

COVER LETTER

Dear Sir/Madam,

I bring 10 plus years of experience in *Telecom Service Delivery* in *Messaging, Value Added Services (VAS), Intelligent Networks (IN)* and *Data services* such as Multimedia messaging and WAP services; an experience encompassing Operations, Planning and Strategy Development, and Technical Project Management.

I am currently a full-time employee at **TELUS Mobility**, Canada. My current role is of *Design/Strategy Specialist*, serving as technical SME for Messaging solutions; pertaining mainly to SMS/ MMS related VAS and P2P service planning and evolution design. I am also managing a two people team that is responsible for *Messaging Services/Platforms* in a Lab environment. I have previously worked with **TELENOR** (Pakistan) as a *VAS Planning Specialist*, overlooking Planning and Management of projects related to VAS platforms. My combined responsibilities have included service and platform *Expansions, Swaps* and *Optimization* activities, working with notable vendors such as *Nokia, Mobile Arts, Xura, Huawei, Openwave Messaging, and Nortel Networks*. My prior Operations experience at **Ufone** (PTML, Pakistan) also covers extensive hands on management and troubleshooting experience with globally renowned VAS/Messaging Reporting and Management platforms. I also maintain a good understanding of IP Networking and Systems, as it's been a rigorous part of nearly all solution designs and deployment processes throughout my career. I possess a strong aptitude for developing cordial operator/vendor relationships along with a thorough insight in the development and execution of Technical projects. My experience has taught me adaptability and built an educated foresight towards managing complex project delivery(s), as well as overcoming design hurdles. The additional experience in Intelligent Networks Operations gives me a strong understanding of *Billing & Rating* specific interworking within telecom operator services as well. Please refer to my detailed resume for a listing of the projects/responsibilities that I have remained involved with thus far.

I am highly motivated towards timely delivery of results, while maintaining superior standards with a keen emphasis on continuous work process improvement. I communicate effectively, and have advertently pushed towards augmenting my Leadership qualities via continued education courses at *University of Toronto*. Also, I am a fond traveler and am open to opportunities requiring frequent travel.

My academic endeavors include a Bachelors degree in Electronics (B.Sc Electronics), and an MBA in Management studies, with a focus on Process Improvement.

I appreciate your interest and consideration of my credentials; I hope that you find them in accordance to your requirements, and that I should hear from you soon.

Best Regards,

Ubad N. Rana

UBAD N. Rana

930- 70 Cambridge Ave.
Toronto, Canada. M4K 2L5.

Mobile : 647-459-7850
Email : ubadrana@hotmail.com

[US Visa Status : Eligible to Work \(Employment Authorization Document\)](#)

Professional Experience

TELUS Mobility — Toronto, Canada ————— Oct, 2011 - Present
Design Specialist II
(Technology Strategy - Messaging)

Technical representation and management for Multimedia Messaging platform/services launch and upgrades, expansion, or swap projects. Responsibilities include technical scoping, feasibility evaluation and network design of messaging services. Also serving as Service Manager for multimedia messaging; responsible for service quality assurance by applying working synergy between Technical, Business and Customer Support resources. Additional responsibilities include supporting role to Business functions, by providing technical guidance for Marketing requirements.

Key Projects / Accomplishments

- *Performance and Reliability Portfolio Management – Messaging & Vas*
- *Messaging Reporting and Performance development + KPI model development*
- *Technical Design and assessment for SMS/MMS evolution to NFV*
- *Technical Design, Planning and Delivery for MMSC Geo-Redundant solution*
- *Technical Design, Planning and Delivery for MMS IPV6 solution*
- *Technical Design, Planning and Delivery for MMS Radius Authentication upgrade*
- *Messaging service solution design for IP based messaging (IMS)*
- *Technical Design and Planning for complete MMSC Solution swap*
- *Messaging / Billing evolution to Diameter*
- *MVNO/E integration to Multimedia Messaging*
- *Social Media Services integration with Multimedia Messaging*
- *New Multimedia Solution Trials, Design, Implementation and Roll Out.*

Trainings

- **OSS-RC Operations for IMS** conducted by Ericson
- **Telus RCS and VoLTE concepts** conducted by Ericson
- **CSC Application nodes (EME)** conducted by Ericson
- **IMS Signalling** conducted by Ericson
- **IMS Solution overview** conducted by Ericson
- **Searching and Reporting with Splunk6** conducted by SPLUNK
- **Configuring BIG-IP v11** conducted by F5 Networks
- **Administering BIG-IP v11** conducted by F5 Networks

Telenor Pakistan — Islamabad, Pakistan ————— Nov, 2008 - Jan'2010
VAS Planning Specialist
(Network Planning and Design)

Technical representation for VAS platform/services launch, expansion or swap projects. Responsibilities include technical scoping, feasibility evaluation and voicing technical concerns as part of project cross functional team. Also included is VAS platform/service optimization based on statistical evaluation. Additional responsibilities include recruiting and culling vendor product portfolios for innovative VAS services along with their presentation as viable revenue capturing enterprises to commercial dept.

Projects

USSD Gateway Phase II

- Platform Owner / Technical representation.
- Technical optimization for USSD Phase I services.
- Scoping and technical evaluation for Phase II services.
- This project is an expansion to the deployed USSD g/w platform and aims to enhance platform capacity as well as integrate new services. The scoping is finalized among cross functional team (CFT) members as well as remote vendor representation.

Nokia Browsing Gateway (NBG)

- Project Manager.
- Platform Owner.
- Scoping and technical evaluation for swap of existing x-Siemens browsing/WAP gateway solution with Nokia browsing solution.
- This project is a swap of the existing browsing solution (MSP) with a new platform (NBG) and its evaluation process involves solution assessment, existing support agreement negotiation, time line adjustments and costing.
- Over looking project till successful handover to Operations Dept.

Incoming Call Screening (ICS)

- VAS representation for ICS project.
- Responsible for providing charging services to ICS project via Acision PSA 4.0 rating engine. This includes correspondence with multi-vendor setup for cost evaluation, technical development and resource management.

Mobile TV (M-TV)

- VAS representation for M-TV project
- Responsible for Vendor evaluation and technical analysis

Conference Bridge (Phase-I)

- VAS Representation for project
- Responsible for designing project growth and scope. Also, responsible for development, deployment and integration of third party hosted solution with existing operator network.

Location Based Services (LBS)

- VAS representation for project.
- Platform owner. Technical responsibilities include managing integration of LBS solution with operator delivery channels. Additional responsibilities include solution scoping with commercial and vendor.

Content Management Services (CMS)

- VAS representation for project.
- Technical responsibilities include managing solution integration with operator delivery channels as well as charging interfaces. Involved in initial solution scoping with CFT.

Trainings

- **Huawei URP CRBT** System Routine Maintenance and Advanced Maintenance Training conducted in Islamabad, Pakistan.
- **IT Networking Training** conducted in Islamabad, Pakistan.

Ufone, PTML — Islamabad, Pakistan ————— Aug,2005 – Oct,2008

**IN/VAS Senior Executive Engineer
(Core Network Operations)**

3+ years of strenuous technical and management buildup in the department of *Intelligent Networks* (IN) and *Value Added Services* (VAS) in one of the prime GSM operators of Pakistan's Telecom industry. Possess strong understanding in area of experience along with telecom infrastructure, allowing efficient inter-departmental co-ordination.

Value Added Services

Platform Details

Primary Platforms of Experience:

- **Acision Nexgen SMSC 5.1**, associated reporting tool **BT**, **Business Object 6.0**, signalling gateway based on **CISCO ITP** and associated monitoring tool **CMS**.
- **Acision Message Application Router (MAR)**
- **Acision Multimedia Message Service Centre (MMSC) Smart Plus 2.1**, associated reporting tool **BT**, associated management tool **WCMS**
- **Acision Pre-delivery Service Agent (PSA 4, HP 5 series)** platform used for prepaid billing of SMS and GPRS
- **Acision Recharge Card Validation System (RCVS, HP 4 series).**
- **Acision Telestage (HP 5 series)** for PSA and RCVS reporting.

Periphery Platforms of Experience

- **Huawei Voucher Centre (VC)** and **Electronic Voucher Centre (EVC)** based on IBM/IBM-AIX P 570 series servers/OS
- **CC08 Advance Intelligent Peripheral (AIP)** and **Universal Resource Platform (URP) 8100** which Huawei IP (IVR) solution.
- **Huawei Short Message Service Centre (SMSC).** Infox Gateway, Charging Gateway (CGW)
- **Huawei Caller Ring Back Tone (CRBT)**

Experience Details

- Operations and Maintenance of all the above mentioned platforms. This includes alarm monitoring (CMS + log analysis), node health monitoring & management (verifying nodes are functioning in prime condition with stable processes), fault investigation and identification and performing trouble shooting procedures for earliest resolution of issues.
- Data fill
 - SMPP Account provisioning on SMSC and MAR. Provisioning of personalized parameters and short codes for SMPP accounts. Data fill is followed by verification via test applications and required trouble shooting (if any) through log/trace analysis.
 - Retry schemes on SMSC/MMSC
 - Series definitions and number authentication checks/blacklisting on SMSC + ITP router/MMSC for local as well as international source/destination series.
 - MM7 VAS accounts/MM4 inter-operator/MM3 provisioning on MMSC. Data fill is followed by verification via test applications and required trouble shooting (if any) through log/trace analysis.
 - Defining charging mechanisms for sms (prepaid packages + short codes)/gprs on PSA.
- VAS account management (SMPP + MM7) involving local data fill and inter departmental co-ordination for connectivity resolution and successful

- implementation of service.
- Implementation of 3rd party sms/mms delivery services on SMSC/MMSC for outbound international sms/mms traffic.
- Link provisioning/management on SMSC Cisco ITP router. Also involves traffic analysis and traffic optimization procedures. Involves traffic routing implementation.
- Manage parameter/retry scheme optimization on SMSC for special events.
- SMS traffic reports generation and subsequent performance analysis using Business Object 6.0 and locally developed scripts.
- Capacity analysis for PSA and RCVS based on data extracted from Telestage reporting system.
- Generation/management of recharge card orders on RCVS via SNSS client and on Huawei VC via CMP (card management point) Client.
- Management of Huawei E-Voucher system.
- Management of Huawei CRBT

Trainings

- **Acision NEXGEN SMSC** basic level-I training held in Karachi, Pakistan.
- **Acision PSA 4.0** basic level-I training held in Karachi, Pakistan.
- **Acision Smart Plus MMSC** basic level-I training held in Islamabad, Pakistan.

Intelligent Networks

Platform Details

Primary Platforms of Experience

- TELLIN Intelligent Networks platform which is a Huawei IN solution running on IBM/IBM-AIX P series servers/OS.
- USAU which is Huawei solution for a SS7 to TCP/IP protocol converter.

Secondary Platforms of Experience

- SERVICEBUILDER 6.0 Intelligent Networks (IN) platform consisting of HP K and D Class multiprocessor servers, and Peripherals and HP Telepace IP (IVR) systems.

Experience Details

- Operations, Maintenance and Alarm monitoring (followed by identification and snappy resolution) of the above mentioned nodes. This also involves maintaining nodes in ideal working conditions and verifying proper functionality of all necessary processes.
- Data fill associated to prepaid/Virtual Private Network on SCP/SMP. This includes Series definitions, flexible charging for local and IR scenarios, IVR based short code definitions, etc.
- Link provisioning/management/utilization monitoring/fault analysis for IN (via USAU) with regional STPs.
- Creation/Analysis of statistical reports via I2000 client
- Acceptance testing/Integration/Commissioning of new nodes for network expansion. Also manage and inter departmental co-ordination for addition of SS7 links for new nodes.
- System and database administration of IN and VAS platforms which include IBM-AIX, HP-UX and HP-OPENVMS based systems.
- Resolving customer related problem by basic fault identification/resolution methods and log/trace analysis.

Trainings

- **Huawei** TELLIN-WIN SMAP Technician Training conducted at Huawei Training Center in Shenzhen, China.
- **Huawei** TELLIN-WIN SCP/SMS Engineer Training conducted at Huawei Training Center in Shenzhen, China.
- **Huawei** TELLIN-WIN SCP/SMS Engineer Advanced Training conducted at

- Huawei Training Center in Shenzhen, China.
- **Huawei** TELLIN-WIN VPN Engineer Training conducted at Huawei Training Center in Shenzhen, China.
- **Huawei** I-Manager I2000 Engineer Training conducted at Huawei Training Center in Shenzhen, China.
- **TELLIN-WIN** SCP/SMS and C&C08 AIP Engineer Training conducted at PTML (Ufone) Islamabad. Pakistan.

Professional Skills

<i>Operating Systems</i>	<ul style="list-style-type: none">• Unix/Linux OS• Open VMS• Windows 2000/XP
<i>Programming</i>	<ul style="list-style-type: none">• C/C++• Unix Shell Scripting• SQL
<i>Tools and Databases</i>	<ul style="list-style-type: none">• SPLUNK, Wireshark, Keynote, Business Objects, Cactii, MS Office 97/2000/XP.• Informix/SQL/LDAP
<i>Trainings</i>	<ul style="list-style-type: none">• Emotional Intelligence conducted by University of Toronto• Passing the PMP conducted by University of Toronto• Leading People conducted by University of Toronto• Building Successful Teams conducted by Gulfstone Training (Pvt) Limited in Islamabad. Pakistan.• Service First conducted by Gulfstone Training (Pvt) Limited in Islamabad. Pakistan.

Miscellaneous

<i>Personal Info</i>	<ul style="list-style-type: none">• Date of Birth : Oct, 1983• Current Location: Toronto, Ontario. Canada.• Eligibility to work in US: Yes• Current Status: Full time employee at Telus Mobility, Canada.• Country of Citizenship : Pakistan• Educational Qualification:<ul style="list-style-type: none">➢ MBA from Texas State University, San Marcos, Texas. USA.➢ BSc in Electronic Engineering (Telecom) from the <i>Ghulam Ishaq Khan Institute of Engineering Sciences</i>, Topi. Pakistan. (Sep' 01 – May' 05)➢ A-Levels (Secondary Education/University of Cambridge affiliated program) from Headstart School, Islamabad. Pakistan. (Sep '99 – June'01)➢ O-Levels (Primary Education/ University of Cambridge affiliated program) from Headstart School, Islamabad. Pakistan. (Aug '97 – June'99)
<i>Hobbies & Activities</i>	<ul style="list-style-type: none">• Sports: I am highly enthusiastic about maintaining an active and energetic life style. I am an active member of the corporate Cricket league, participating in regular seasonal tournaments. I also pursue Tennis and Golf on a leisurely basis.• Social Welfare: I aspire to be a contributing member of the society and have regularly participate in literacy enlightenment programs, charity marathons,

██████████ plantation drives, food banks, etc.