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SENIOR BUSINESS ANALYST

Requirements   **Data Analysis**   **Process Analysis**   **Documentation**

SUMMARY

I have over 30 years IT experience, including 12 years as a business analyst and 10 years as a software developer. I started my career by learning programming at NCR then database technology at Cincom Systems in the early '80s. Since then, my career has moved through three phases – a freelance software developer, then an entrepreneur developing and selling a major software package, then finally as contractor and consultant. I have performed business analysis, solution development, implementation, and data migration for many Australian companies who are major household names.

EDUCATION / PROFESSIONAL

- Post-graduate certificate in writing at the University of New England, NSW
- BA (Hons) in Mathematics from the University of Essex (UK)
- Member of The Australian Computer Society (MACS)

PROFESSIONAL EXPERIENCE

2004 – present :   Contract Business Analyst operating though my personal company, Stucjac Pty Ltd, Sydney NSW

1988 – 2004 :   Partner and Principal Consultant in AZB Systems Pty Ltd, a Sydney Software House

1985 – 1988 :   Freelance software developer, Sydney NSW

1984 – 1985 :   Application Software specialist, Digital Equipment Corp, Chatswood NSW

1983 :   Application software specialist, Cincom Systems, Crows Nest NSW

1980 – 1983 :   Graduate trainee, NCR Australia, North Sydney NSW

SKILLS / ACCOMPLISHMENTS

Software Development

- 2014-2016. Designed and built a bookings website, with back-end admin systems, for **James Parker Chauffeur Cars** . It enabled customers to get quotes and make bookings. It allowed drivers to access the bookings diary, enter times and kilometers travelled and submit time sheets. It automatically sent SMS reminders, and provided reports of sales margin and profitability. It leveraged the database to employ email marketing tools like Mailchimp and WordPress, which grew sales by 40% over a single year.

- 2009   Designed and prototyped an application for **AMP Financial Services** which generated thousands of letters, each one customised to inform the customer of their compensation refund based on their product(s) and the customer circumstances. I designed a SQL-Server data base which stored wording paragraphs, customer identity and policy data, and business rules which were used to assemble the wordings and embedded amounts appearing in the letter. Once the prototype was accepted, I supervised programming and testing by the AMP developers using VB.Net and Transact-SQL. The solution ultimately saved over $400,000 per year in admin and mailing house costs.

- 2007 **Wideline** are an Australian manufacturer of aluminium doors and windows. At the time, they had raw material supply chain problems. I was asked to enhance the supply chain systems by developing a material requirements planning (MRP) application, and integrating it between the existing inventory and purchase order applications. It reduced the incidence of material shortages by 70%, and raised the order fulfillment rate from below 80% to >95%..

- 1991 – 1998 While at AZB Systems (of which I was a partner), I designed and built a software package for Fund Managers called "Portfolio Manager" written in Progress and portable to databases like Oracle and SQL-Server. For all of this time, I liaised with senior managers of customer organisations about requirements and functionality, and gradually built a first-rate product. AZB sold and implemented it at **BT Australia, CSFirstBoston, State Trustees, and Catholic Church Insurances**. The product was sold to Powerlan in 1998, and they renamed it "Garradin". It is still sold today by Bravura. As part of the sale agreement, AZB contracted me to Powerlan to oversee implementations, and enhance the product further.

- 1985 -1988 Developed the software for marketing the "Cabbage Patch Kids" sold by **Kenner Parker Toltoys**. The application used a customer database to send out birth certificates, birthday cards, etc, and was a very early form of intelligent mail marketing. I also developed bespoke software for **Permanent Trustee, Holt Lloyd, Caterpillar and Streets Ice Cream**.

Data / Data warehouse

- 2010 – 2011 **MLC** had recently acquired the **Aviva** insurance group and was trying to integrate its customer and policy data into their Enterprise Data Warehouse (EDW) . My contribution was to study the current EDW schema and identify Gaps in its ability to accommodate the Aviva product and policy data. I then identified requirements from the MLC marketing teams that were looking to use the Aviva data for cross-sell. Then I mapped how those requirements could be met by Aviva data, noting and specifying the changes that the MLC EDW schema would need. Next, I specified processes for sychronising the NAB Teradata warehouse with the MLC EDW so that the NAB lead generation systems would be fully integrated and cross-sell ready. The benefits exceeded $50M in extra revenue by the end of FY12.

- 2004 – 2005 **Wideline** (see above) were suffering lack of visibility to sales, cost and profitability. I built an enterprise data warehouse (with Progress, SQL-Server and Business Objects) to effect the rationalization, de-duplication and cleansing of customer data across platforms, the capture of highly granular sales and cost data, and integration of the resulting warehouse with their Customer Relationship Management (CRM) system . In addition, I put in place a business intelligence and reporting framework. that indentified and eliminated non-profitable and marginally-profitable quoting practices, and led to adoption of profit-based sales incentives.

- 2001- 2002 **Catholic Church Insurances (CCI)** were finding it expensive and labour-intensive to demonstrate compliance with APRA capital adequacy and investment allocation guidelines. I was engaged to work with senior management to develop an automated and reliable investment analysis tool. I designed and built a SQL-Server data warehouse as a repository for investment positions and trades in equities, bonds, bills, credit instruments, forex and derivatives. The data warehouse also stored business rules corresponding the APRA compliance famework.. Then, I developed a BI and reporting engine to automatically schedule, run, manage and notify multi-step reporting tasks. As a result, CCI had the ability to calculate, sort and classify by risk-related properties across its whole portfolio. The costs of APRA compliance, previously fully manual, were reduced by 75%.

Requirements Gathering

All of the achievements listed above required quality, well-structured, cohesive business requirements documents. But, I have undertaken many engagements just to write business a requirements document (BRD). For example:

- 2016 Created a BRD for **SunSuper**'s proposed cloud-based mobile facility for travelling investment managers to track and share data about global fund managers and investment products.
- 2016 Created a BRD for **Pet bar**m's integration of the newly acquired Green Cross Vets business, which involved BI reporting and scorecards.
- 2012 Created a BRD for **NAB's 2013** BI (Cross-sell) marketing project aimed at uplifting cross-sell opportunities across the **NAB** banking and **MLC** wealth management products and customers.
- 2006 Created a large BRD for **AMP's** unit price remediation project.

All of these required advanced stakeholder engagement skills, via workshops and interviews, as well as balancing the views of stakeholders with varying or conflicting agendas.

Process Analysis

Implementations of software always require process analysis to adapt the implicit processes in the software to the pre-existing business processes being automated. I performed this type of work in implementations of the Powerlan Garradin product at **QBE Insurance**, **HiH Insurance, State Trustees and Glebe Asset Management**. Also I did similar work in relation to the Data / Data Warehouse projects shown above, where there were always complex processes for extraction, staging, loading and export of data.

Documentation

I have developed advanced skills in creating well-written, cohesive, coherent and logically structured business documents of many kinds. As well as documents related to the Software Development Lifecycle, I have created many user guides, reports, submissions, business cases and marketing collateral. I have a post-graduate qualification in writing.

Published works

© 2016 "Persuasive Writing" by Richard Stuckey. Download at: www.perdoc.com.au/BookDownlowd.