

BONANI PAUL CHAUDHURY

D365 Technical Lead at Lexmark India



PROFILE

D365 Technical Lead with 10+ years of experience in IT consulting, presales, design, development & deployment of Enterprise grade solutions.

INTEREST AREAS

- Digital transformation & innovation using Dynamics 365

CONTACT

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WORK EXPERIENCE

- Technical Lead
Lexmark
Dec 18 - Present
- Sr. Consultant
PwC
May 18 - Dec 18
- Sr. Solution Integrator
Ericsson
Mar 16 - May 18
- Sr. Software Engineer
Accenture
Apr 15 - Mar 16
- CRM Developer
NTT Data UK
Apr 14 - Feb 15
- Technical Analyst - CRM
Cognizant
Jun 10 - Feb 14

EDUCATION

- **B. Pharm** (Passed in 2010) from Jadavpur University. CGPA is 8.50 out of 10.

KEY SKILLS

- Hands on experience in defining architecture blueprint, coding & solution design for Dynamics 365 Enterprise grade applications.
- Expert in presales sizing, estimation, proposal documentation.



TECHNO FUNCTIONAL EXPERIENCE SUMMARY

Architecture / Design	<ul style="list-style-type: none"> ○ Hands on experienced in coding, implementing proof-of-concept, developing solution blue print, documenting solution design document.
Presales	<ul style="list-style-type: none"> ○ Experienced in proposal (RFP / RFI) making, estimations and sizing of new initiatives. Approximately responded to 50+ (RFP / RFI) proposal which includes multiple major Wins
Soft Skills and Leadership Qualities	<ul style="list-style-type: none"> ○ Self-motivated and eager to learn new technologies. High aptitude for promptly mastering new technologies, as well as adapting to existing infrastructures. ○ Goal oriented - Have been instrumental in building multiple IPs – starting from ideation, design, development and presentation to various stake holders. Took the end to end ownership of the IP from coinage to promotion.
Customer facing & Stake holder management	<ul style="list-style-type: none"> ○ Have experience working with customer at client site. ○ Experienced in senior stake holder management viz. communication with CX members, Steering Co, Architecture Control Board members. ○ Have experience working with partners.
Business Application (Dynamics 365)	<ul style="list-style-type: none"> ○ Proficient in end to end Dynamics CRM solution design. ○ Proficient knowledge and hands-on experience in configuring / customizing / installing Dynamics CRM ○ Exposure to Dynamics CRM versions 3.0, 4.0, 2011, 2013, 2015, 2016, Dynamics 365, Microsoft Dynamics Marketing, Project Service Automation
Web Technologies	<ul style="list-style-type: none"> ○ Proficient knowledge and hands-on experience in developing ASP.Net web applications. ○ ASP.Net, ASP, AJAX Web Extensions, JavaScript, IIS, AJAX control tool kit, Share point, jQuery ○ Azure services like storage, compute, Microsoft flow, Logic App
Emerging Technologies	<ul style="list-style-type: none"> ○ Microsoft Cognitive APIs, Watson Sentiment API, News API
Programming Languages	C#, HTML, XML, XSLT
Databases	MS SQL Server 2014/2012
Development/Productivity Tools	Visual Studio .Net 2017/2015, Office 365, Visio, MS Project, SSRS
Operating Systems	Windows 10
Software Engineering Tools/Technologies	.Net Framework, WCF, VSTS, Enterprise Library, Enterprise Architect



Vertical	Printing, Manufacturing, Finance, Life Science, Travel & Hospitality
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CERTIFICATIONS

Completed Year	Institution	Training / Certification
2011	Microsoft	Dynamics 4.0 Customizations
2012	Microsoft	Dynamics 2011 Applications
2015	Microsoft	Dynamics 2013 Applications
2015	Microsoft	Dynamics 2013 Customizations
2018	Microsoft	Exam 898: Microsoft Dynamics 365 for Talent
2020	Microsoft	AZ-900 (Azure Fundamentals)
2020	Microsoft	AZ-203(Azure Developer)
2020	Microsoft	AZ-300(Azure Architect)
2020	Microsoft	AZ-301(Azure Architect Design)
2020	Microsoft	MB-200(Microsoft Power Platform + Dynamics 365 Core)
2020	Microsoft	MB-400(Microsoft Power Apps + Dynamics 365 Developer)
2020	Microsoft	MB-600(Microsoft Dynamics 365 + Power Platform Solution Architect)
2020	Microsoft	AZ-400: Designing and Implementing Microsoft DevOps Solutions
2020	Microsoft	PL-100: Microsoft Power Platform App Maker

ACCOLADES

- Manager Choice Award in Lexmark
- Several performance award in Cognizant

KEY PROJECTS

Project # – SFDC to Online migration of Dynamics 365

Environment	Dynamics CRM 365 Online, Azure Web App, Logic App, Azure functions, Azure Key Vaults, Power Automate		
Employer	Lexmark		
Duration	Dec 2018 – Present	Team Size	7
Description	Migration from SFDC to Dynamics 365 online		
Contribution	<ol style="list-style-type: none"> 1. Primary roles involved – Delivery Architect 2. Technical design of various solution components 		



	<ol style="list-style-type: none"> 3. Review exiting business process and map the same to OOB features wherever applicable 4. Creation of WBS and assignment of task to developers and tracking them to closure. 5. Review of the customizations & code 6. Providing technical guidance to the team members
Client	Lexmark

Project # – CRM Transformation

Environment	Dynamics CRM 365 Online, Azure Web App, Logic App, Azure functions, Azure Key Vaults, Power Automate		
Employer	PwC		
Duration	May 2018 – Dec 2018	Team Size	12
Description	Transformation to D365 online.		
Contribution	<ol style="list-style-type: none"> 1. Primary roles involved – Developer + Architect 2. Coding / development of the program 3. Build, deployment and delivery 		
Client	A leading compressor manufacturer based out of South India.		

Project # – IT Transformation

Environment	Dynamics CRM 2016, ASP.Net, C#, JavaScript, XML, HTML, JQuery, MS SQL Server 2014		
Employer	Ericsson		
Duration	Aug 2017 – May 2018	Team Size	4 + SI team (10+)
Description	Solution Architecture Assessment for Telephony Management to proactively ensure that the CRM project has been effectively planned & implemented		
Contribution	<ol style="list-style-type: none"> 1. Primary roles involved – Solution Architect, Senior Developer 2. Review solution blueprint & technical design of various solution components 3. Review business process flow functional & technical design. 4. Review of the customizations & code 5. Providing technical guidance to the team members 		
Client	A Jordan based multinational communications, information technology and consumer electronics company		



Project # – IT Transformation

Environment	Dynamics CRM 2016, ASP.Net, C#, JavaScript, XML, HTML, JQuery, MS SQL Server 2014		
Employer	Ericsson		
Duration	Mar 2016 – Aug 2017	Team Size	15
Description	Solution Architecture Assessment for Telephony Management to proactively ensure that the CRM project has been effectively planned & implemented		
Contribution	<ol style="list-style-type: none"> 1. Primary roles involved – Solution Architect, Senior Developer 2. Review solution blueprint & technical design of various solution components 3. Review business process flow functional & technical design. 4. Review of the customizations & code 5. Providing technical guidance to the team members 		
Client	A Bangladesh based multinational communications, information technology.		

Project # – System Management & Enhancements

Environment	Dynamics CRM 2016, ASP.Net, C#, JavaScript, XML, HTML, JQuery, MS SQL Server 2014		
Employer	Accenture		
Duration	Apr 2015 – Mar 2016	Team Size	4 + SI team (10+)
Description	Enhancements & Support		
Contribution	<ol style="list-style-type: none"> 1. Primary roles involved –Senior Developer. 2. Review solution blueprint & technical design of various solution components 3. Review business process flow functional & technical design. 4. Review of the customizations & code 5. Providing technical guidance to the team members 		
Client	A Pune based multinational communications, information technology.		

Project # – Education Management

Environment	Dynamics CRM 2015, ASP.Net, C#, JavaScript, XML, HTML, JQuery, MS SQL Server 2014		
Employer	NTT Data UK		
Duration	Apr 2014 – Feb 2015	Team Size	5



Description	Implementing requirements involved around an Education Management system for the education department managed by the governing body.
Contribution	<ol style="list-style-type: none"> 1. Primary roles involved – Senior Developer. 2. Business processes flow functional & technical design. 3. Conducted POC wherever applicable. 4. Providing technical assistance to the team members
Client	Government

Project # – Multiple Solution Accelerators on Dynamics CRM

Environment	Dynamics CRM 2011 / 2013 / 2015, ASP.Net, C#, JavaScript, XML, HTML, JQuery, MS SQL Server 2008, TFS		
Employer	Cognizant Technology Solutions, Kolkata		
Duration	CoE Initiatives	Team Size	Varies from 3 to 6
Description	<p>This project involves multiple CoE initiatives in development of solution accelerator on top of Dynamics CRM both on premise and online platform. Here is the list of solution accelerators developed under my leadership. Some of these solution accelerators have also been enlisted in Microsoft Dynamics CRM marketplace –</p> <ul style="list-style-type: none"> ▪ SSIS Data Cruiser – SSIS custom component for bulk load of data into Dynamics CRM ▪ Data Loader – Windows based advanced data migration tool ▪ Notification Framework – Automated rule based notifications through multiple channels like email, SMS, Mobile push notifications ▪ Upgrade Assessment tool – Automated dynamics CRM code upgrade assessment for effort estimation & complexity analysis. It also does the code upgrade. 		



	<ul style="list-style-type: none"> ▪ Healthcare framework – Healthcare provider solution on top of dynamics CRM ▪ Loyalty Management Framework – Comprehensive loyalty solution on top of Dynamics CRM. This solution accelerator is also enlisted in Microsoft marketplace ▪ Editable Gird – JavaScript library + component for editable CRM grid using Ext JS
Contribution	<ol style="list-style-type: none"> 1. Primary roles involved – Senior Developer 2. Envisioned the solution accelerator functionalities 3. Prepared solution blue print & technical design of various solution components 4. Business process flow functional & technical design 5. Preparation of project plan & ongoing tracking of the same 6. Release planning & ensure on-time, quality delivery 7. Conducted POC wherever applicable 8. Providing technical assistance to the team members 9. Conducted show and tell sessions with Cognizant Management & customers (during RFP / RFI presentation)
Client	Cognizant MSCRM CoE

Project # – Franchise Management System

Environment	Dynamics CRM 2011, ASP.Net, C#, JavaScript, XML, HTML, JQuery, MS SQL Server 2008, WCF		
Employer	Cognizant Technology Solutions, Kolkata		
Duration	November 2014 - Ongoing	Team Size	9
Description	Franchise Management System involves automation of franchisee / store onboarding process and tracking of regular sales, management of any construction work / store upgrade project within Dynamics CRM. It also interfaces with multiple legacy systems including ERP solutions to bring in sales data in both batch and real-time basis. The solution also involves, automation of business rules and notifications through multiple channels like emails, SMS; rich dashboard & analytical reporting. External self-service franchise portal interfaces with Dynamics CRM for the Franchisee owners.		
Contribution	<ol style="list-style-type: none"> 1. Primary roles involved – Developer 2. Preparation of project plan & ongoing tracking of the same 3. Primary linchpin to coordinate between onsite & offshore 4. Estimation of change request 5. Solution blue print design 		



Client	An US based large food chain company
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Project # – Data migration Project – Migration from Salesforce.com to Dynamics CRM

Environment	Dynamics CRM 2013, ASP.Net, C#, JavaScript, XML, HTML, JQuery, MS SQL Server 2012, SSIS		
Employer	Cognizant Technology Solutions, Kolkata		
Duration	June 2014 - November 2014	Team Size	10
Description	Customer migrated from Salesforce.com to Dynamics CRM 2013 on premise. This project involved design, development of SSIS packages to migrate data from salesforce.com and other legacy systems via a staging environment where data cleansing, validation and necessary transformation was done the final data is pushed to Dynamics CRM instance.		
Contribution	<ol style="list-style-type: none"> 1. Primary roles involved – Developer 2. Preparation of project plan & ongoing tracking of the same 3. Estimation of change request 4. Release planning & ensure on-time, quality delivery 5. Solution blue print design of the data migration process & packages 6. Detailed technical architecture design of custom SSIS component like Kingswaysoft for migration of data into Dynamics CRM. This component became a reusable asset for the MSCRM CoE. 7. Providing technical assistance to the team members 		
Client	An US based global payments and lending technology provider		

Project # – Green field Dynamics CRM sales implementation for a world’s largest privately owned fragrance manufacture based out of Switzerland

Environment	Dynamics CRM 2011, ASP.Net, C#, JavaScript, XML, HTML, JQuery, MS SQL Server 2008, JIRA		
Employer	Cognizant Technology Solutions, Kolkata		
Duration	September 2013 - May 2014	Team Size	12
Description	<p>This project is Cognizant’s first green field implementation in Europe. The successful delivery of the project led to a referable customer in Europe. Showing this strong case study Cognizant has own multiple deals in Europe.</p> <p>The project involves automation of existing manual processes of strategic account planning, determination of business potential, quotation, product management etc. It also includes comprehensive customer management including implementation of customer 360 and activities tracking. This implementation of dynamics CRM was mobile enabled such that sales personnel can access their customer accounts on the go. This project also involved hardware sizing, setup / installation of dynamics CRM 2011 and later upgrade to CRM 2013.</p>		



Contribution	<ol style="list-style-type: none"> 1. Primary roles involved – Developer 2. Requirement elucidation by conducting workshops with business users 3. Coordinated with customer IT team for server hardware setup 4. Installation of Dynamics CRM 2011 instance, configuring with AD 5. Business process flow functional & technical design 6. Solution blue print & detailed design of various solution components 7. Conduct POC on need basis 8. Conducted show and tell sessions and user trainings
Client	Largest privately owned Swiss company in the perfume and flavor business

Project # – Sales implementation of Dynamics CRM for a major Swiss bank

Environment	Dynamics CRM 2011, ASP.Net, C#, JavaScript, XML, HTML, JQuery, MS SQL Server 2008, JIRA		
Employer	Cognizant Technology Solutions, Kolkata		
Duration	March 2013 - August 2013	Team Size	7
Description	<p>This project involves Dynamics CRM 2011 implementation catering to the wealth management functionalities for the end users. The CRM system has complex customization, business rules and is integrated with several legacy / external applications like Java based portal, Sybase, SQL Server etc. Informatica was used for regular data load into the CRM system. It also includes implementation of toxic pair solution for the highly secured sections of the customer information.</p>		
Contribution	<ol style="list-style-type: none"> 1. Primary roles involved – Developer 2. Analysis of the user stories & estimate the timeline / effort 3. Business process flow functional & technical design 4. Solution blue print & detailed design of various solution components 5. Estimation of change request 6. Conduct POC on need basis 7. Providing technical assistance to the team members 8. Conducted show and tell sessions 		
Client	A leading global financial services firm and one of the largest banking institutions in the United States, Switzerland with operations worldwide		



Project # – Franchise Management System implementation for a real estate major

Environment	Dynamics CRM 4.0 / 2011, ASP.Net, C#, JavaScript, XML, HTML, JQuery, MS SQL Server 2008, JIRA		
Employer	Cognizant Technology Solutions, Kolkata		
Duration	January 2012 - February 2013	Team Size	10
Description	<p>Business Functionalities –</p> <ul style="list-style-type: none"> ▪ The purpose of the CRM application is to primarily register and manage the franchisees and their information. ▪ There is an external application named e-App, which is used for registration of a new franchise. ▪ Once a request is placed it's logged in CRM and further approval processes gets initiated. ▪ Each of the registration goes through a specific set of activities depending on the chosen process template. ▪ Each process template include certain tasks which needs to be completed and verified by different teams. The task of all these task are tracked in the CRM system. ▪ Once a franchise is register is continue its normal sales processes. ▪ CRM also house the business logic for calculation of rebates and incentives of the franchises. ▪ All the documents which are part of the registration or normal sales life cycle are managed in share point through integration with CRM. ▪ CRM also facilitates a locator functionality, in which Sales manager would be able to find/location on Bing map all the nearest franchises given a specific address or radius. ▪ Finance and Legal department managers are also users of the CRM application who manages the financial calculation of rebates / incentives and management of legal contracts etc. ▪ All customer interactions are tracked in different activities in CRM system. ▪ Payment and Vendor information flows from Oracle system to CRM. Invoices are generated within CRM system. CRM is integrated with BizTalk server using Dynamics CRM adapter. <p>Primary integrations –</p> <ul style="list-style-type: none"> ▪ Oracle for payment and vendor information; integrated via BizTalk; Real-time ▪ Data ware house for KPI information; via BizTalk; Batch mode ▪ External application portal; implemented SSO using OBLIX (A Oracle product); Real-time ▪ Bing map for locating franchisee's on map; Real-time ▪ Share Point for documents management; Real-time ▪ Legacy windows application for affiliate office information; via BizTalk & MSMQ; Real-time ▪ Rebates & Incentives calculation in external SQL DB; via BizTalk; Real-time <p>Other information –</p> <ul style="list-style-type: none"> ▪ Green field implementation; initially on 4.0; upgraded to 2011; 		



	<ul style="list-style-type: none"> ▪ 650+ Users ▪ Email approval functionalities was mobile enabled
Contribution	<ol style="list-style-type: none"> 1. Primary roles involved – Developer 2. Conducting Requirements clarification / analysis sessions with business / onsite team 3. Coordinated with customer IT team for server hardware setup 4. Installation of Dynamics CRM 2011 instance, configuring with AD 5. Business process flow functional & technical design 6. Solution blue print & detailed design of various solution components 7. Conducted show and tell sessions
Client	An American publicly owned company that provides real estate and relocation services

Project # – Loyalty Management Solution

Environment	Dynamics CRM 2011 / 2013 / 2015, ASP.Net, C#, JavaScript, XML, HTML, JQuery, MS SQL Server 2008/2012, WCF		
Employer	Cognizant Technology Solutions, Kolkata		
Duration	June 2011 - December 2011	Team Size	5
Description	<p>Loyalty Management framework provides a comprehensive loyalty management on top of MSCRM 2011, later this framework has been upgraded to CRM 2013 & CRM 2015 both on premise and online version.</p> <p>Loyalty Management Solution provides a structured way to manage loyalty programs, promotions, tiers, tier rules, point expiration, accrual & redemption of points. The project was designed on service oriented architecture, which made it easy for integration / plugin with existing POS & e-commerce application.</p> <p>This solution accelerator has been listed in Microsoft Marketplace / Pinpoint website. This project was a joint initiative between Microsoft US and Cognizant.</p>		
Contribution	<ol style="list-style-type: none"> 1. Primary roles involved – Developer 2. Requirement elucidation by conducting workshops with SMEs 3. Installation of Dynamics CRM 2011 instance, configuring with AD 4. Business process flow functional & technical design 5. Solution blue print & detailed design of various solution components 6. Release planning & ensure on-time, quality delivery 		



	9. Designed the rule engine, conducted POC on need basis 10. Conducted show and tell sessions to the SMEs
Client	Microsoft + Cognizant

Project # – Sales, Marketing & Customer Service implementation for a major pharmaceutical company

Environment	Dynamics CRM 4.0 / 2011, ASP.Net, C#, JavaScript, XML, HTML, JQuery, MS SQL Server 2008		
Employer	Cognizant Technology Solutions, Kolkata		
Duration	October 2010 - May 2011	Team Size	9
Description	<p>This project involved sales, marketing & service module implementation, to automate the telemarketing process for the nutritionists – manage leads, track opportunities, campaigns & customer support team for a US based major healthcare & pharmaceutical company. The CRM system is used to manage & track campaigns which were conducted for the expecting mothers, kids at different ages (in schools). All the campaign responses were collected into CRM system through a custom campaign response loader web application which was integrated with CRM system. Once the leads are generated, follow ups were made to convert them into opportunity and subsequently into customer. All the interactions were tracked in the CRM system and were used for reporting & dashboard. Various products details / information were maintained within the system.</p> <p>The initial implementation was done in Dynamics CRM 4.0 then subsequently the project was upgraded to CRM 2011.</p>		
Contribution	<ol style="list-style-type: none"> 1. Primary roles involved – Developer 2. Requirement elucidation by conducting workshops with business users 3. Business process flow functional & technical design 4. Conducted show and tell sessions and user trainings 		
Client	One of the largest pharmaceutical company		



HOBBIES

- Listening to soft music.

PERSONAL PROFILE

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