

# John Rajasekaran Annamalai

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10 Bender St., Budd Lake, NJ 07828

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## CRM TECHNOLOGIST

Siebel & Salesforce Technical Lead/Senior Consultant with 20 years of IT experience, of which around 17 years on CRM Applications as a Technical/Functional Consultant on multiple engagements in the design, development, deployment, administration and customization CRM applications like Salesforce, Siebel Public Sector, Siebel eService, Siebel Call Center, Siebel Sales and Siebel eCommunications solutions.

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## TECHNICAL SKILLS

Salesforce, Siebel 18.12.0.0  
Configuration, Scripting, EAI,  
HTTP Integration, Web Service,  
EIM, Workflows, Siebel  
Administration, OpenUI

Owndata  
Workbench

Team leadership  
Communication  
Operations management

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## PROFESSIONAL EXPERIENCE

### New York City Housing Authority (NYCHA)

**Sep 2016 - Present**

#### Senior Analyst

The New York City Housing Authority serves Kings County, Bronx County, Richmond County, Queens County, New York County, New York City, Queens, Brooklyn, Bronx, Staten Island and Manhattan. For the Legal Stratus Salesforce application, the Law Department and NYPD were exclusively using the Salesforce application for Housing Litigation. As a CRM Administrator Lead, Senior Siebel Consultant/Developer, Working as a CRM Administrator Lead - Involves in Salesforce/Siebel Technology - responsible for creating new environments/Migration between environments/deployments/troubleshooting/performance improvement. Working in the Siebel development team involved in Implementation, Solution design/Development for all development activity for all releases/PROD Support.

#### Accomplishments:

- Responsible for Requirements Gathering, Impact Analysis & troubleshooting of NICE application
- Involve in the development of High Level and Low Level Design, Configuration, Scripting, Email Response and take part in the role of Production Support
- Extensively work on development of Workflows and Business Services for daily run.
- Work on Customization of various entities to meet complex requirements which includes creation/modification of Views, Applets, Business Component drilldowns, toggles, Pick lists, LOV's, MVG's, user properties, visibility rules, Data Layer/schema changes etc.
- Worked on Siebel eService application upgrade (Public Housing, Section 8, Public Housing, VDV and Reasonable Accommodation etc.) into Open UI.
- Worked on Web services integration with Oracle Fusion.
- Worked in Siebel EAI - Web services/WSDL by coordinating with webservice team for creating the Integration Objects, BIP Integration Objects, Proxy Webservice, Data maps, Style sheets and VBC's for all Notices.
- Created Physical Renderer and Presentation Model files for user interface validations.
- Worked on admin manifest files to add Physical Renderer and Presentation Model file entries.
- Involve in the performance tuning of the application.
- Move configuration changes & code across various Environments like Development, IT and UAT.
- Document configuration changes, test cases & troubleshooting tips for first line support
- Worked in EAI Siebel Adapter, EAI Data Transformation Engine, FINS Industry XML Query Service and EAI Integration Object.

**United Health Care/State of Vermont****Mar 2015 - Aug 2016****Senior Developer**

State of Vermont created Internal Employee application using Siebel Public Sector to support and service the people enrolled in the Vermont Health Connect. Siebel Public Sector application is used to store the Customer data created via One Gate (Product Suite built over Siebel and other Oracle Applications). The Vermont Health Connect portal helps the Vermont citizens to report Change of Circumstance and to re-determine the eligibility. The enrollment information of the applicants is then sent to Benaissance and the system receives payment information and posts the payment information in Siebel for CSR's to view payments. The VHC system is integrated with Carriers like BCBS, MVP and Delta dental to send enrollment information and to receive effectuation details like member Id's and carrier policy numbers. The System integrates with federal hub and Department of Labor to ping and verify Identity, SSN and IRS income verifications and incomes reported to Department of Labor Incomes.

Technologies: Siebel, Siebel BIP, SOA, Portal and OneGate

**Accomplishments:**

- Worked in Siebel OPEN UI , eservice and EAI - Web services/WSDL by coordinating with webservice team for creating the Integration Objects, BIP Integration Objects, Proxy Webservice, Data maps, Style sheets and VBC's for all Notices.
- Worked in EAI Siebel Adapter, EAI Data Transformation Engine, FINS Industry XML Query Service and EAI Integration Object.
- Worked in Siebel EIM – Data load from OneGate and Portal DB to Siebel application on daily basis EIM job.
- Worked closely with the VHC Client to identify the PROD issues and provide the alternative solution without affecting PROD downtime.
- Worked in BI Publisher to generate reports needed basis for the customers (QHP/Medicaid).
- Worked in generating XLIFF/RTF templates for Siebel BI Publisher.
- Involved in installing hot fixes from One Gate – Conflict resolution and mitigation, writing migration document, Siebel deployment run book and Siebel developer release notes.
- Worked in documentation preparation like HLD/LLD which included technical Design Document (TDD).
- Worked in Runtime Events (RTE) – Action Sets, Inbound and Outbound Web Services, LOV, EAI Data Map Editor, Workflow Deployment and workflow instance monitor to debug workflows, putty session for viewing logs.
- Worked in Integration Workflows.
- Worked in configuration to customize Siebel objects applets , views , screen , BC, BO , joins, links, MVL, pick list, tables, integration objects, eScript on Business Components and custom business service, workflows. SOAP UI, XML, Unix
- Worked in CRON jobs to schedule shell scripts nightly jobs for file transfers.
- Worked in ADM to migrate the non repository objects into various environments.
- Worked in Communication Templates to customize OOO Email templates to produce Notices to the customers applying for insurance in VHC.
- Worked in generating stored procedures.
- Worked in Custom Business Services and created new Client Business Service to undergo Data patch operation in PROD.

**Fair point, Reston, VA****July 2014 - Feb 2015****Senior Developer/Programmer**

Fair point is a telecom company which has multiple products on which the primary product is Internet services for three states ME,NH and VT.Siebel is served as a Service for Call Center Application and Ordering.

**Accomplishments:**

- Worked in Siebel EAI - Web services/WSDL by coordinating with webservice team for creating the Integration Objects, Proxy Webservice, Data maps, Style sheets and VBC's.
- Worked in Siebel EIM – Data load from M6 to Siebel application on daily basis EIM job.
- Worked closely with the Client to identify the PROD issues and provide the alternative solution without affecting PROD downtime

**NYC DoITT, Brooklyn, NY**  
**Senior Consultant****Feb 2014 - June 2014**

The Department of Information Technology and Telecommunications (DoITT) is the City's technology and telecommunications leader and information technology (IT) utility, providing innovative and efficient infrastructure and services for New York City's residents, businesses, employees, and visitors.

DoITT maintains the foundational IT systems that touch every aspect of City life. From public safety to human services, and from education to economic development, DoITT's impact spans the full spectrum of government operations and services to the public.

**Accomplishments:**

Working in Siebel Production support team involves handling Remedy tickets and defects, Production Support Releases which in turn comes as an enhancement release for every 2 weeks non SRF release and SRF

Major Release for every 2 months.

- Worked in Enhancement Releases for all Production Issues Reported.
- Worked in non SRF application tasks like Workflows/LOV's/Application/State Model - Administration.
- Worked in Workflow Policies.
- Worked in CRON Jobs (Shell Script), RCR Jobs and Server Administration including Environment maintenance like DEV/TST/TRN/PROD.
- Worked in EMS (Email Templates/Letter documents).
- Worked in Content Management (Interwoven - Integrated with Siebel) for enhancement of new rules.
- Worked in Migration task between all environments (DEV/TST/UAT/TRN/PROD).
- Worked in preparing documentation for all releases.
- Worked in Trouble shooting the issues in all environment reported by Agency/311 User in PROD/UAT and providing the resolution/workaround based on the priority .

**Horizon BCBS, Newark, NJ****Oct 2012 - Jan 2014****Senior Siebel Consultant**

Horizon Blue Cross Blue Shield of New Jersey (BCBS) - Health Care insurance project. Since 1932, Horizon Blue Cross Blue Shield of New Jersey has offered quality health insurance products and services to New Jersey families and businesses

Technologies: Siebel, Informatica, First Logic, Firepond, MSSQL

**Accomplishments:**

- Worked as a Senior Siebel Consultant/Siebel Tech Lead/Analyst for the Releases in SMA and UCSW Applications in Siebel.
- Worked Closely with SME's/BA's for SME requirement specifications.
- Worked in Siebel EAI - Web services/WSDL by coordinating with webservice team for creating the Integration Objects, Proxy Webservice, Data maps, Style sheets and VBC's.
- Worked in Siebel Open UI features to make the application look like existing HI application.
- Analyzed Siebel Open UI Application Compared it to existing HI Application for new features.
- Customized theme-base.css, theme-gray.css and theme.js files to change the colors/fonts of UI which includes background color of Application Menu Bar, Tools Bar, Screen Bar and View Bar.
- Strong knowledge of Siebel Open UI Concepts Presentation Model/Physical Renderer/Manifest Files, Java Script, JQuery, HTML, CSS.
- Implemented javascript Open UI JQuery file to fix Providers form applet controls overlapping in chrome browser issues.
- Siebel Open UI - Customized theme-base.css, theme-gray.css and theme.js files to change the colors/fonts of UI which includes background color of Application Menu Bar, Tools Bar, Screen Bar and View Bar.
- Worked in CTI/IVR – Service Request in Siebel Call Center.
- Worked in Siebel EIM – Data load from Informatica to UCSW Siebel application on daily basis EIM job.
- Worked in Preparing Data Mapping and Packages for EIM load from the Portal DB to Siebel DB.
- Worked in Siebel Task Based UI by building new Screen/View.
- Identifying and providing the fix in Production Environment/Release Enhancement and Providing s work around to Sales team directly for SMA
- Worked in Siebel Open UI on updating the CSS/HTML files.
- Production issues immediately.
- Worked on (TRD/TDD/Code Development) for all projects.
- Worked on Siebel upgrade form Siebel 8.0 to Siebel 8.1 and identified/provided the appropriate solution.
- Worked on TRD for SMA/UCSW.
- Worked with Sales team for SMA Production issues and providing work around if any show stopper issues and providing the solution and implement in next release in PROD.
- Worked on POC's for Pipe line Projects.
- Worked as a SPOC in onsite for siebel team to create SSR for various requests like (Clearquest, Share Drive access, MOM dashboard access, MPD) to all team members.
- Responsible for creating the Deployment Request for Releases/Projects/defects raised in all projects associated with Siebel from UCSW/SMA team (Siebel/Provider portal/Member Portal).
- Worked on Requirement gathering for the new projects and assign it to appropriate team members in offshore.
- Co-ordination for interviews/staffing in onsite.
- Worked on preparing OBIEE Reports/Dashboards for every month and uploading in Sharepoint site/sending it to Horizon CRM Manager.
- Responsible for providing all UAT defects status report raised by business at the end of every release.
- Responsible for release deployment for every release.
- Responsible for providing estimation to the projects assigned to me in Horizon BCBS.
- Provided the Estimation template to the team to make it helps to use it for BCBS account.
- Worked in ClearQuest IBM tool and able to handle all the issues/remedies/action about Work Orders/Defects/Deployment Requests.
- Gathered all WR and consolidate the work orders based on the releases and create the TRD for the same.

**Sprint Pre-Paid (Virgin Mobile USA), San Ramon, CA****Mar 2010 - Sep 2012****Senior Consultant**

As a Senior Developer/Release Lead responsible for Supporting the production environment, Analysis, design, development, testing and implementation of customized CRM solutions for enhancement and new implementations for our Sprint Pre-paid formerly Virgin Mobile USA, Virgin Mobile USA (VMU) is the first Mobile Virtual Network Operator (MVNO) in the US - meaning that it doesn't operate on its own network. Using Siebel and Middleware BEA, Virgin Mobile personnel could thus see, with a glance at a single screen's worth of information, the current customer balance as well as every interaction between company and customer, from the initial phone purchase through registration, call usage, topping up of minutes, and use of the various extra features. Equally important, with the touch of a single button Virgin Mobile customers could monitor their balance of remaining minutes in real time, and experience the satisfaction of watching their balance rise just seconds after topping up their accounts.

VMU customers typically procure mobile handsets from retailers like Best Buy, Target, and Wal-Mart. Customer can also order handsets from VMU's web site. These handsets are branded Virgin Mobile but are engineered to connect to the SPRINT network.

**Accomplishments:**

- As a Release Lead Responsible for handling the releases with around four BRD's in every 2 months from Onshore.
- As an EMS Lead Responsible for handling Siebel (EMS) Event Management System in a project involved in Release requirement and Defect management.
- Worked in Siebel EAI, EIM, VBC and CTI.
- Worked in Data Mapping for EAI Data Maps.
- Worked in Data Validation Manager (DVM).
- Worked Closely with SME's/BA's for SME requirement specifications.
- Responsible for handling Production Tickets/Defects in a project team in delivering solution to our customer.
- Deliver new and complex high quality solutions to clients in response to varying business requirements
- Responsible for managing planning, tracking of deliverables and tickets aspects of the project.
- Responsible for effective communication between the project team and the customer. Provide day to day direction to the project team and regular project and ticket status to the customer.
- Translate customer requirements into formal requirements and design documents, establish specific solutions, and leading the efforts including programming and testing that culminate in client acceptance of the results.

**TNZ, New Zealand  
Senior Software Engineer****Sep 2009 – Mar 2010**

Telecom Corporation of New Zealand Limited (Telecom) is the largest telecommunications service provider in New Zealand (by revenue). Telecom offers over 60 regulated and commercial products covering broadband, interconnection, data, voice and mobile to more than 100 Telco retailers, amongst which include telecom providers, Internet service providers, resellers, system integrators and broadcasters.

**Accomplishments:**

- Involved in the Reviews for Technical Design and Build for Order Management module.
- Responsible for the Order Management module defects fix and assign to the team.
- Configuring the application using Siebel tools to define/modify views, pick lists.
- Configured Workflows and Runtime Events.
- Worked with the team in the configuration of the application
- Using Siebel Tools 8.1.1. This includes Customizing Business Component.
- Responsible to handle the Functional Document and Technical Design Document

Starhub is a Telecom Industry in Singapore, having many products like Mobile network, Landline, broad band etc. It's a biggest Mobile and landline provider.

**Accomplishments:**

Involved in Configuration of Various object definitions in Business layer includes Workflows and UI layer mainly Customer Account and Service Request Entities.

- Involved in the Reviews for Design/Build.
- Responsible for the HubClub module defects fix and assign to the team.
- Configuring the application using Siebel tools to define/modify views, pick lists.
- Configured Workflows and Runtime Events.
- Worked with the team in the configuration of the application
- Using Siebel Tools 8.0. This includes Customizing Business Component.
- Reviewed the TDD.
- Responsible to handle the Technical Design Document.
- Worked in AT (Application Testing) Team.
- Perform root cause analysis and recommend solutions for AT.
- Responsible for the creation of the Component Test plans and their execution.

Environment: PRM Application, Siebel Partner Portal/Manager 7.8, Oracle9i, Windows XP

Analysis, design, development and implementation of customized CRM solutions for new implementations and upgrades.

**Accomplishments:**

Siebel ICON:

- Created 6 Level Hierarchy based on the Different Responsibility includes Configuration and Scripting of various Object definitions.
- Worked in Visibility Rule
- Worked in access control/responsibility.
- Worked in Scripting and Configuration
- Involved in the Review of all Technical design documents and Coding standards that adjoined to the project.

Environment: CRM Application, Siebel eCommunication 7.8.2, Oracle 9i, Windows XP

**Accomplishments:**

Achievements: Received a Good performer award from my senior manager.

Telstra is a Telecom Industry in Australia, which have products like Mobile network, Landline, broad band etc. It's a biggest Mobile and landline provider.

Involved in Scripting and Configuration of Various object definitions in Business layer and UI layer mainly Account and Trouble Ticket Entities.

- Configuring the application using Siebel tools to define/modify views, pick lists.
- Worked with the team in the configuration of the application
- Using Siebel Tools 7.8.2.4. This includes Customizing Business Component.
- Worked on the CITRIX environment, were using the VMWare Player for the build.
- Reviewed the TDD documents.
- Responsible to handle the Technical Design Document.
- Worked in AIT (Application Integration Testing) Team.
- Responsible for the creation of the component test plans and their execution.
- Worked in Smart Scripts

**Application Programmer**

AT&T is one of the Fortune 100 Companies in the world which is involved in Communication Industry. AT&T was identified the necessity to upgrade their sales and services strategies, they ultimately decided to implement Siebel e-Communication, Siebel Systems' market-leading CRM solution for the Communication industry.

Accomplishments:

It has various Modules like GSE, SIP, SOR, INR, SA and using interfaces like EFMS, DBOR, eSign etc

The users of this application are AE, BDM, BDM Manager, Super User etc.

Involved in Scripting and Configuration of Various object definitions in Business layer and UI layer mainly OPPORTUNITIES, BIDS, WORKREQUEST and INBOX Entities.

- Worked in Business Service
- Worked in Preparing Technical Design Document (TDD).
- Worked in Preparing Data Mapping Sheet
- Worked in Workflows.
- Worked in DVM.
- Worked in Preparation of Test Case.
- Worked in Personalization.
- Worked in Smart Scripts.
- Worked in EAI(VBC, Data Mapping) and Siebel CTI.
- Worked in EIM (Data Load from DBOR application into Siebel eComm application Batch Process on Weekly basis through RCR)

## **CERTIFICATIONS**

Salesforce Certified Administrator

Salesforce Certified Platform Developer I

Siebel 8.1.x BI Publisher Reports from ORACLE University.

Siebel 8.0 New Features from ORACLE University.

Siebel 7 Essentials from ORACLE University.

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## **EDUCATION & AWARDS**

**B.Tech - 2002, University of Madras, India**

Appreciation Award - New York City Housing Authority, NY, USA

TeamWork Award - New York City Housing Authority, NY, USA

2 Bravo Awards - Diamond Recognition Award from United Health Group Client, NJ, USA

Partnership Award - Excellence performance award from Horizon BCBS Client, NJ, USA

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