

# ANANTH BALA

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## Senior Business Systems Analyst for the Printing Industry

Accomplished professional with more than 8 years experience working with cross-functional teams in business, technology and production environment with a goal of maximize revenue and increase productivity. Proficient in cross-media publishing, software development lifecycle, requirements elicitation, business process engineering and workflow automation. Demonstrated strong interpersonal skills with the ability to work effectively with all levels of management, ability to meet deadlines and perform remarkably well under pressure. Adept at building productive relationships with clients and staff, energetic self-starter with excellent team development and negotiation skills. Exceptional ability to master new concepts with excellent communication, and organizational skills coupled with strong analytical and problem solving traits. Expertise in

- Industry standards and methodologies
  - Print and Imaging platform
  - Operations analysis and consolidation
  - data modeling and data driven process
  - Vendor RFQ and Pricing models
  - Web2Print and internet technologies
  - Technical project Scope and review
  - Risk analysis and engineering
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### Skills Summary

- Print publishing: VDP, 1:1 marketing, Digital Print hardware and frontend RIP's, color management, knowledge of MIS integration, Postscript and PDF PDL, InDesign and QuarkXpress, Barcode technologies, Address verification and Mailing, Imposition/Composition systems and tools.
  - Tools: ERWIN4.0, MS Visio, MS Office, MS Project, Crystal Reports. Camtasia studio, content management and collaboration tools, CVS/Subversion Version control, Vmware virtualization.
  - Databases: MS Access, Oracle 8i, SQL Server, MYSQL, TOAD, Oracle SQL Developer, DB Modelling.
  - Operating Systems: Windows 2000/XP/Server 2003, Mac OS X, LINUX, FreeBSD and Solaris; Admin tools.
  - Methodologies: RAD (Rapid application development), Knowledge of UML and RUP (Rational Unified Process), Business and Data Modeling, Cross-platform integration, Issue resolution and Change Management
  - Languages: C, SQL, Java, CSS, PHP, XML, XSL, Perl, HTML, Scripting, knowledge of Web2.0 technologies.
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### Professional Experience

#### Print Systems Analyst--Deluxe Corporation

2006-2009

Solutions Analyst responsible for analysis and development of solutions and business process for production-IT. Participated in the entire lifecycle of projects related to initial concept, business requirement development, gap analysis, operation design and testing process. Engaged with system integrators, business and project managers, outsource developers and key stakeholders to understand business needs, brainstorm/visualize new ideas, implement process changes, document procedures and assist with production issues.

- Managed production systems consolidation and migration with end goal of reducing production workflow footprint by 40% and increasing efficiency by identifying synergies within the enterprise and serving as subject matter expert for the business.
- Increased full-color production volume by 40% by analyzing processes and revamping production workflow along with adding automation capability for incoming orders (via web2print).
- Enhanced personal check product offerings and process efficiency by advising system modifications and feature change during platform redesign, migration to all digital process and use web-based output files management.
- Assist with troubleshooting and analysis of issues relating to workflow and processes within Production-IT, device verification tools and fail-safe mechanisms with order flow to reduce customer complaints and increase uptime.
- Developed training modules and standard operating procedures for processes and systems using collaborative technologies in order to effectively transition systems support reducing group's support responsibilities.
- Facilitated the collaboration between business and development teams with enhancement features, workflow changes and on-going support for enterprise composition/imposition platform
- Streamlined production codebase by establishing a version control infrastructure, documenting various workflow processes and playing an active role in transforming development lifecycle.
- Translated business requirements into technical specifications for an end-to-end solution migration from physical hardware to virtualized platform.
- Researched software solutions for enterprise common imposition by eliciting business needs, capabilities, review vendor quotes and pricing, SWOT analysis, solution matrix and presented findings to senior management.
- Developed a workflow proposal for printing custom checks using digital printing platform including start-up costs, order volume forecasting and revenue projections.

**Digital Printing Solution Engineer--NEBS****2001-2006**

Principal Printing engineer for Digital Systems group, responsible for Enterprise Digital Printing Platform across multiple production locations providing end-to-end solutions advice. Interact with marketing/sales, manufacturing operations, external vendors and consultants to capture business needs, review key initiatives and research potential solutions for the enterprise. Actively participated in industry seminars, user group meetings to review new technologies and engaged with internal partners to determine solution feasibility.

- Played a key role in putting to practice a dynamic variable data print Shared Services architecture for the enterprise with a reported increase in profit
- Assist with design and development of workflow process for 1:1 marketing of holiday greeting cards using Digital technology and using mailing services.
- Increased operation efficiency and processing by facilitating implementation of new automation technologies stock barcode configuration, job-ticket automation, load balancing and Push based Output Management.
- Served as technical consultant for development and implementation of web-based application to manage Output files for high volume variable data printing operation.
- Managed successful post-acquisition strategy for Safeguard Business Systems by co-coordinating integration of manufacturing operations, IT infrastructure and enhancing production capabilities.
- Reduced waste and simplified processing of full-color orders by analyzing value-stream for the entire process and assist with process changes, application automation along with verification prior to shipping.
- Collaborated with various business units in the design and development of workflow for personalized mailing labels using variable data printing, digital printing and address verification.
- Designed a proof-to-print (color managed) process workflow for Composition/Design departments using EPSON wide-format Inkjet, EFI Colorproof solution which resulted into 90% production print accuracy and reducing waste.

**Quality Assurance Intern - NYTimes****2001-2001**

Coordinate production and quality control aspect of newspaper printing operation. Validate press proof-to-print accuracy, create color profiles, monitor print runs, track and report print defects.

- Research CTP Plate materials, develop a prototype workflow and conduct on-press validation.

**IT Consultant - Gray Graphics****2001-2001**

Provide technical expertise for a project involving prepress IT infrastructure modernization and design pilot involving MIS for production dept and improve production quality control.

- Developed a comprehensive BHR template for Digital, Conventional, Prepress processes and Estimation guidelines for orders. Coordinated installation and pilot testing for EFI MIS system and compile summary report.

**Graduate Research Intern-CIMS PRINT (Division of RIT Research)****1999-2000**

Performed test for substrate printing consumables and digital media evaluations, product development and benchmarking, Process Measurement and Control and Press simulation.

- Facilitated printability, runnability substrate tests and ink-present settings for Indigo and Xeikon Digital printers. Developed Printing Process Measurement and Control for Press-fingerprinting exercise on Harris web press.

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**Education and Professional Accomplishments****M.S in Graphic Art Systems, Rochester Institute of Technology, Rochester, NY**

- Recipient of Moore Business Forms Foundation Graduate Fellowship at R.I.T-SPMS
- Administered production of "Print 2020-From Pulp to Pixels" publication as a production leader and co-author - a comprehensive study conducted on future of print and web, released in DRUPA 2000.

**B.S in Applied Printing Technology, Manipal Institute of Technology, Karnataka, India****Harvard Extension School, Faculty of Arts and Sciences-Harvard**

- Coursework in web development, Content Management, programming, Project and Operations Management.

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**Professional Associations**

- Member of Xplor, AIIM, PIA-GATF, PODI-Caslon initiative, Greater Boston Lean initiative, IIBA-Boston chapter. Active participant in Conferences like Enterprise-IT, On Demand Expo, LinuxWorld.
- Active participant in User-Groups and Forums – Adobe software, VMware New-England, Enfocus Cross-roads, Redhat, MySql, RIA-Boston, Cloud Computing group.