

Praveen Kumar Reddy Alamuru

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PROFESSIONAL SUMMARY

- ❖ Certified in 1Z0-525 Oracle Business Intelligence Applications 7 for ERP Essentials.
- ❖ Certified in 1Z0-591 Oracle Business intelligence Foundation Suite 11g Essentials
- ❖ Experienced IT professional with 10+ years of experience involving in Project Bidding, Project Estimates, Resource Contour, Client Orals, **requirement gathering ,design, configuration, development, testing and implementation of Data warehousing, Business Intelligence Applications (OBIEE 11g/10g)**
- ❖ Experience in **Financial, Procurement & Spend, Supply Chain, Manufacturing, Retail and Utility Analytics** of Oracle Business Intelligence applications.
- ❖ Data warehousing development using ETL tool, Informatica Power Center 8.x/7.x and developed Informatica Mappings/Mapplets using various Transformations for Extraction, Transformation and Loading of data from Multiple Sources to Data Warehouse and Creating Workflows & Tasks, and Scheduling using Workflow Manager.
- ❖ Data warehousing development using ELT tool, **Oracle Data Integrator 11.1.1.7**
- ❖ Experience configuring Oracle Data Warehouse Administration Console (DAC) and Creating Task, Task groups, Subject Areas ,Execution Plans and running the complete Informatica Workforce sessions Using DAC. Monitoring ETL full and incremental loads.
- ❖ Designed and developed the OBIEE Analytics Metadata Repository (.rpd) using OBIEE Server Admin tool by importing the required objects (Dimensions, Facts & Aggregates) with Referential Integrity constraints into Physical Layer using connection pool, developing multiple dimensions (Drill-down Hierarchies) & Logical & Facts Measure objects in Business Model Layer, and creating Presentation Catalog in Presentation Layer.
- ❖ Worked on customizing OBIEE dashboards and reports / Dashboards with different analytic views (Drill-Down/Dynamic, Pivot Table, Chart, Column selector, Tabular with local and global filters) using OBIEE.
- ❖ Worked closely with Users, Team members and Administrators to resolve ongoing Production Problems by reviewing design changes made to production systems and made corresponding changes to OBIEE Repository.
- ❖ Technically proficient in Design and Development of RICE (Reports, Interfaces, Conversion, Enhancements) methodologies using Oracle EBS R12/11i
- ❖ Strong Programming experience in developing SQL, PL/SQL packages, stored procedures, Triggers, Interfaces and SQL*Loader.
- ❖ Data warehousing deployment using ELT tool, Oracle Data Integrator (ODI) which is part of OBIA 11.1.1.7.1



Technical Skills:

Business Intelligence: OBIEE, DAC, BI Presentation Services, Oracle BI Publisher

BI Apps Modules: Financial, Procurement & Spend, Supply Chain, Manufacturing, Retail and Utility Analytics

ETL Tools: Informatica Power Center 8.x/7.x, **ODI 11.1.1.7**

Databases: Oracle 11g, 10g/9i/ 8i/8/7.3, SQL Server, and Ms-Access.

Oracle EBS (R12/11i/11.0.3): General Ledger (GL), Receivables (AR), Payables (AP), Purchasing (PO), Inventory (INV), Bills of Material (BOM), Work in process (WIP), Engineering (ENG), Order Management (OM), HRMS, Oracle Alerts, Product Lifecycle Management (PLM), XML Publisher, System Administration, Application Object Library (AOL).

Change Data Capture: Attunity, Oracle Goldengate

TOOLS: Developer/2000(Forms 10g/6i/5.0/4.5& Reports 10g/6i/3.0/2.5), Oracle Application Frame Work (OAF), JDeveloper, Oracle XML Publisher, TOAD, SQL Developer, SQL*Loader, Version control (PVCS, Visual Source Safe), Discoverer 9iAS/4i/3

OPERATING SYSTEMS: Windows 2008/NT/2000/98/95, UNIX, Sun Solaris.

EMPLOYERS

IBM US: July 2011 to Present

Future Technologies Inc : Jan 2009 to July 2011

Cerner Corporation: Feb 2008 to Jan 2009

Accenture: March 2007 to Feb 2008

SSPL: Dec 2003 to March 2007

PROFESSIONAL EXPERIENCE

Google, CA, United States of America
BI Practice Lead/BI Solution Architect

April 2014 to Present

Worked on analysis of Tableau (reporting tool) integrated with Oracle Business Intelligence Applications (OBIA). The main objectives are

1. Leverage Tableau as a User Interface and visualization tool, eliminating OBIEE Dashboard & Answers
2. Evaluate architecture options like Integrate tableau to OBIEE in Cloud Environment
3. Evaluate User Security Options
4. Construct Financial Analytics report in Tableau with Actionable links for Drill Downs to Details and Navigation to external applications.
5. Evaluate and determine the effort for replacing OBIEE as visualization layer with Tableau
6. Evaluate and Compare the features of Tableau - OBIEE and OBIEE features & Functionality

Neiman Marcus, Irving, TX, United States of America
BI Architect

Jan 2014 to March 2014

NMG has Merchandising project to implement common processes and technology. As part of that project, Project leadership requested an analysis to determine whether RA should be the

solution to meet the long term merchandise reporting requirements. Did an analysis and provided with population of alternatives with **Oracle RA with ODI** and Custom Warehouse, Rationalized to the top two alternatives and analyzed the alternatives based upon criteria related to:

- Business and technical alignment
- Short and long term strategy
- Function, skills and estimated costs
- Process and Architecture Comparison with scoring

HBO, NY, United States of America
BI Architect

Dec 2013

The objective was to provide an Enterprise BI reporting strategy for HBO. Provided a strategy around BI Apps **11.1.1.7.1 Financial analytics** which includes **ODI** with Business case to support.

Moody's, NY, United States of America
OBIEE Architect/PM.

May 2013 to Dec 2013

The Main Objective of this Project was to upgrade Hyperion and strategize Business Intelligence Reporting. In the process we enabled OBIEE for reporting needs on top of Existing Warehouse and Essbase Cubes.

I was the project manager for OBIEE implementation and also acted as the technical architect. I had to analyze the source systems, ETL and Hyperion design of the client. I also coordinated with the Hyperion team to **upgrade Hyperion from 9.2 to 11.1.1.2.310**. I interacted with MIT, Moody's accounting, analytics, HR departments to define the project scope and design Moody's business intelligence reporting for the future.

After conducting workshops with all these departments we came up with near, mid and long term recommendations and implementation paths for information management governance, data governance program charter and analytics governance program charter.

Goldman Sachs, NJ
OBIEE Sr. Consultant

Nov 2011 to April 2013

Responsibilities:

The main objective of the project was to provide reporting for GS Management. By using these reports profit and loss (P&L) is analyzed and reconciled with different sources, Analyzing Break in P&L, Risk evaluation. CRM Project Management Methodology was strictly followed to manage the project. Gave a scope for enhancements and Change management is in place with agile methodology.

I was the OBIEE Architect/Lead in multiple projects and was responsible for interacting with users to get the right information to design and develop the reports. The projects included ICPNL, Specific Risk, Workflow Efficiency, Generic Recon and SEC. During my time with GS, I designed, developed, and delivered almost 650 reports. To do this I had to communicate with off-shore developers, DBA team and client project team.

Furthermore, I voluntarily developed a business case to show the quantitative benefits of using BI Publisher for reporting. This led to more effective reporting by integrating OBIEE reporting to BI Publisher. This also gave better scope for reporting and now SEC reports are being built in publisher. In addition to this, all Basil reporting to the Federal Government is also being built in publisher.

All this not only simplified the reporting process for GS but it also made the reporting more accurate and precise. The reports were also more readily available and just a click away.



Chub Insurance, NJ
OBIEE Sr. Consultant

Oct 2011 to Nov 2011

Responsibilities:

- OBIEE Architect , Designed and Built Rpd
- Built Dashboards and Demonstrated the drill through with multi Source Systems(Essbase and Oracle DB)

LPL Financials, California
OBIEE Sr. Consultant

July 2011 to Sep 2011

Responsibilities:

- Coordinating with Offshore.
- OBIEE (11g) Customizations (Skins)
- 11g Administration
- 11g RPD Development
- 11g Reports and Dashboard development
- 11g Migration Management

Credit Suisse NYC, NY
OBIEE Subject Matter Expert (SME)

Aug 2009 to July 2011

Description: Credit Suisse is Financial Investment banking organization.

Responsibilities:

- Enabled Single Sign On for **OBIEE** to allow authorized users to login automatically to OBIEE without entering user credentials.
- Customization of Login Screen, Logos in OBIEE
- Performance improvement by limiting the Queries from a Dashboard by **Guided Navigation Section Property**.
- Worked extensively on performance tuning including creating **aggregate tables**, **caching** and **event polling tables**.
- **Designing K-Shell Wrapper Scripts, Automate OBIEE Jobs by NQCMD Prompt, Purging of Cache by NQCMD script automated jobs.**
- Used the **Catalog manager** and maintained the Analytics web catalog to manage Dashboards, Answers and Delivers. Built 3 Subject Areas, for Different business requirements
- Implemented **Cache management** by using **Event-polling tables** in database to optimize the performance.
- Extensive experience in providing end-to-end business intelligence solution by **dimensional modeling** design, building business models, configuring metadata, **Answers, Delivers/iBots/Alerts**, creating reports / Dashboards, **cache Management/Monitoring**, and building Metadata consisting of three layers (Physical Layer, Business Model & Presentation Layer) using OBIEE admin tool.
- Experience in configuring Interactive Dashboards with **drill-down** capabilities, using **global** and **local** Filters, Siebel Security Setup (groups, access / query privileges), Metadata Objects and Web Catalog Objects (Dashboard, Pages, Folders, Reports).
- Identified **most economical source** and configured the content as a part of **performance tuning**.
- Worked on **deployment of different OBIEE builds on LINUX, Production Server**

- Responsible for migrating the **web catalog and RPD** from **DEV, UAT and Training, Production** environments.
 - Implemented External table Authentication (Data level and Object level Security)
 - Scheduled jobs for phone devices & Email.
 - Worked on **OBIEE 11g Installation, Functional requirements** gathering for 11g.
 - Extensive experience in **relational Data modeling, Dimensional data modeling, logical/Physical Design**, analyzing data sources, creating interface documents etc.
 - Well versed in using the **security settings** in OBIEE to set up **Groups, Access Privileges and Query Privileges**
 - **OBIEE Administration, Shared Services & Security Admin – Production Support**
- Environment:** OBIEE 11g/10.1.3.4, Hyperion Essbase 11.1.1.3, Hyperion workspace 11.1.3, Hyperion Reports 11.1.3, Oracle 10g, Linux

Group DCA, Brooks, Parsippany, NJ
OBIEE Lead

May 2009 to Aug 2009

Description: Group DCA offers the creativity and innovation of an interactive agency, combined with the brand-building strategy and skilled account management of an agency of record. Those qualifications translate into award-winning programs powered by DIAGRAM™ (DIAlog, GRaphics and Motion), our proprietary software. It's the only software in the industry that enables clients to engage target audiences through a graphics-rich interface, capture response data, and use these data to customize future communications, making them more relevant and effective.

OBIEE project focuses on use of the available data effectively for Group DCA Managers and Client Brand Managers.

Responsibilities:

- Interacted with Business analysts for **gathering** the Reports / Dashboards **requirements** and to define business and functional specifications.
- Analyzed and recommended enhancements to Metadata Reporting in all 3 layers (Physical, Business and Presentation) for **Sales and marketing Analytics** by creating new models to support the business.
- Built 4 Subject Areas, for Different business requirements
- Configured and implemented map Viewer interface by ,<iframe> function in Narrative reports with 3 levels of Drilldowns
- Configured iPhone setup and built dedicated reports for the purpose.
- Implemented **Cache management** by using **Event-polling tables** in database to optimize the performance.
- Identified **most economical source** and configured the content as a part of **performance tuning**.
- Worked on **deployment of different OBIEE builds on LINUX in All environments including Production Server**
- Responsible for migrating the **web catalog and RPD** from **DEV to PROD** environments.
- Implemented External table Authentication (Data level and Object level Security)
- Scheduled jobs for phone devices & Email.

Environment: OBIEE 10.1.3.4, Oracle 9i/10g, PL/SQL, Talend ETL, Unix.

Cache Creek Casino Resort, Brooks, CA
Systems Architect

Mar 2009 to April 2009

Description: Cache Creek Casino Resort is owned and operated by the Rumsey Band of Wintun Indians, located in Brooks, California. From its humble beginnings as a bingo hall in 1985, Cache Creek now features over 3,000 slot machines and 142 table games, including a 28 table Poker Room.

Cache Creek Casino Resort (Cache Creek) runs their gaming operation using SQL Server 2000 as the operational data store. Patrons' operations are logged in a specific table based on the last digit of the patron's access card. To that extent, there are 10 tables designated (Playersession 0 thru Playersession 9) to receive transaction information. Each stored record contains the elements of player identifications, sessions and other required information.

Responsibilities:

- Designed the proposed architecture uses **Attunity software components** that act as the middleware which can identify changes (newly added, modified or deleted) which can then be used to populate the target (Oracle) environment only with the "changed data" instead of extracting the entire data from the source.
- The proposed solution is neither rewrites the current operation at the source (SQL Server) nor modifies the current BI procedures at the target (Oracle Data warehouse). It introduces the Attunity software as the middleware tool, and eliminates the need to extract and populate entire set of data with the introduction of set of ETL procedures using ODI as the ETL tool.
- Attunity Streaming tables are combined and records are extracted and populated in the target environment using **Oracle Data Integrator (ODI)** as the ETL tool. This procedure obtains records from Attunity environment with **No – Time** data lag

Environment: OBIEE 10.1.3.1, Oracle 9i/10g, SQL Server, PL/SQL, Attunity CDC, ODI ETL

Cerner Corporation, Kansas City, MO
Sr.System Engineer

Feb 2008 to Feb 2009

Description: Cerner is the leading U.S. supplier of healthcare information technology solutions that optimize clinical and financial outcomes. Around the world, health organizations ranging from single-doctor practices to entire countries turn to Cerner for our powerful yet intuitive solutions. Cerner offers clients a dedicated focus on healthcare, an end-to-end solution and service portfolio, and proven market leadership.

Responsibilities:

- Interacted with Business analysts for **gathering** the Reports / Dashboards **requirements** and to define business and functional specifications.
- Analyzed and recommended enhancements to Metadata Reporting in all 3 layers (Physical, Business and Presentation) for **Sales and marketing Analytics** by creating new models to support the business.
- Built the Siebel Analytics repository/metadata and define/create the subject areas where reporting and analysis are centered around.
- Configured **ODBC and JDBC connection** for connecting to the databases.
- Successfully used **Oracle BI via Web Services**.

- Designed and developed **complex reports**, answers related to sales, customer, Revenue, customer Insights, marketing, commission, and products.
- **Analyzed** the data in **OLTP data model** and used **Informatica PowerCenter** to load data into **OLAP data model** i.e. data warehouse and generated **reports** based on the user requirements.
- Successfully establishes the **connectivity from Hyperion ESSBASE 9.3.0 cube to OBIEE 10.1.3.3** and designed customized reports using **EVALUATE, EVALUATE_AGGREGATE functions in OBIEE metadata**. Developed reports and **layouts** using various data set types in **BI Publisher**.
- Published various **templates** (RTF, PDF, and e-Text) in BI publisher.
- Built the Star Schemas based on the functionality and technical requirements.
- Created dimension hierarchies to achieve the drill down functionality.
- Created, modified, and administered analytics intelligence interactive dashboards, answers with links to web sites; HTML text; links to documents; and embedded content, such as images, text, charts, and tables.
- Expert in using **presentation variables** to create a dynamically changing header reports.
- Extensively used **dashboard** and **criteria prompts** (column and image prompts), **column** and **view selectors**, **filter** and **narrative views**.
- Constructed data visibility and security rules and implemented them within Siebel Analytics to provide record-level, team-based and group-based security into the Data warehouse.
- Implemented **LDAP authentication**.
- Implemented **Cache management** by using **Event-polling tables** in database to optimize the performance.
- Identified **most economical source** and configured the content as a part of **performance tuning**.
- Implemented **Multi-User Development (MUD)**.

Environment: Siebel Analytics/OBIEE, OBIEE 10.1.3.3, Oracle 9i/10g, SQL, PL/SQL, UNIX.

IGI, Brighton MA
Sr. Software Engineer

Mar 2007 to Jan 2008

Description: IGI's Business Consulting group provides full-service consulting services to customer across various industries and technical domains.

IGI's Business Processing Office offering comprises of a Paper claims/Forms Processing Solution that allows health plans to minimize the manual intervention required for processing paper claims and in turn results in a highly cost-effective paper to EDI solution.

Responsibility:

- **Customized and developed RPD, configured metadata objects (Subject Area, Table, Column) and Web Catalog Objects (Dashboard, Pages, Folders, Reports).**
- **Configured measures in the Logical Layer and mapped to multiple logical source tables.**
- **Worked on Siebel Answers to build Interactive Dashboards with drill-down capabilities.**
- **Mapped the configurations to accommodate for the territorial hierarchy that were accommodated via chart drilldowns.**
- **Assisted in creation of pivot table request allowing manager to analyze the business from different perspectives provided optimized Analytics request using column selector.**
- **Implemented dynamic dashboard prompts to zoom into particular segments of the business in a performance-optimized manner.**

Environment: Siebel Analytics/OBIEE, OBIEE 10.1.3.3, Oracle and Windows NT.

Freddie Mac, McLean, VA

Jan 2006 to Feb 2007

Sr. Software Engineer

Description: Performs system administration, application, and database administrative functions while ensuring cost-effective, productive, and secure operations. Manages Oracle databases for multiple production systems, to include Siebel Call center and Vignette content management as well as the cargo and billing system. Administered and supported databases ranging from 10GB to 50GB in size. Held accountable for approximately 12 managed database instances, involving test and development servers for various systems in heterogeneous platforms. Selected cost-effective hardware and procedures to insure operations during technical disasters. Managed the upgrade of Siebel eBusiness 2000 to Siebel 7.5.3 and to 7.8.2 throughout the enterprise, ensuring efficient deployment and operations. Established client-directed security practices on databases, operating systems, and application server tiers, ensuring secure computing environments. Directed three key Siebel upgrades and system migrations, database setups, system integrations. Designed backup strategies and procedures for production databases, Siebel servers, Windows servers, imaging, and other systems. Supervised system development, testing, production, integration, and maintenance. Implemented Siebel Analytics applications and eService. Designed and deployed Siebel Security adapter and LDAP configuration to a Sun One Directory Server.

Responsibility:

- Customized application using Siebel Tools.
- Customized user interface objects to achieve desired functionality using Siebel Tools, done by modifying Siebel Objects (Screens, Views, Applets, Joins, Links, Pick lists, Pick Applets, Drill down).
- **Siebel Call Center, Sales Modules.**
- Configured and created extension column for the Base table.
- Creation of New list of values and list of values types.
- Customizing Business object layer, through defining Links, Joins, and MVL.
- Configured multi value groups applets, copy and constraint pick lists, dynamic and Association applets
- Worked in Configuring the Siebel e-business Applications.

Environment: Siebel Analytics 7.8, Siebel eBusiness Applications, Siebel Tools, Oracle and Windows NT

Green Point Mortgage, Novato, CA
Software Engineer

Aug 2004 to Dec 2005

Responsibilities:

- **Worked with functional and technical project leads, marketing, sales, finance, and other business groups to identify, analyze, and document Business requirements**
- **Worked extensively on Siebel applications (Siebel Answers, Delivers & Dashboards)**
- **Created Dashboards by embedding reports and providing intuitive drilldowns and links to exploit the full benefit of Analytics**
- **Involved in design and development of repository (Creating / Modifying objects in Physical, Business and Presentation layer) and the process of repository migration**
- **Development of interactive flash-based drillable charts such as bar-charts, pie-charts, radars, bubble-charts, etc using the integrated Corda Pop Chart Server**
- **Implementation of Siebel Delivers using iBots for delivery of reports through email, hand-held devices and mobile phones**
- **Implemented security by creating roles & web groups, External tables and LDAP**
- **Analytics Application Response-time Performance management using optimization efforts such as aggregate navigation, indexes and Oracle materialized views**
- **Development of many complex Informatica mappings/mapplets to build key interfaces using transformations and reusable transformation units (Update**



Strategy, Router, Expression, Lookup, Aggregator) for loading data into Data Warehouse.

Environment: Siebel Analytics 7.x, Informatica PowerCenter 6.x/7.x, Oracle 9i/10g

Empire Today, Northlake, IL
Software Engineer

Dec 2003 to July 2004

Empire Today is America's largest home improvement and furnishing company. The Process Improvement project provides Empire Payroll and Administration with Siebel Analytics reports regarding their installers and sales representatives.

Responsibilities:

- Worked with functional and technical project leads, marketing, sales, finance, and other business groups to identify, analyze, and document Business requirements.
- Identified and worked with various application areas in identifying, analyzing, and documenting various information sources solutions to meet the business requirements. Related data sources were derived from Siebel CRM as well as numerous enterprise applications, retail and supply chain systems.
- Designed Metadata Repository – Physical Layer, Business Mapping and Model Layer, and Presentation Layer
- Created initialization blocks and system session variable for Security using External Table Authentication
- Worked extensively on Siebel UI (Siebel Answers, Delivers, and Dashboards).
- Created Dashboards by embedding reports and providing intuitive drilldowns and links to exploit the full benefit of Analytics.
- Involved in data and object level security in the Siebel Administration Console.
- Used ETL processes to accommodate changes in source systems and new requirements.
- Used Workflow Manager for Creating, Validating, Testing and running the sequential and concurrent sessions and scheduled them to run at specified time with required frequency. Used Workflow Monitor to monitor the performance of the Jobs.

Environment: Siebel Analytics 7.8.2, Informatica 6.2.2, Oracle 9i

EDUCATION

Bachelor of Technology in Mechanical, JNTU, INDIA
Master of Business Administration, IT, from ISBM, Ahmadabad