

Brief Profile

PERSONAL DETAILS

1. Name : ATLURI RAMARAO
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6. Date of Birth: : 28.04.1958
7. Qualifications: :
 1. M.Tech Computer Science : Osmania University
 2. B.E : Bangalore University
8. **Membership in Professional organizations:**
 - o **Fellow of Institute of Engineers (India): FIE**
 - o **Senior Member: Computer Society of India**
 - o **Director on the Board of INDUS (Indian Users of SAP)**
 - o **Member Advisory Committee Siddaganga Institute of Technology Tumkur**
 - o **Member in the Expert Committee for Energy Studies for JNTU(K)**
9. **Participation in National and International Conferences:**
 1. Presented a paper on Challenges in implementing ERP in Utilities in SAP Asia Pacific Conference held in Singapore on 23.05.2014.
 2. Spoke about Successful implementation of ERP in APGECO at SAP Forum Delhi 2013.
 3. Presented a paper on "E-Governance implementation in Utilities" at 8th eINDIA conference held in Hyderabad on 15.11.2012
 4. Presented a paper on "a Step towards Paper Less Office" at conference held in Hyderabad by FAPPCI AP Chapter on 14.08.2011

5. Presented a paper on “Managing Connectivity in remote locations” at conference held in Cochin by Ministry of Communication, Govt. of India on 30.11.2010
6. Presented a paper on “Implementation of IT Public sector” at Technology Sabha Organized by Indian Express at Kolkata on 30th Jan 2010.
7. Presented a paper on “Implementation of IT in Power Generation Utilities” at Big- 3 IT Organized by Indian Express at Goa on 19th Nov 2009.
8. Presented a paper on “Roll of An IT Manager” at event Organized by NIIT at Bangalore on 12th Sept 2008.
9. Presented a paper on “Green IT and benefits” at Global Summit Organized by Environment Protection Organization at Mumbai on 18th Aug 2007
10. Presented a paper on “ IT in Power” at International seminar Organized by IFS at XIAN, China on 26th May 2006
11. Presented a paper on “ Strategy for Effective Decision Making” at a Conference Organized by Institute of Engineers (India) at Hyderabad on 9th Feb 2005
12. Presented a paper on “Identifying Right Solution for Required Job” at a national level conference on ERP and It’s Role in the Decision Making Organized by Computer Society of India at Hyderabad on 24th Nov 2005.
13. Presented a paper on “ Developing Communication Networks for Hydroelectric Generating Stations.” at a national level conference on Effective Utilization Of Hydroelectric Power Generating Stations organized by National Hydroelectric Power Corporation at Shimla on 23rd Apr 2004
14. Presented a paper on “ Challenges in Implementing ERP in the Power Generation Sector” at a national level conference on Role of Computerization in the Power Sector Organized by Indian Infrastructure Development Corporation at New Delhi on 12th Sep 2004
15. Presented a paper on “ IT Strategy required for Power Generation Utilities” at Microsoft Executive Summit Organized by Microsoft at Agra on 6th Dec 2004.
16. Presented a paper on “ Road Map to Computerization in Power Generation Sector” at a national level conference on Reforms in Power Sector Organized by Power Finance Corporation at New Delhi on 9th Dec 2003

10. **Experience** :

Year	Organization	Designation	Department	Nature of Work
1981-1987	Bharath Heavy Elec. Limited, Hyderabad	Systems Engineer/ Sr. Systems Engineer	Management Services Department	Computer System Analysis, Design & Programming
1987-2003	A.P.State Financial Corporation	Sr. Manager/DG M/Additional	Computer Services Department	Head Of Computers Department, Planing, Development and implementation of Systems,

	, Hyderabad	General Manager		Procurement of Hardware, Training end users.
2003- 20.10.2015	A.P.Power Generation Corporation Hyderabad	Executive Director	Computers & Information Systems and Communicati ons	Functional Head Of Computers and Information Systems Department. Planning, Designing, Development and implementation of Systems, Procurement of Hardware, Establishing Networks & Communication systems, Providing Training to users,
21.10.2016 Till date	A.P State FiberNet Limited Hyderabad	Executive Director	Technical	Functional Head of Technical Wing

10. Experience :

1. Experience in Andhra Pradesh State FiberNet Limited, Hyderabad From 21.10.2016 to Till Date.

Fiber Grid is one of the 5 Grids identified by the Government of Andhra Pradesh to accelerate socio-economic growth of the State. Fiber Grid is primarily aimed at harnessing the power of information resource and enabling provision of qualitative and cost-effective IT and Communication (data, voice & video) related services to the citizens of A.P.

2. AP Fiber Grid Phase-I envisages setting up a state-wide high speed Optical Fiber Network Infrastructure across the 13 Districts of the State leveraging the assets of the Electricity Department. A 24-Core ADSS Optical Fiber Cable will be laid for a length of around 22400 Kms over the electrical poles. Its back-end electronics systems will be set up as the Points of Presence (PoPs) at 2449 identified sub-stations. A state-wide control and command centre for this entire network has been set up at Visakhapatnam as a Network Operations Center (NOC). The scope of this system can be summarized as “Infrastructure as a Service, Platform as a Service and Software as a Service”.

2. The services from AP Fiber Grid will be delivered to the end-users i.e. households, offices / enterprises in partnership with the Multi System Operators (MSOs) and Local Cable Operators (LCOs) etc. The partners who provide the last mile connectivity through AP Fiber Grid by hooking to the PoPs / NOC can immensely benefit from this system as they can provide triple play – Television, high-speed broadband and telecom services and other value added services under a single umbrella, thus enhancing the scope for revenue generation.

3. Experience in Andhra Pradesh Power Generation Corporation, Hyderabad

From 2003 to 20.10.2015

About APGENCO

Andhra Pradesh Power Generation Corporation Limited is one of the pivotal organizations of Andhra Pradesh, engaged in the business of Power generation. Apart from operation & Maintenance of the power plants it has undertaken the execution of the ongoing & new power projects scheduled under capacity addition programme and is taking up renovation & modernization works of the old power stations.

The installed capacity of APGENCO as on 31.03.2014 is 8925 MW comprising 5092 MW Thermal, 3831 MW Hydro and 2 MW Wind power stations, and contributes about half the total Energy Requirement of Andhra Pradesh. APGENCO is third largest power generating utility in the Country next to NTPC and Maharashtra. It's installed Hydro capacity is the 2nd highest in the Country.

APGENCO has an equity base of Rs.3,000 crores with 12,000+ dedicated employees . The company has an asset base of approximately Rs.21,000 crores.

Job Responsibilities:

- a. Addressing the Computerization needs of the Corporation
- b. Design , Development & Implementation of systems required by the corporation
- a. Effective utilization of Computer based applications
- b. Reducing the Inventory and Lead Time in Decision Making
- c. Addressing the computer training needs Employees of the Corporation
- d. Providing the Effective Management of Information System
- e. Improving the Internal Efficiency of the Corporation

2003-2008 Preparation of Road Map for APGENCO Computerization

A Road Map for the Computerization needs of the Corporation was prepared. The following priorities were identified:

1. Building up the Computer infrastructure.
2. Computer Training for the Employees of the Corporation
3. Implementing Integrated software solutions to address all the needs of the Corporation

Project report was prepared and approached Power Finance Corporation for a loan of Rs. 15crs. for the project computerization APGENCO.

With the funds received from PFC Project Computerization in APGENCO started in the month of June 2003.

Completed Local Area Network (LAN) at Vidyut Sowdha connecting all offices at Head Quarters.

Completed Campus Wide Area Networks (CAN) at all Thermal and Hydel Power Stations

Started Decentralized Part time Computer Training at all Power Stations and Head Office to train Employees on Computer Basics and Advanced Courses. Trained more than 6000 Employees.

Systems were identified to address the immediate needs of the Corporation and implemented in the areas of accounting, fuel management, hospital management, HR and materials management for immediate requirement. To address the total requirement of the corporation in the areas of Material Management, Finance, Accounting, HRMS, Plant Maintenance, Fuel Management, Corporate Energy Billing and M I S, a detailed road map was prepared and the process of implementation is going on. Project Monitoring Software (Primavera) was successfully implemented for the ongoing projects RTPP (2x210 MW), VTPS (1x500MW) and Jurala Hydro Electric (6x40MW).

During 2003 – 2008 Following are the major contributions made to bring a change in information Technology Scenario of APGENCO:

1. Designed and implemented Cost effective APSWAN net work for inter office correspondence between 20 power stations and Head office with a total onetime cost of Rs. 25,000 and Total monthly BSNL bills amounting not more than Rs. 10,000, Other wise it was costing Rs. 14 to 18 Lakhs per annum for the same work connecting 14 power station and head office.
2. Introduced Decentralized part time computer training at head quarters and at all power stations. So far trained 6,000 employees across all stations with out disturbing their regular work.
3. The computer employee ratio was increased from 1:10 to 1:2 during this period. Campus wide area net works have been established at Vidyut Sowdha, VTPS, KTPS(O&M), KTPS V Stage, RTPP, RTS and NHES.
4. Software in the area of Accounting, Pay Roll related areas, HRMS, Hospital Management, Fuel Management, Gate pass monitoring, etc, were developed and implemented during this period.
- 5.

2008-2012 Preparation of detailed Road Map for APGENCO ERP Implementation

1. Keeping in view the user level of computer savviness, Systems were developed in decentralized user friendly environment. This

- step has made the users slowly moved from manual working towards the computerized systems utilization.
2. Campus wide area net works at all generating stations were completed. This has made utilization of systems more effective. Users who were totally against computerization started experiencing the benefits of computerization and started to requests for more automation.
 3. Keeping in view of the increased level of computer awareness, prepared detailed road map for ERP Implementation in the organization.
 4. Implementations of ERP at various organization were studied. Keeping in view of the problems observed during implementations at various organization, a detailed RFP was prepared for implementation of ERP across 27 locations of the organization.
 5. A detailed plan was also drafted for wide area connectivity of all locations to enable smooth implementation of ERP.
 6. Finally SAP India has won the contract to implement the ERP across the organization.
 7. Identified 70 officers working at various locations and a core team was formed and were trained by SAP Education Team.

2012-2015 Development and Implementation of ERP Project Shakthi.

1. The Project was named as **SHAKTHI** (System to Harness APGENCO Knowledge Transformation for Harmony & Integration).
2. The hard ware required for the implementation was finalized and installed. The Hard ware consisting of Superdomes, Switches, firewalls and other related equipment was Supplied and installed by HP India in record time enabling the targets set for the project were met.
3. The wide area networking connecting all 27 locations to the headquarters was completed successfully.
4. The Project SHAKTHI was successfully implemented across all locations of APGENCO.
5. The Project was acclaimed as one of the best projects in the Asia Pacific regions of SAP.
6. The project was completed in a record time of 10 months. IT was the Widest (18 modules) implementation at 27 locations in Shortest (15 months) Period.
7. Lead the team successfully in developing complicated modules like Fuel Management, Ash Handling, Energy billing in SAP frame work, which were not available in SAP standard Scope.

Awards:

APGENCO's ERP implementation is turning out to be a benchmark for other utilities. Since going live, many other utilities across have visited APGENCO to study their ERP Implementation.

SKOCH Award 2014:

APGENCO bagged the SKOCH Award 2014 in best project category for project SHAKTHI in the country. APGENCO's Executive Director Atluri Rama Rao received the award from Hon.ble Union Minister Sri M. Venkaiah Naidu.

SAP ACE Award for Public Services:

SAP ACE Award for Public Services recognizes the pioneering organizations across PSUs, Utilities, Central and State Government agencies, which have successfully used SAP Software solutions to drive business impact in their organizations and become a role model for other organizations of their industry. Mr. Atluri Rama Rao, Executive Director (IS) received SAP ACE 2014 award for "BEST RUN AWARD IN UTILITIES-GENERATION" by Mr. Adaire Fox - Martin, President, SAP Asia Pacific Japan and Mr. Ravi Chauhan, Managing Director - SAP Indian Subcontinent.

IDC INSIGHT Award for Best Implementation: International Data Corporation

Andhra Pradesh Power Generation Corporation has been awarded the I.C.O.N.I.C International Data Corporation (IDC) Insights Award 2014 for Transformation in Energy Vertical.

The prestigious Insights awards honour the business and IT leaders who envisaged, conceptualized, and successfully executed an IT/Technology Implementation that brought about tangible results for their organization. The winners, after a rigorous evaluation process, were chosen independently based on the votes of the jury and final validation of the Jury Chair Person APGENCO's Executive Director Atluri Rama Rao received the award from The Managing Director IDC.

Performance: Excellent throughout the career

Audit remarks: No procedural deviations and No financial Irregularities.

General Opinion : Liked by all Functional Heads and Directors for the best performance and Delivery.

Benefits accrued on implementing ERP in APGENCO :

- Overall quality of data is enhanced, thereby improving the flow of information across the corporation for better decision support
- The Annual Accounts for the year 2013 – 14 was closed in SAP within 25 days against the 90 Days period prior to ERP
- Reduction of inventory from INR 440 Crs to INR340 Crs due to centralizing the Inventory and carried out system driven reconciliation. Visibility of Inventory across the organization is now available in real time.
- Transparency in Procurement: Tracking of purchase history from procure to pay is available in ERP in real time
- Employee productivity increased by 10% - redundancy work is eliminated, better decision support, manual effort eliminated in data consolidation and reconciliation

4. Experience in Andhra Pradesh State Financial Corporation, HYDERABAD

From 1987 to 2003

About APSFC

Andhra Pradesh State Financial Corporation an ISO 9001-2000 certified premier term lending development financial institution in the State of Andhra Pradesh catering to the needs of tiny, small and medium scale industries with a Network of 25 branch offices spread across the state.

Job Responsibilities:

- a. Planning supervision , follow up and Review of Computer Services Department
- b. Design ,Development & Implementation of systems required by the corporation
- c. Effective maintenance of Quality Management System
- d. Planning and maintenance Computer Hardware & Software
- e. Planning for the training needs on the new areas of developments
- f. Development of Management of Information System
- g. Co ordination with other departments

Mile Stones :**1987-1990 Initial move towards Computerization:**

Actively involved in developing the COBOL based system for the Loan and Financial Accounting centralized data capture and data processing.

Drafted the configuration for Mini computers. Evaluated, Purchased and installed the Mini computer at Head Office. Transferred the system from PSI OMNI to HCL Magnum without loss of data and time.

1990-1993 Decentralized Data Capture & Centralized Processing:

Converted COBOL based system to partly DOS based FOXPRO. This systems helped in decentralization of data capture. However, the centralized processing was on COBOL based system. Procured required Hardware for Head Office and Branch Offices to suit the above requirements. Computerized all Branch Offices. Trained the users to use the systems.

Development of Computerized appropriation Module:

PC based appropriation package was developed for automatic appropriation of payments made by the customers in tune with the Corporation norms.

1993-1997 Decentralized Data capture & Decentralized Data Processing:

Enhanced the system towards full-fledged system in FOXPRO. This made the Branches independent in data capture, processing and generation of Reports.

1997-1998 LAN - A Shift to Single user environment to Multi-user environment:

Established LAN on Novell Network and converted the FOXPRO based system to Multi user mode. Hardware was enhanced to meet the new requirements.

1998-1999 AN ERP CONCEPT - TOTAL ON-LINE COMPUTERIZATION

Designed Total On Line Computerization System. Finalized configuration for Hardware and communication equipment to suit wide area networking. Successfully connected Head office to Vijayawada and RR East Branches on BSNL Leased Lines. Software developed and inaugurated by Hon'ble Chief Minister. Successfully overcome the Y2K problem.

2000-2003 WAN – Net Meeting – Audio / Video conferencing

Obtained Leased lines from BSNL connecting all branch offices. Procured and installed Hardware at all Branch offices and Head Office. Converted existing software to WIN-NT environment. Finalized the specifications of communication equipment and procured the equipment. Installed the Audio /Video equipment at all Branch Offices and at all departments at Head Office. Version 1 of application software for Total On line-Computerization was installed.

ACHIEVEMENTS:

1999-2000 Recognition and Par-Excellence Award:

Secured the Recognition and Par-Excellence Award for Best performance during 1999-2000 a single exclusive award meant for extra-ordinary performance in Senior Management Cadre in APSFC

5. Experience in BHEL, Ramachandra Puram, Hyderabad

From 1981 to 1987

Computer Center in BHEL ramachandrapuram is a centralized department with systems of Information processing, Commercial, Production, Materials Management, Financial & Personal Systems.

My experience involves in designing , Development and Maintenance Commercial & Production Systems with 6 member team.

System Developed and

(a) Commercial Systems

Implemented

- a. Market Survey & Tendering.
- b. Project Monitoring
- c. Spares Following.
- d. Dispatch following.
- e. Bulk Material supply.
- f. Documentation Support

(b) Production Systems

- f. Operations following
- g. Product scheduling

Job Responsibilities:

- a. System Design & Programming
- b. System Modifications
- c. System Maintenance
- d. Hardware Operations
- e. Input/Output Controlling
- f. User Training / Guidance
- g. Guidance for System conversions

Special Assignments:

- a. Member of team for evaluating
Recommending Hardware procurement
- b. Design, Developed & Implemented
dispatch follow up system in record time.
- c. Design & Developed Data Base for
spares management system.
- d. Team leader for Design and
development of systems for engineering
Trainee recruitment for BHEL.