

Alok Anand

Business Analysis □ Presales □ Consultative Solutions Expert □ Go-To-Market

Objective: Desire to join a fast paced growing firm that offers a constructive workplace to develop & analyze business strategies, initiate strategic alliances, promote new products/solutions, and interact with stakeholders/clients in order to develop sustained business value for the organization.

Core Competences:

- ❖ Customer Orientation
- ❖ Diagnostic info gathering
- ❖ Personal Credibility
- ❖ Conceptual Thinking
- ❖ Technical expertise
- ❖ Business Analysis

Experience in Industry Domain:

- ❖ Manufacturing
- ❖ Retail
- ❖ Iron & Steel
- ❖ FMCG
- ❖ Healthcare
- ❖ Aviation
- ❖ Government & Defense
- ❖ PSUs
- ❖ Automotive

Profile Snapshot:

- Over 5 years of experience in Industry domain ,new business development acquisition program (project initiatives) & business analysis in various business verticals & geographies.
- Customer engagement: Understanding business challenges; problem analysis, use of judgment and ability to solve problems efficiently. Consulting them on how they can improve their business operations using technology, tweak solution architecture and other resources available with them.
- Expert professional in enterprise analysis for problem solving, gap analysis and proposing new solution to the stakeholders (business process re-engineering & change management). The engagement starts with a problem statement →as-is process study → gap analysis →to-be process design→mutual discussion →implementation.
- Hands on requirement engineering, enterprise mobility, functional software business process re-engineering, M2M offerings, solution consulting (RFID, GPS, Barcode, Pervasive computing, tracking systems,GSM,GPRS,WLAN, software logic etc) RFP, RFI, EOI etc.
- Product Management : Development of use case, performing ground level of analysis to investigate business challenges, areas effecting business, driving factors, gathering domain requirement from various interviews, developing wire framing, prototype & market analysis, engagement with incubation center to brief them on domain requirement. Bridging the gap between non technical stakeholders & technical development team.
- Competitive & Market Research: Market & Competitive research on topics & objective suggested by management.
- Documentations: Preparing presentations, proposal writing (technical & functional), marketing collaterals, case studies, business requirement specification, advising solution portfolios time to time to management.
- Vendor analysis: Engagement with vendors to understand their offerings and align with our objective to see the right fitment.

Professional Experience:

1. HBE Group ~ Asst Manager (Strategic Planning Group)

Working Since: 6th Oct 2014 ~ Present Location: Gurgaon

Incumbent should have led environment scanning, industry data analysis; including business modeling & analytical support. Current strategic programs driven by me:

- Supporting indoor localization(outdoor GPS)product development for aviation & security domain. Interviewing various organization stakeholders to understand their pain areas and what are the functionalities

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- they would like to add on if they are asked to implement our solution. Developing prototypes ~ wire framing, UI , Workflow, presentations , documentation etc
- Successfully engaged with airport & security company and developed use cases for sales team to take it forward
 - Supporting organization to link up with IIT resources to develop algorithm of the localization system(Presently reading RSSI Analysis, WiFi Fingerprinting, trilateral, Enhanced Cell ID, RF behavior etc)
 - Supporting the BID Management team to close RFP process for ETD Tender & time to time work as a team member to deliver various said responsibilities (like check list, local sourcing, tender analysis etc)
 - Delivering various presentations & research documents to the management on market research fields where enterprise can grow
 - Advice management on various new emerging fields
 - Managing a small team for strategic programs.

2. Bar Code India Limited ~ Industry Solution Specialist (BD & Presales)

BCIL an ISO 9000:2008 certified company has been in the field of offering solutions in Enterprise Mobility and Automated Identification and Data Capture(AIDC) for over 15 years and experience in **Enterprise Mobility, Bar Coding, WLAN, RFID technology & software development.**

Horizontals: Supply chain & Logistics process automation, manufacturing process automation; work in progress, Track n Trace, Asset tracking, People tracking etc.

Working Since: 17th June 2011 ~ 24th Sept 2014 Location: Gurgaon

Award: Best Effort Business Development @ Annual Sales Meet 2013 from CEO

Work Experience:

- Analyzed & designed **BCIL BD process** with Team Leader. BCIL BD team had formed very recently (March 2014), before that I was reporting to RFID Practice Head.
- My role at BCIL starts from creating database of customers→lead generation→engagement with customer→lead qualification→understanding their pain areas→As-is process study → conducting gap analysis & mapping business requirements →solution designing & architecture → effort estimation with software lead → preparing bill of materials & engaging hardware vendor for the requirement→documentation→freezing scope of work→prepare budgetary commercials →introduce sales team with customer→ sales person owns the account from here.
- Sales persons were more involved in managing their current accounts and get less time to initiate new business account where I provide complete presales consultancy. Delivered various POC to the customer like J. Apollo, Tata Steel, Asian Paints, Balaji Wafers, P&G etc.
- I follow consultative sales path and start engagement with customer on their business challenges which they take seriously and invest more time with me to develop the use case so that they can showcase the problem, solution and business outcome from BCIL offerings to their management with right value proposition.
- Reviewing proposals, managing project initiative, providing estimates and recommending the best product combination for solution with best practices.
- Working with Sales team to provide solutions and customization; attending pre bid meetings, preparing case studies, presentation, business requirement description, solution & concept documentation,case study, RFP,RFI,EOI documents
- Self-driven, results-oriented with a positive outlook and a clear focus on business development in IT services area.
- Taken ownerships of various exhibitions (Kerala Gem and Jewellery Show , Traffic Expo, Warehouse Show, Electronic Toll Collection Show etc)
- Recently worked with **Ministry of Railways (Diesel Loco modernization Works Patiala)** to help them on tender requirement specification: **Report submitted** on As-is process, business challenges: complete gap analysis, To-be process analysis and solution drafting with technology matrix, budget & recommendation.
- Initiated various North, West, South & East India Business Development programs and come up with **accounts** like: Jasola Apollo, Tata Steel, Balaji Wafers, Eastern Naval Command, Vizag Port, Ministry of Railways, Honda, Mahindra & Mahindra, Pepsico, Hindustan Coca Cola, Jindal Steel, Brit India, Parle, Colgate, HUL , P&G, Adhunik Steel, GRSE, Exide battery,JSW,UK forest, Haryana Police, CSIR, Asian Paints etc.

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Project Summary of Balaji Wafers, Gujarat:

- Enabling RFID technology for optimization of warehouse business process
- Introduced WLAN , Barcode & RFID technology in warehouse automation with integration to SAP
- Process Automated: Palletization process, Pallet movement tracking, Data entry into SAP, CFA Agent details into SAP from BCIL System.
- Barcoding of cartons→Scanning of cartons & mapping cartons with pallet RFID Tag ID →Movement of pallet from production to warehouse & SAP Auto update on inventory → Data transfer from Scanning Device to backend system via WLAN→Manual picking of pallets →Movement of pallet from warehouse to CFA agent location; BCIL system sends information of pallets to SAP touch point →SAP issue transaction against the CFA agent.
- This project supports green initiative by eliminating paper work from the process. The project reduces turnaround time of pallet shifting from 3-5 minutes per pallet to 5-10 seconds at the dock.

3. Perfect RFID Pvt Ltd ~ Sr Engineer - Sales & Marketing

Worked: **March 2011 ~ June 2011** Location: **Delhi**

I was associated with Perfect RFID as an employee cum partner. Perfect RFID is a very small setup based at Delhi with one man force. I was associated with Perfect RFID with a hope to start the business initiative of RFID solutions in India later on included Africa. At primary level I worked on Education vertical and generated few good leads. Then we started exploring SCM & Manufacturing Vertical. We worked on few cases based out of Africa via Emails and Cellular.

Closed a deal with ABES College for Biometrics system in early June 2011.

4. ECT Pvt Ltd ~ Sr Engineer - Sales & Marketing

Worked: **December 2010 ~ February 2011** Location: **Delhi**

ECT is a Reseller company based at Delhi. Two partners newly started company with a manpower of three at Delhi and couple at Bangalore. My primary job responsibility was to make a dealer network and boost sales. I signup couple of dealers in my network and generated few lead for Laptop Tracking, Access Control and Biometrics solutions.

5. Savitri Telecom Services Pvt Ltd ~ Sales Engineer

Worked: **February 2010 ~ December 2010** Location: **Hyderabad/Delhi**

STS is into the portfolio of Fiber Optic Business. They are active partner of JDSU and Fujicura for Sales & Service in India. Experience at STS:

- Sales & Presales (Optical Fiber Test & Measuring Instruments).
- Primary Servicing of Test & Measuring Instrument.
- Managed one exhibition at Hotel Taj Banjara.
- Train Customers on systems.
- Site Survey of point to point link.
- Preparing demo and presentation for corporate.
- Representing Company Product and Service in South India.
- Lead Service camps for vendors (At Cochin & Hubli).
- Completed and Managed Ubico & Spectranet for WLAN cabling deployment.
- Started & managed complete operations of South India which includes sales, presales & support.

6. Door Dershan Kendra ~ Summer Trainee Broadcasting Engineer

Four Week **Summer Training @ 2008** Location: **Lucknow**

- Transmission of Signal from Earth Station to Satellite & vice versa
- Signal Transmission to City tower
- Earth Station Function

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7. Bharat Sanchar Nigan Limited ~ Summer Trainee Telecom Engineer

Six Week **Summer Training @ 2007** Location: Rampur

- Transmission
- GSM

Education:

Lovely Professional University (Score: 7.1 out of 10). Distance Education (Score Percentile: 7.1)
MBA, 2011 -2013 (Two-Year Part Time Management Degree.) Specialization: Information Technology & Marketing

Dr M C Saxena College of Engineering & Technology ~ Lucknow. (Score : 65.40%).
Bachelor Of Technology, 2009 (Four-Year Full Time Degree.) Specialization: Electronics & Communication
College Project: M2M communication to control electric switch using GSM cellular phone.

Modern Academy ~Lucknow.

Intermediate Degree from ISC BOARD, 2004

Kendriya Vidyalaya~Lucknow.

Matriculation Degree from CBSE BOARD, 2002

ADDITIONAL SKILLS, DETAILS AND QUALIFICATIONS:

Software/Technology Skills: Advanced Proficiency in Microsoft Office (Word, Excel, PowerPoint, Outlook, Visio), Wireframe tool.

Personal Qualities: Outstanding worker; Good business sense, A deep understanding of marketing principles, Good communication skills, A positive attitude ,Plenty of initiative.

Soft Skills: Self-starter, ability to work independently or with a team, go out of my comfort zone to build relationships and learn from others

Hobbies & Activities: Trekking, Travelling, Swimming, Reading, Social activities, Cooking etc.

Industrial Certifications:

Aveta Business – Six Sigma	SIX SIGMA WHITE BELT CERTIFICATE
Motorola - AMFTA0001	RADIO FREQUENCY IDENTIFICATION TECHNICAL ASSOCIATE
Motorola - AEE1302	RFID KEY TECHNICAL CONCEPTS
Motorola - ASE2208	PROCESS MANUFACTURING - KNOW THE INDUSTRY (KTI)
Motorola - ASE1203	SELLING RFID
Motorola - ASE2206	TRANSPORTATION AND LOGISTICS – KNOW THE INDUSTRY
Motorola - ASE2207	ENERGY: OIL AND GAS - KNOW THE Industry
Motorola - AMFSP0001	RADIO FREQUENCY IDENTIFICATION SALES PROFESSIONAL
Motorola - AMFSA0001	RADIO FREQUENCY IDENTIFICATION(RFID) SALES ASSOCIATE
Motorola - ASE2202	Healthcare - Know The Industry (KTI)

References on Request

Declaration: I hereby, declare that all the above furnished information is true to best of my knowledge and beliefs.

DATE:

(ALOK ANAND)

PLACE: Gurgaon