

## PRABHU SUBRAMANIAN

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### Career Objectives

A technopreneur, smart thinker wanting to serve customers/partners globally using the knowledge and experience gathered over 4 years of IT experience working for major customers in US and Japan. Currently, is an Independent consultant, consulting for startups in India. Have also started consulting on iPhone Web Development recently.

### Experience, Profile & Professional Achievements

- Independent Consultant.
  - Team Leader, **Efficient Frontier India**, Chennai (Nov 2005 – Oct 2007)
  - Software Engineer, **Infosys Technologies**, Bangalore. (Sep 2004 – Nov 2005).
  - Software Engineer, **Satyam Infoway Limited**, Chennai. (May 2004 - Sep 2004)
- ✍ Having more than **3.5** years of experience in IT Industry with good Technical & SDLC exposure using **J2EE Technologies**.
- ✍ Strong understanding of some of the open source projects like CAS, jGuard, p6spy and have written custom frameworks based on them.

### Professional Achievements

- 1<sup>st</sup> Employee of Efficient Frontier India and have experience spanning different areas like Setting up the company's infrastructure, Hiring, Leading an onsite team of developers, Working closely with the clients, Fixing release dates for requirements.
- Was solely responsible for design, development and maintenance of some of the products of Efficient Frontier.
- Organizer of some of the conferences in India like pipesCamp, momoChennai (Mobile Monday), Webcamp
  - [http://developer.yahoo.net/blog/archives/2008/01/first-ever\\_pipescamp\\_unconference.html](http://developer.yahoo.net/blog/archives/2008/01/first-ever_pipescamp_unconference.html)
  - <http://www.johnbreslin.com/blog/2008/01/08/first-webcamp-to-be-held-in-india-on-web-frameworks-for-the-present-and-the-future/>

## Academics

Course	Institution	Year of passing	Percentage
B.E. (Computer Science)	Sri Venkateswara College of engg., Sriperumbudhur.	2004	81.2 %
HSC – I Group	Sri Sankara Vidyalaya Mat. Hr. Sec. School, Pammal.	2000	91.4 %
SSLC	Sri Sankara Vidyalaya Mat. Hr. Sec. School, Pammal.	1998	85.27 %

## Skills Sets

<b>Languages</b>	Java
<b>O/S</b>	Linux, Windows
<b>Architecture</b>	Service Oriented, Component based.
<b>Database</b>	Oracle 9i, PostgreSQL 8.1
<b>Web Server</b>	BEA WebLogic 8.1
<b>Web Tools</b>	EJB 2.0, Struts 2.0, Hibernate, GWT
<b>Middleware</b>	IBM MQ Series 5.2

## Project Proficiency

### Efficient Frontier, India

#### Campaign Management Dashboard

(Jun 2007 – Nov 2007)

**Technology** Struts 1.1, Hibernate, Apache Axis 1.4

Campaign Management Dashboard helps customers with accounts on different search engines, to have a single common front end. This would free up customers from having a dedicated set of resources, for maintaining their SEM campaigns. The product would also support seamless migrations across Search engines, one-click update on all Search engines. It also has highly innovative features like Real time simulation of campaigns on different search engines, can suggest a platform based on seasonality and other parameters. The product is still under development and would be available to partners in summer 2008.

#### Responsibilities

- Gathering requirements after analyzing all the current SEM platforms.
- Designing and Project staffing.
- Developing core classes with a feature rich framework, so that further development can happen with ease.

**Technology**      Struts 1.1, Postgres 8.1, Python

Efficient Frontier's suites of products help customers use Patented Wall Street Analytics for Search Engine Marketing (SEM). Thus when compared to traditional rules based SEM, our customers realize an average increase in ROI by 20 – 50 %

Express Agency is a product for agency customers like Mitsui. The product would help agency customers to easily create and maintain individual Express Accounts. An Express account is targeted at customers in Low-Mid level segment and would allow them to easily get started with using Efficient Frontier's product.

### **Responsibilities**

- All phases of the product right from Interacting with the customer in understanding requirements, design, development and maintenance.
- Deciding target dates for release cycles for all the enhancement requests from the customer and Business Analysts.

### **SME Express**

(Jul 2006 – Nov 2006)

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**Technology**      Struts 1.1, Postgres 8.1

SME Express is targeted at Small and Medium Enterprise wanting to get started with SEM. The product was designed to be intuitive and simple. Initially, it will help the customer to quickly get started with the product while slowly allowing different options based on how well the customer is using the product.

Later customers can upgrade to the full featured enterprise version of Efficient Frontier's product.

### **Responsibilities**

- Worked on major phases of the product like design, development and maintenance.
- Designed the intuitive component of the product which would analyze the customer's usage and would try to optimize the particular operation for that user. Eg, if the customer uses a tool more frequently, then the product would pre-run that tool with the parameters and can present the result instantly, upon login.

## **Efficient Frontier Enterprise**

(Nov 2005 – Jun 2006)

**Technology**      Struts 1.1, Postgres 8.1

Product targeting higher segment Search Engine Advertisers. It would span almost all areas of SEM like Keyword generation, Landing page optimization, Campaign management and Reporting.

### **Responsibilities**

- Solely developed 25% of the product, > 100 K lines of code.
- Designing modules to use SOA, so that an API can be used by external world to access individual modules.
- Designing frameworks so that other products, that can target a different segment of customers, could be written on top of this.

## **Infosys Technologies Ltd**

**Finacle core 9.0 (Real Time Gross Settlement)**

**Aspis Bank, Nigeria**

(MAY 2005 – NOV 2005)

**Technology**      IBM MQ Series 5.2, EJB.

Real Time Gross Settlement is an on-line Payment System in which processing and settlement take place continuously in real time (that is, without deferral) and gross (i.e. Transaction by transaction). The RTGS system would handle large value, time-critical payments. The software would enable the client bank to participate with the Central Bank of Nigeria's (CBN) RTGS gateway.

The software acts as an interface between Finacle core environment (the core banking product of finacle) and the software running in the RTGS governing body (CBN). The communication between the Finacle core environment and CBN is message based and the messages can be easily customized depending on the governing body/country using a simple XML based proprietary framework.

The software is written using Service Oriented Architecture (SOA) and can be integrated to any banking environment. IBM MQ Series is the middleware used.

### **Responsibilities**

- Responsible for developing Beans that communicate between Finacle environment and the RTGS gateway.
- Testing the software in Real time using data from Central Bank of Nigeria.
- Developing the message customization framework.

**Technology** JSP, Weblogic 8.1, Oracle 9i.

Bill Payment System enables customers to register a biller for the payment of their bills like Utility Bills, loan repayments. The customer would be able to specify an effective date for each payments, on which the actual payment must occur.

The software has two types of interface – one for the customer and the other for the bank. Interfaces for the customer include ATM, Phone Banking, E-Banking, Mobile Banking. Through these interfaces, they can perform primitive set of operations. The interface for the bank would provide them the full power of posting and verifying individual transactions, monitoring transactions according to the regulation in the respective countries.

### **Responsibilities**

- Responsible for developing the Low level design documents for certain modules.
- Responsible for developing Re-usable UI components.
- Developed support for business rules definition using a proprietary product InFlux.

**Technology** Java, XML, InFlux

Validation Framework for Finacle core is a proprietary framework for validating transactions against Business Rules. These Business rules can be specified using a proprietary product InFlux. InFlux provides a GUI for defining Business Rules for each type of transaction or Business Process. The Rules defined in InFlux is stored as BPML (Business Process Markup Language).

The validation framework would be present in the middle of the Interfaces like ATM and the DB Layer. Each transaction would be validated against the business rule in BPML. The framework can also respond to the interface using the messages that the interface could understand or interpret.

The framework helps banks to define their own Business Process with ease and reduces the cost associated with developing dynamically changing Business rules.

### **Responsibilities**

- Worked in a team of five members.
- Project demanded heavy understanding of interfaces like ATM and the messages they support.

**Technology**      Java, Linux

Sify Beaconware is a Enterprise Management solution. It helps a corporate efficiently manage all its resources in the Network. It supports Escalation and Alternative Resource Determination, when any component in the network fails.

It also supports SLA Management and Reporting, so that SLA related information can be accessed effectively from a Central Repository.

**Responsibilities**

- Responsible for developing the UI and related components for certain modules.
- Responsible for writing scripts for increasing the performance for certain processes.