

Daniel Bosman

Business Analyst / Solution Architect / Technology Consultant

Training Lead / Technical Lead

Profile

In the past eight years I have accumulated both Technical and Project team management/Business analysis experience in the IT industry. The focus of all my positions/tasks/projects has been CRM (Customer Relationship Management) applications and their implementation within large multinational companies. Within CRM I have specialised in the Analysis, installation, configuration and management of the Siebel suite of CRM Applications/modules with particular focus on the Siebel Marketing and Analytics product. I have been active in projects for various companies in the following major industries: Chemical/Pharmaceutical, Banking, Insurance, Automotive, Telecommunication, Education and Public Sector

Core competencies

Expert Knowledge

- Siebel Enterprise Applications Configuration
- Siebel Data Model
- Siebel Marketing and Analytics
- Siebel EIM
- Informatica Power Centre and Server
- Oracle Database Administration
- SQL

Methodological competencies/skills

- Siebel RAD Implementation Methodology

Functional competencies

- Customer Relationship Management
- Business Intelligence
- Training
- Business Process Analysis and Design

IT competencies

- Siebel
- Siebel Call Center
- Siebel eChannel
- Siebel Marketing
- Siebel
- Financial Services
- Siebel Analytics
- Informatica Tools (Configuration and Script)
- Siebel EAI
- Siebel WorkFlow

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- Siebel SmartScript
- Siebel Personalisation
- Oracle 10g
- Microsoft SQL Server
- SQL
- JavaScript
- XML

Experience

Customer *AstraZeneca Pharmaceuticals / United Kingdom*

Company Profile AstraZeneca Pharmaceuticals– Macclesfield – United Kingdom

Industry: Financial Services

Assignment period From: JAN. 2007 To: ONGOING

Project / Role Team lead for data integration between source legacy systems and Siebel in a global project

Informatica 7.1.2,

Siebel EIM

Technical– Leading of the implementation of a suitable data transfer Architecture to Transfer data between countries from a common point. Using a combination of Informatica and Siebel EIM to extract, transform and load data from legacy systems to Siebel. Data modelling Analysis and design for mapping activities between two databases. Creation and maintenance\management of a centralised staging area for data staging and transfer. Configuration of data transformation procedures in the Informatica tool. Automatic triggering and on the fly configuration of the Siebel EIM process using Informatica to read and set load variables.

Reference Contact *Graham Woodier – Project Manager*

Customer *Zurich Financial Services / United Kingdom*

Company Profile Zurich Financial Services – Cheltenham – United Kingdom

Industry: Financial Services

Assignment period From: Sept 2006 To: Dec 2006

Project / Role Implementation of Siebel Analytics for Financial Services

Siebel Analytics 7.8.4,

Informatica 7.1.2

MS SQL Server

Technical– Technical Configuration of Broker Reports for Zurich Financial Services

I created user specific reporting Dashboards for Brokers in Zurich Financial services to identify Target revenues and goals. I also specifically configured Dashboard printing functionality into Adobe PDF format.

I was heavily involved in the testing of the reporting application and the integration between Analytics and the Siebel application.

Reference Contact *Giles Hughes – CSC Project Manager*

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Customer **Wyeth Pharmaceuticals / Stockholm, Sweden**
Company Profile General Wyeth Pharmaceuticals – Stockholm – Sweden
Industry: Pharmaceuticals

Assignment period From: April 2005 To: JULY 2006

Project / Role Implementation of Siebel Analytics for Pharmaceuticals

Siebel Analytics 7.8.2, Informatica 7.1.2

Oracle 9i

Technical – Configuration changes and additions to the current Wyeth Analytics implementation. Transfer of the Wyeth Analytics implementation between databases.

Practical installation, and configuration of the Siebel Analytics product. Creation of Data Warehouse related Data Models for Wyeth. Move of configuration as well as re-configuration activities to move the Wyeth implementation from the transactional database to data warehouse tables specifically designed to improve query and reporting performance.

A Customer segmentation solution was also put in place to generate lists of customers with specific targeting criteria.

Put together an end user training week as well as materials to train and guide administrative users in the maintenance and configuration of the application

Reference Contact *Bjorn Reidar Thu – CRM Project Manager*

Customer **GMC / Manchester United Kingdom**
Company Profile General Medical Council – Manchester – United Kingdom
Industry: Services Public Sector

Assignment period From: Oct. 2005 To: MARCH 2006

Project / Role Implementation of Siebel Analytics for the Public Sector

Siebel Analytics 7.8.2, Informatica

Oracle 9i

Technical – Technical design and documentation of the Siebel Marketing and Analytics product implementation at GMC. Creation of Data Warehouse related Data Models for use in Reporting needs of the GMC. The realisation of the Functional Design necessitated the creation new Star Schemas needed to supplement standard Siebel pre-built Subject Areas to support Application and Data access based on several hierarchical users and user groups, the implementation of security concept and integration of the Siebel Analytics product with Siebel Sales 7.7 base product was needed.

In order to support the needs of higher level users with low technical know-how, pre-built Dashboard were created to best suit the business needs of the GMC.

Reference Contact *Richard Holland – GMC Project Manager*

Customer **IMD / Lausanne, Switzerland**
Company Profile IMD International – Lausanne – Switzerland
Industry: Executive Education

Assignment period From: FEB. 2005 To: SEPT. 2005

Project / Role Standard Software and/or Software Components used:

Siebel Marketing 7.7, Siebel Analytics, Siebel Workflow

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Project Planning / Management - Planning the duration, phases and staffing of the IMD Direct Marketing Project. Using MS Project to assign Tasks, durations and employees to different phases of the overall project. Organisation, scheduling and

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coordination of cross functional workshops to support the Business analysis phase of the project. Focal point between the business departments, the IT department and the Business Analysis team.

Business Analysis - Analysis of the need-fit for the IMD Direct Marketing requirements and current processes as applied to Siebel Marketing and Analytics. Adjustment of IMD's Direct Marketing Strategies and Processes where necessary to ensure the optimal utilisation of the Siebel Marketing and Analytics tool. Education of staff on the best practices and recommended processes of using Siebel's Marketing and Analytics suite. Workshop leading, Functional Specification and Design documentation as a result of workshops. Technical specification documentation and implementation guidance.

Technical - Technical design and documentation of the Siebel Marketing and Analytics product implementation at IMD. Practical installation, prototyping and configuration of the Siebel Marketing and Analytics product at IMD.

Reference Contact *Bruno Albiets – CRM Project Manager*

Customer **Vodafone Sweden / Sweden**

Company Profile Vodafone Sverige AB – Karlskrona – Sweden

Industry: Telephony / Communications

Assignment period From: AUG. 2004 To: FEB 2005

Project / Role **Business Analysis** and Implementation of the expansion of a Siebel Marketing 7.5 solution to include Corporate Customer Marketing for mobile customers. Upgrading current Siebel 7.5 Marketing solution only, to include the Siebel Marketing Analytics 7.7 bridge. Installation and configuration of the Siebel Marketing Analytics software component.

Business Analysis – Analysis of the need-fit and implementation of the Siebel 7.7 Marketing bridge between the Siebel 7.5 product and Siebel 7.7 Analytics. Workshop leading, Functional Specification and Design documentation as a result of workshops. Customer Data Warehouse expansion modelling as well as loading script design.

Reference Contact *Nicklas Hjalmarsson – Project manager*

Customer **T-Systems / Germany**

Company Profile T-Systems – Stuttgart – Germany

Industry: Systems providing

Employees: 41 000 employees

Assignment period From: SEPT 2003 To: July 2004

Project / Role Business Analysis and Implementation of the expansion of an existing Siebel Marketing installation as well as additional data migration activities.

Siebel Marketing 7.5

Siebel 7.7 Marketing \ Analytics bridge

Siebel Analytics

Siebel EIM

Business Analysis – Analysis of the need-fit and implementation of the **Siebel 7.7 Marketing bridge** between the Siebel 7.5 product and Siebel 7.7 Analytics.

Technical implementation – Siebel **EIM** for migration batch loads as well as batch load management through **Siebel**

Workflow using the MQ Series message queuing software.

Reference Contact *Uwe Bahr – Project Manager*

Customer **DaimlerChrysler / Germany**

Company Profile DaimlerChrysler – Stuttgart – Germany

Industry: Automotive

Employees: 362,100 employees

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Assignment period From: SEPT 2002 To: AUG 2003

Project / Role Implementation and integration of a fully automated Marketing and campaign management system to collect and store potential customers, automatically select appropriate target market segments, initial and continuous management of the contact, response and sales life cycle of each customer.

Siebel Marketing 7, Siebel Analytics, Siebel EIM, Siebel Workflow
IBM MQ Series

Technical Team Lead - Effort estimation based on Business Analysis. Co-ordination and work package management of a team of 8 Siebel software specialists. Customer liaison. Planning and milestone definition and management.

Technical implementation –Configuration of the Siebel Marketing tool including its connection the Data Warehouse and the configuration of the Siebel Analytics reporting tool. Real time and batch integration of current Retailer data as well as the creation automated data management systems. EIM batch load configuration.

Reference Contact *Michael Fiess – Siebel Implementation and support manager*

Customer **Winterthur Group / Switzerland**

Company Profile Winterthur Group – Switzerland

Branch: Insurance

Employees: 32,130 employees

Assignment period From: June. 2002 To: AUG. 2002

Project / Role Analysis and feasibility study of implementing a customer and customer representative management system to co-ordinate communication and data sharing between mobile Insurance representatives, their customers and the central insurance company systems.

Business Analysis – Feasibility study of the fit of CRM software to the needs of Winterthur and their Insurance Representatives with the focus of utilising the Siebel Marketing tool
Initial high level technical design of the system processes.

Cost estimation based on several scenarios and combinations of hardware and software systems. Project staffing planning.

Technical implementation – Installation and initial configuration of a prototype application using Siebel Marketing 7.04.

Reference Contact *Felix Hegi – Practice Manager Siebel Switzerland*

Customer **Zürcher Kantonalbank \ Zurich, Switzerland**

Company Profile ZKB (Zürcher Kantonalbank) – Switzerland

Branch: Banking

Size: 3rd Biggest Swiss Bank

Employees: 4298 employees

Assignment period From: Jan. 2000 To: May 2002

Project / Role Implementation of several business critical banking systems:

Consolidation of older banking data systems into one central CRM system.

Web enabling banking consultant specific service portals.

Automated Campaign management system

Business Analysis – Need-fit analysis of a fully integrated CRM system for ZKB

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Technical implementation – Configuration of Siebel 6.0 using Siebel Tools as well as using the Siebel EIM tool for the loading of large customer data quantities from existing systems. Utilising Siebel eScripting to further specialised application needs.

Reference Contact *Peter Schliephake – Project Manager*

Company Employment **Siebel Systems / Switzerland**

Company Profile Siebel Systems
Branch: Software Supplies

Employment period From: OCT 1999 To: AUG 2002

Project / Role Employed at Siebel Systems as a Junior Consultant. In the almost three years I spent at Siebel systems I was awarded first Consultant and then Senior consultant status.

Product Configuration and Consulting. Installation and Configuration of the Siebel product with all its aspects. Technical configuration specialties at Siebel Systems were Tools Configuration, Scripting and EIM.

Business Analysis for Customers regarding the implementation of the Siebel Product suite.

Specialisation in Siebel Marketing and Siebel Analytics.

Activities for Siebel Systems are specified above.

Reference Contact *Felix Hegi – Practice Manager Siebel Switzerland*

Company Employment **Dow Chemical \ Switzerland**

Company Profile Dow Chemical – Switzerland
Branch: Chemical / Pharmaceutical

Employment period From: Nov 1995 To: OCT. 2000

Project / Role Implementation of a system which integrates SAP / Product / Customer data on one mobile platform to be used by the Dow sales force. Customers had to be correctly coded and assigned to a specific Business and sales team which would have hierarchical responsibilities to the customer data. Sales team specific data would be loaded to mobile computers, updated by the salesperson in the field and synchronised and cleansed when back in the office

Customer Database and data coding specialist. Making customer data available to new systems by utilising the data stored in the Dow SAP system.

European Team leader for the Dow world wide Siebel Sales Force Automation implementation using Siebel Sales force automation and Oracle databases.

Reference Contact *Dolores Heuser – Data Integration Manager*

Education

1993 Diploma, Marketing and Sales Port Elizabeth Technikon

1994 BTech Degree Marketing Port Elizabeth Technikon

SCC – Siebel Certified Consultant (Siebel 7.x / 7.7)

SCBA – Siebel Certified Business Analyst

Siebel Customer Certified

CSMA – Certified Siebel Marketing and Analytics Consultant

References

References will be provided on request.

