
- Configuring and Using Outbound Web Services

Consulting Experience



Duration: July 2009 – Present

Location: Mumbai, India

Employer: Acrmz Technologies Private Limited

Designation: Siebel Business/Solution Analyst

Description: *The Client is a giant pharmaceutical firm which global presence.*

Client has implemented Siebel Pharma to support the sales activities of its staff who make frequent calls to Doctors in their territory. The implementation spans across 17 European nation and same repository is used for all markets globally to keep consistency of processes. For changes suggested by local markets, the impact has to be analyzed for all markets and a common approach is identified which is then confirmed with all markets before implementing the change.

Client: GlaxoSmithKline, UK

Sub Contract: Acrotrend Systems Private Ltd.

Role: Siebel Business/Solution Analyst with following key responsibilities:

- Participate in scope assessment and requirement elicitation for brand new UI skin of sales application used across 17 European countries.
- Interact with end business users from all 17 European markets to understand capability of existing solution as well as to analyze the changes requested by them.
- Propose business process change as required and develop centralized process based detailed business requirements with standard terminology as each market has its own variation.
- Follow up with application business experts from all the markets to assess and document the impact.
- Analyze and sign off detailed system specific requirements based on business requirements to ensure consistency.
- Understand business user mindset and subsequently develop training material for new modules of iHelp to be used across all markets.
- Analyze, validate, develop and roll out new functionality in Siebel iHelp for all 17 markets.
- Provide training to all markets in new functionality of Siebel iHelp.
- Participate in test plan for system and regression testing for Salsa 7.0 release.
- Provide support as central business analyst to testing teams from all 17 markets during system and regression testing.
- Define, validate, execute test cases for iHelps and support market for User Acceptance Tests of iHelps.



Duration: May 2009 – July 2009

Location: London, UK

Employer: Acrmz Technologies Private Limited

Designation: Siebel Business/Solution Analyst

Description: *The Client is a NGO which raises funds for research on Cancer.*

Client has different set of team for Event Management, Campaign Management, Fund Raising, Supporter Management, etc. which are involved in launching events to raise funds for research on cancer. The events are mostly around running with varied themes and participation size with the data being managed in spreadsheet across organization leading to data duplication and lack of complete visibility on supporter's profile to give them a better experience. Client wants to maintain their supporter details and their activities in Siebel to plan effectively as well as to have more consistent organization wide processes.

Client: Cancer Research, UK

Sub Contract: Acrotrend Systems Private Ltd.

Role: Siebel Business/Solution Analyst with following key responsibilities:

- Definition, review, analysis and sign off of client requirement to define the scope of project phase.
- Feasibility check of requirement feasibility and business process change to communicate involved costs, efforts to customer
- Proof of Concept and demonstration on Events Management, Product definitions, Order Management and high level correlation with customer business processes
- Technical analysis of requirements for complexity and effort
- Providing High level business solution and application design for requirements.



GE
Aviation

Duration: March 2009 – May 2009

Location: Mumbai, India

Designation: Siebel Business/Solution Analyst

Description: *The Client is a leading manufacturer and after sales service provider of aircraft engines to its multiple aviation partners.*

Client uses Siebel for managing its customer profile, assets and servicing information to ensure quality and consistent processes. Siebel is integrated with legacy applications to fulfill custom functionality related to pricing models, remote diagnostics, external joint partners, etc. Client has been doing frequent upgrades on existing application based on changing business rules and end user feedback.

Client: General Electric - Aviation

Employer: Patni Computer Systems

Role: Siebel Business/Solution Analyst with following key responsibilities:

- Act as Subject Matter Expert for aviation processes as well as single point of contact from vendor as application functional owner

- Definition, review, analysis and sign off of client requirement.
- Complexity, effort analysis and effort estimation of requirements.
- Review design of high level and detailed solution based on the requirements
- Doing proof-of-concept for Siebel modules for which the team does not has prior expertise
- Mentoring and guiding developers in implementation of design using Siebel best practices
- Coordinate communication across business, functional, technical and testing teams to ensure complete ownership and timely completion of project deliverables



Duration: Feb 2008 – March 2009

Location: Hyderabad, India

Designation: Siebel Architect

Description: *The Client is the only telecom service provider in Palestine.*

Client uses a number of legacy applications to capture customer information and provide its telecom services to them. This has lead to a very fragmented data while also reducing the agent's efficiency as they access different applications to get the relevant information. In addition, the existing applications of the client are integrated on a point-to-point basis using custom adapters making it very difficult to add or remove applications many of which are not capable to handle the increasing volume of business now. Patni Computer Systems has proposed a middleware based SOA architecture with Siebel as the single application an agent will use for all the Customer Management, Order Management, Customer Care and Trouble Ticket processes.

Client: Jawwal Inc, Palestine

Employer: Patni Computer Systems

Role: Siebel Architect with following key responsibilities:

- Definition, review, analysis and sign off of client requirement based on scope of project phase as defined in proposal submitted to client
- Design of high level and detailed solution based on the requirements
- Recommend solution architecture based on functionality, limitations and integration capabilities of legacy systems to enforce stickiness to core functionality and enhanced performance of end systems.
- Doing proof-of-concept for Siebel modules for which the team does not has prior expertise
- Mentoring and guiding developers in implementation of design using Siebel best practices
- Planning of requirement review, design and development activities to meet payment milestones
- Recommendation of offshore development and system testing setup, onsite development, system testing, integration testing and UAT setup

- Participate in recommendation of hardware sizing and production box
- Recommendation of Siebel facilitated process to enhance efficiency of agents and improve customer experience
- Design and development on Web Services, Assignment Manager, Organization Structure and Access, Workflow policies, product configuration, automation of SQL Loader utility and EIM jobs, performance tuning of SQL queries and EIM, performance tuning of real time transactions over HTTP
- Proof of concept and implementation of multilingual instance of Siebel application
- Providing overview of requirement, functionality and design to QA team for preparation of test cases
- Quick Troubleshooting and bug fixing for integration/configuration bugs.
- Recruitment of candidate, managing teams and handling other administrative tasks.

Freelancing Experience



Duration: Dec 2006 – Feb 2008

Location: Pune, India

Client: Serene Corporation, USA

Sub Contract: Vertex Computer Systems,
Serene Corporation

Designation: Offshore Coordinator

Description: *The Client is a growing IT Service Provider in USA.*

Client implements IT solutions for its clients based on their requirements while ensuring an enhancement in the effectiveness of existing processes. Serene has recently made a strategic decision to open an offshore center in Pune, India to capture the skilled manpower while improving its margin due to cost effectiveness. The intended plan is to have the development team working from Pune while the client facing interactions are handled at onsite Sunnyvale, US. To handle the administrative aspects of kick starting a new team and also to have an effective process to effectively utilize the advantages, Serene decided to hire an offshore coordinator which it has worked in a previous engagement on onsite-offshore model.

Role: Offshore Coordinator with following key responsibilities:

- Assist onsite team in analyzing requirements and designing solutions.
- Develop internal Siebel implementation for tracking projects, vendors, financials, etc.
- Develop know how on UCM and JMS queues for onsite development team
- Provide Product expertise to development and testing team in Pune.
- Coordinating development effort of offshore team with onsite Siebel team.
- Quick Troubleshooting and bug fixing for integration/configuration bugs.
- Recruitment of candidate and handling other administrative tasks.



Duration: August 2007 (1 month)

Client: Rajesh Global Solutions

Designation: Consultant

Description: Rajesh Global Solutions is relatively new entrant in the IT service provider domain and is promoted by Rajesh Group, a US\$ 5500 million company. The client was in process of acquiring new customers with requirements on Siebel platform for the first time. In absence of a team knowledgeable of this platform, the consultant was the sole point of contact for product expertise.

Role: Individually responsible for

- Interacting with the CEO to understand the nature of customer's business requirements
- Provide recommendation on to-be system architecture based on system capabilities mentioned in RFP
- Suggest hardware specs for proposed solution and efficiency as per SLA
- Quantifying client requirements and generating Statement of Work for negotiations
- Estimate effort, resource, cost and project timelines
- Resolve customer queries on technical aspects of solutions.

Location: Pune, India

Sub Contract: Boden Inc.



Duration: July 2007 (3 weeks)

Client: NIIT

Designation: Consultant

Description: *The client's Customer Relation and Baggage Claims Group responds to more than one million customer inquiries over email, fax, phone and letters. The existing infrastructure of the client is out of date and unable to support the growing requirements. The client decided to implement Siebel CRM solution utilizing its built in automated components to support the expanding operations.*

Role: Individually responsible for responding to the Request for Proposal and conceptualizing the solution including the following components

- Estimate effort, resource, cost and project timelines
- Develop initial project organization framework and execution methodology
- Recommend future system architecture, transaction mechanism and hardware components to match proposed solution and efficiency
- Route incoming calls, emails, faxes and letters to agents based on skill sets and availability
- Use Siebel Universal Customer Master to serve as a source of cleansed contact information
- Delegate control and assign activities to agents based on position and responsibilities
- Utilize Siebel Email Response and CTI to handle huge volume of inbound and outbound emails and calls respectively
- Use Templates for outbound responses in emails and faxes
- Integrate Siebel Document Server for a network printing solution
- Integrate with *Documentum* to process letter and fax images
- Integrated with legacy in real time and batch

Location: Pune, India

Sub Contract: Boden Inc.



Duration: Jan 2006 – Dec 2006

Client: Yahoo, Bangalore

Designation: Offshore Siebel Expert

Description: *The Client is a major Content Provider globally.*

Client operates a recruitment portal which handles the staffing needs of various firms. The Project involves storing and enhancing the activities of a recruiter by integrating legacy information with Siebel. The legacy development team was working from Bangalore, India while the Siebel development team operated from Sunnyvale, US. With a short timeline, gap in Product know-how with legacy team and lack of coordinated development efforts, an Offshore Siebel Professional was hired as a single point of information on Siebel at offshore.

Role: Siebel Specialist with following key responsibilities:

- Provide Product expertise to client's development and testing team in Bangalore.
- Provide Integration and configuration expertise to Siebel development team in Sunnyvale for unknowns on Secure Communication, http transactions, Virtual Business Components.
- Improve performance of Siebel application in configuration, scripting, workflows and http transactions
- Implement extensive and user friendly error handling for errors in scripting and workflows
- Correcting functional requirements as per Siebel Product restrictions.
- Review of offshore testing efforts from Siebel perspective.
- Coordinating development effort of Legacy team with onsite Siebel team.
- Quick Troubleshooting and bug fixing for integration/configuration bugs.
- Understanding existing functionality and ensuring to preserve the same while fixing the bugs.

Location: Bangalore, India

Sub Contract: Vertex Computer Systems

Consulting Experience



Duration: May 2003 – Nov 2005

Organization: Deloitte, Mumbai

Designation: Senior Analyst

Common Responsibilities across engagements:

- Carrying out development using business objects/components, applets, views, screens, pick lists, etc.
- Develop integration interfaces using workflows, business services and integration objects with scripting as needed.
- Documentation of design specifications, Operations manual and others as per client requirements.
- Planning and support for Unit testing, system testing and integration testing.

Client: Blue Cross and Blue Shield of North Carolina, NC - USA

Description: *The Client is a major medical insurance provider in US.*

Client has a set of 14 independent applications which store customer data in a redundant fashion. The Project involves replacing the existing legacy application of client with one single integrated application which talks simultaneously with the existing ones and provide the customer related data for Call Center Agents.

Featured Role: Integration Specialist with following key responsibilities:

- Generate Seed data for Siebel from legacy database by running EIM jobs.
- Develop working prototype and workable documentation for 'Virtual Business Component' and hence do a proof of concept of their usability with real time integration with legacy system.
- Develop a prototype for 'Service Oriented Architecture' with one business entity and hence provide a proof of concept of its usability with single data hub architecture.
- Performance tuning of data cleansing SQL queries and EIM tasks
- Performance tuning of http transactions within Siebel and provide recommendation to legacy team on the same.
- Ensuring the development efforts of client team are in sync with functional requirements

Client: Agilent Technologies, Mumbai - India

Description: *Agilent delivers innovative technologies, solutions and services to a wide range of customers in communications, electronics, life sciences and chemical analysis.*

This project aims to refine the existing customer data, make the existing functionality more robust in addition to implementing a few features for better customer experience.

Featured Role: Configurator with following key responsibilities:

- Interacting with client to understand the impact of testing on systems already in production and planning the new release accordingly.
- Understanding the entire development changes of previous release with regards to existing functionality and changing the same as per new requirement.

Client: Hewlett Packard, Bangalore – India

Description: *HP is a technology solutions provider to consumers, businesses and institutions globally.*

This project extends the functionality of the existing legacy system (SAP and SmartBuy) of the client already integrated with Siebel. The legacy systems are already deployed globally with the complete development box in Bangalore. The project was implemented with a very constrained timeline.

Featured Role: Integration Developer with following key responsibilities:

- Understanding the development till last release with regards to existing functionality and changing the same as per new functional requirement.
- Interacting with client to understand and design solution without affecting the existing system being already used for production.
- Responsible for coordinating with development team from client to ensure they understand existing functionality and do not affect the same while adding new features.

Client: Hewlett Packard, Bangalore – India

Description: *HP is a technology solutions provider to consumers, businesses and institutions globally.*

This project is to integrate the existing legacy system(Surfgold, Aquarius, eProfile, HPP Passport) of the client with Siebel and Oracle smoothly. The interaction takes place with client offices globally with the complete development box in Bangalore.

Featured Role: Integration Developer with following key responsibilities:

- Implementing extensive EIM jobs for daily export of data from legacy to Siebel, performance tuning of SQL procedures and EIM jobs.
- Analyzing and implementing multilingual LOV data for Siebel application installed on single language pack
- Automation of Enterprise Integration Manager (EIM) and external applications from Siebel.
- Study Web Services and verify/test the functionality as per the client's requirement.
- Troubleshooting/testing on email communication templates for multilingual support.
- Coordinating development efforts with boundary system team from client spread across time zones.
- Data Administration to provide multilingual support with UTF-8 encoding.

Client: Heinz, Mumbai – India / Pittsburgh - USA

Description: *Heinz is one of the world's leading marketers of branded foods to retail and foodservice channels.*

This project is to assess the feasibility and impact of managing Category Development Fund and Liability Accounting processes using Siebel. All funds are defined, tracked and managed in Siebel. All promotions are defined, tracked and managed in Siebel.

Featured Role: Developer with following key responsibilities:

- Automation of Enterprise Integration Manager (EIM) and external applications from Siebel.
- Implementing, automating and performance tuning of Oracle stored procedures.
- Incorporating a Master Error Handling Process for proper tracking of errors generated at various nodes.
- Developing and implementing a very critical Liability Engine which performs the necessary business transactions and sends the corrected liability/accounting data to other Legacy Systems.
- Supporting Onsite team for troubleshooting of the interfaces developed by Offshore Team

Firm Initiatives

- EAI Training: Developed training material for in-house training in Siebel EAI.
- Onsite Offshore Model: Being among the first to work on the first project involving onsite and offshore development, as well as getting onsite exposure helped in understanding the nature of outsourcing model. This is being utilized to enhance smooth operation of other projects on similar lines.
- TPM Training: Developed in-house complete training material for Siebel Trade Promotions Management (TPM) for Deloitte. TPM Training is planned to be must for all resources for future TPM Projects for clients like Gillette, Nestle, etc.
- Practice Training Initiative: Instrumental in analyzing training requirement of Deloitte-India and drawing up a comprehensive training plan for six months on an ongoing basis.
- CRM Buddy: An initiative for lateral staffing of offshore resources in ongoing onsite projects.

Training and Certification

Siebel 7 Core Consultant Course conducted by Siebel.

In-house Actuate Reports Training with Lab session.

Education

Bachelor of Technology (B.Tech) in Chemical Engineering from **IIT Kharagpur** (2003).

Extra curricular activities

- Awarded the prestigious **Patel Trophy** and hence accorded with the **Freedom of the Hall** for contributions to the Hall's well being in the form of hard work and devoted service during the stay in the Hall at IIT Kharagpur.
- Awarded **Best Fresher Volunteer** in the Hall of Residence for overall participation and performance in various cultural and sports events.
- **3rd** position in the Business Plan Competition at IIT Kharagpur.
- Organizer, Business Plan Competition, IIT Kharagpur.
- Organizer of Personality Contest for the 1st time at IIT Kharagpur.
- As General Secretary (Maintenance) of the Hall of Residence, accountable for the comprehensive maintenance of the hostel which included complete rewiring and renovation of student hostels.
- As Secretary (Maintenance) of the Hall of Residence, responsible towards day-to-day maintenance and negotiation with dealers for terms of contracts.
- Headed the Hall of Residence in the annual Illumination Contest.
- Supervised the planning and implementation of the annual Technical and Cultural festivals of IIT Kharagpur in various roles.
- Member of Network Committee to regulate LAN at IIT Kharagpur.
- Participated in Inter Hall Weightlifting Competition.
- Member of Amateur Ham Radio Club.
- Member of Amateur Astronomy Club

Contact Details

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