

Musab Siddiqui

Professional Summary

- Dynamic Expert Solutions Architect with over 20 years of experience in enterprise transformation, telecom BSS/OSS architecture, and AI/ML-driven modernization across the UAE and global markets.
- Currently serving as Expert Solutions Architect at e& (Etisalat UAE), leading E2E customer care modernization, OSS/BSS transformation, and AI-powered agent assist programs; holds TOGAF certification.
- Deep expertise in Telecom BSS/OSS architecture covering order management, customer journeys, product catalog, billing, provisioning, and fulfillment aligned with TM Forum eTOM, SID, and Open APIs.
- Led Avaya-to-Genesys contact center migration across WhatsApp, Chat, Email, and IVR channels; designed video call capability for B2B customers and AI-based workforce management (WFM) optimization.
- Architected AI/ML-powered Agent Assist model with real-time suggestions, sentiment analysis, and AI robots for call handling, delivering a 55% reduction in customer call volume.
- Designed customer zone model (Expiry, Fraud, Risk, VIP, Attack) using AI/ML to segment customer value tiers across Sales, Care, and Pre-Sales stakeholder views.
- Digital transformation champion: integrated UAE PASS, AECB, and MOI facial recognition for customer verification, reducing order processing time and human engagement by 50%.
- Awarded multiple Outstanding Performance Contribution Awards (OPCA) for delivering innovative solutions including UAE PASS registration renewal, in-house fingerprint solution for TDRA, and OCR-based document verification.

Technologies & Skills

OSS/BSS Architecture: TM Forum eTOM, SID, Open APIs, Order Management, Customer Journey Design, Product Catalog, Mediation, Provisioning, Billing & Rating, Revenue Assurance, Service Fulfillment & Assurance

Contact Center & CX: Genesys Cloud CX, Avaya, IVR Design, Omnichannel (WhatsApp, Chat, Email), WFM, AI Agent Assist, Sentiment Analysis, Video Call B2B

AI/ML & Gen AI: AI/ML Model Design, Agent Assist, Customer Segmentation, Predictive Analytics, Gen AI, Virtual Assistants, amAIZ, Claude

Enterprise Architecture: TOGAF, ADM, Solution Design, Target Architecture, Transition State Architecture, Architecture Portfolio Management, Microservices, SOA

Cloud & Integration: Microsoft Azure, Azure Fundamentals, Genesys Cloud CX (AWS-hosted), Microservices, REST APIs, SOA, Event-Driven Architecture (EDA), Event Streaming, Oracle, SQL Server

Claude & AI Design: Claude (Anthropic), Prompt Engineering, Claude API Integration, AI-Powered Application Design, Conversational AI Workflows, Gen AI Solution Architecture

Project & Program Management: End-to-End Solution Delivery, Architecture Governance, Stakeholder Management, RFP/RFI Management, Business Case Development, Agile/Scrum, Waterfall, ADO, Business Process Design

Digital Identity & Compliance: UAE PASS, AECB, MOI Facial Recognition (FR), TDRA, OCR-based Document Verification, eKYC

Event-Driven Architecture: EDA Design Patterns, Event Streaming (Kafka), Pub/Sub Messaging, Event Orchestration & Choreography, Real-Time Event Processing, Decoupled Microservices Integration, BSS/OSS Event-Driven Workflows

Platforms & Tools: Microsoft .NET, Oracle, SharePoint, SSIS, HP ALM, ADO, pyCharm

Professional Experience

e& (Etisalat UAE) – Dubai, UAE

Expert Solutions Architect

Sept 2017 – Present

Responsibilities:

- Lead and design E2E solution architecture for customer care modernization, covering the migration from Avaya (on-premises) to Genesys Cloud CX (AWS-hosted) across WhatsApp, Chat, Email, and IVR channels; architected video call capability for B2B customers. This cloud transformation eliminated on-prem infrastructure constraints, enabling elastic scalability, geo-redundancy, and native AI integration on AWS.
- Design and own BSS customer journey architecture: end-to-end customer lifecycle flows from acquisition, onboarding, and activation through care, retention, and churn management, aligned with TM Forum eTOM B2C/B2B frameworks.
- Architect OSS order journey solutions: order orchestration, decomposition, and fallout management covering service provisioning, network activation, and fulfillment workflows across fixed, mobile, and enterprise product lines.
- Lead product catalog architecture: define product, service, and resource catalog structures enabling rapid product launch, bundling, pricing engine integration, and offer management across BSS stacks.
- Design mediation and billing architecture: call data record (CDR) processing pipelines, rating engine integrations, invoicing workflows, and revenue assurance controls aligned with multi-play product portfolios.
- Architect AI/ML-powered Agent Assist model with real-time online suggestions, sentiment analysis, and AI robots for customer call handling, achieving a 55% reduction in call volume.
- Design customer zone model (Expiry, Fraud, Risk, VIP, Attack) using AI/ML to identify customer value segments and tiers per stakeholder (Sales, Care, Pre-Sales), enabling intelligent routing and treatment strategies.
- Lead WFM RFP design based on AI to predict workforce requirements from incidents, outages, and calamities, optimizing call center utilization.
- Drive enterprise capability development by decommissioning legacy systems, resulting in 45% improvement in performance, process, and capability.
- Lead digital transformation of customer verification journey integrating UAE PASS, AECB, and MOI Facial Recognition (FR), reducing order processing time and human engagement by 50%.

- Conduct business requirement analysis with internal and external clients using stakeholder interviews and focus groups, defining scope via ADM model to produce Use Case and Solution Design Documents (SDD).
- Follow Agile Scrum methodology for digital channels, implementing products based on user stories prioritized by product owners.
- Lead end-to-end solution architecture engagements: define target architectures, design patterns, transition state architectures, and architecture portfolio management.

Key OSS/BSS Achievements:

- Designed TM Forum-aligned order management system integrating order orchestration engine with CRM, provisioning, and network inventory, reducing order fallout by 35%.
- Architected customer 360 view consolidating BSS data across CRM, billing, and care systems into a unified customer profile, enabling real-time personalization for 10M+ subscribers.
- Led service fulfillment architecture for enterprise B2B customers integrating OSS provisioning workflows with ERP and third-party vendor systems, reducing service activation time by 40%.

Atos India – Pune, India
IT Consultant (Telecom)
Dec 2015 – Jun 2017

- Conducted business requirement analysis through stakeholder interviews, producing clear solution design documentation for telecom clients.
- Utilized data analysis to identify business challenges and financial implications, recommending BSS/OSS process improvements for enhanced operational efficiency.
- Designed and tested telecom product offerings and bundle frameworks aligned with client needs and market demands.
- Led resolution of business challenges at the intersection of business and technology, ensuring effective stakeholder communication.
- Identified and mitigated risks impacting project deliverables, collaborating with management to establish contingency plans.

Vodafone IT – Pune, India
Assistant Manager
Jan 2014 – Dec 2015

- Led transition of VF operations from Italy and Spain, achieving global revenue savings of 50%.
- Enhanced IT architectural design and established processes that increased customer satisfaction index by 11%.
- Conducted training on telecom billing, order management, and revenue assurance, achieving 90% KPI for non-telco domains.

Atos – Pune, India
Solutions Consultant
Sept 2011 – Jan 2014

- Conducted cost estimation and developed testing strategies by analyzing business requirements documented in BRDs.

- Designed functionalities within BSCS rating and billing processes targeting a 20% revenue increase for ATOS Netherlands.
- Reviewed project deliverables using HP ALM to maintain quality standards.

IBM – Pune, India
Software Developer
Apr 2009 – Sept 2011

- Developed comprehensive marketing, finance, and sales reports to support business analysis and management decision-making.
- Optimized reporting queries, enhancing system performance by 80% and improving data retrieval efficiency.
- Redesigned existing Oracle database structure to eliminate redundancy, resulting in improved performance and data integrity.

Synechron – Pune, India
Developer
Aug 2006 – Apr 2009

- Designed and developed an intranet system for Synechron using SharePoint and Microsoft .NET, enhancing user accessibility and collaboration.
- Created new Sagent and SSIS processes, achieving a 50% increase in ETL job performance.

Certifications

- TOGAF – The Open Group Architecture Framework (TOGAF Certification Authority, Feb 2020)
- Azure Fundamentals – Microsoft
- Create Business Value with AI – Professional Development (2024/2025)
- MASTER in CLAUDE from Jobscape
- UDEMY certified Microservices architecture course

Awards & Achievements

- OPCA (Outstanding Performance Contribution Award) – Designed robust solution for registration renewal process with UAE PASS
- OPCA (Outstanding Performance Contribution Award) – Delivered in-house fingerprint solution for TDRA
- Awarded for designing OCR solution for customer document verification
- Bronze Accolade – Delivered E2E solution for Win Cash upgrade at ATOS

Education

- Bachelor of Engineering – Rajiv Gandhi University, Bhopal, India (2002 – 2006)