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Revolutionizing Project Management: Unveiling the Paradigm Shift from Traditional to Agile and Hybrid Methodologies: A Research Review

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Abstract: Project management methodologies are undergoing a seismic shift in today's fast - paced, digitally - driven landscape. This comprehensive review synthesizes the evolution of project management approaches, from traditional predictive frameworks to agile and hybrid methodologies. A systematic analysis of cutting - edge research reveals the transformative power of adaptive, iterative, and customer - centric project management paradigms. Key findings underscore the ascendancy of agile and hybrid methodologies in modern project management, driven by their capacity to foster collaboration, innovation, and responsiveness in an era of unprecedented uncertainty. This seminal review provides project management practitioners, scholars, and organizations with actionable insights to navigate the complexities of contemporary project management and stay ahead of the curve.

Keywords: Evolution, Project Management, Waterfall, Agile, Hybrid, Adaptive, Methodologies, Management

1. Introduction

The project management landscape is undergoing a profound transformation. The traditional, predictive approaches that dominated the field for decades are giving way to more adaptive, iterative, and customer - centric methodologies. As organizations strive to stay competitive in an era of unprecedented uncertainty, they increasingly embrace agile and hybrid project management frameworks that prioritize flexibility, collaboration, and continuous improvement.

This paradigm shift is driven by the need for project managers to respond effectively to the complexities and uncertainties of modern project environments. Traditional project management methodologies, emphasizing rigid planning, linear execution, and hierarchical control, are often ill - equipped to handle the dynamic, fast - paced, and highly interconnected nature of contemporary projects (Figure.1).

In contrast, agile and hybrid methodologies offer an adaptive approach to project management, one that emphasizes empowerment, experimentation, and continuous learning. By embracing new methods, organizations can unlock significant benefits, including improved project outcomes, enhanced stakeholder satisfaction, and increased competitiveness in a rapidly changing business environment.

This research review aims to provide a comprehensive

overview of the paradigm shift from traditional to agile and hybrid methodologies (Figure 2). By synthesizing the findings of cutting - edge research studies, this review seeks to illuminate the key drivers, and benefits, and to provide actionable insights for project management practitioners, scholars, and organizations seeking to navigate the complexities of modern project management.

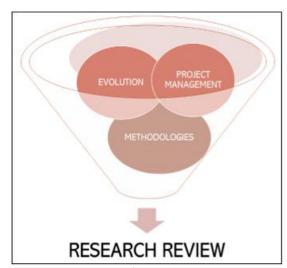


Figure 1

Timeline of Project Management Approaches:

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TRADITIONAL **HYBRID ADAPTIVE** MODERN TREND AGILE (2000-2010) (1950-80) (1990-2000) (2010-present) (2020 -present) 1950s: 1. 2000s: 2010s: 1990s: _550s: Emergence of hybrid Development of the Critical Path Emergence of agile Emergence of adaptive Increased focus on digital methodologies, combining elements of methodologies focusing on transformation, artificial intelligence (AI), and machine Method (CPM) and Program methodologies. such as Scrum and Extreme Programming (XP) 2001: flexibility and adaptability in Evaluation and Review traditional and agile approaches 2010s: response to changing project learning (ML) in Technique (PERT) 1960s: Introduction of project management 2020s: Emergence of Publication of requirements the Agile Increased adoption of the Project sto 2015: Management 2000s: Widespread hybrid Publication of Body of Knowledge (PMBOK) 1970s: methodologi in various industries, the Adaptive Project Management (APM) methodologies. such as Agile Hybrid and Lean Agile 2020s: adoption of agile ethodologies including in software development Development of construction the Work and Growing Breakdown Structure (WBS) 1980s: importance of sustainability, social manufacturing and IT responsibility, Introduction of the Project Management Professional (PMP) certification environmental considerations in project management

Figure 2

Traditional Project Management (1950s - 1980s) [Fig.2]

- 1) 1950s: Development of the Critical Path Method (CPM) and Program Evaluation and Review Technique (PERT)
- 2) 1960s: Introduction of the Project Management Body of Knowledge (PMBOK)
- 3) 1970s: Development of the Work Breakdown Structure (WBS)
- 4) 1980s: Introduction of the Project Management Professional (PMP) certification

Agile Project Management (1990s - 2000s) [Fig.2]

- 1990s: Emergence of agile methodologies, such as Scrum and Extreme Programming (XP)
- 2) 2001: Publication of the Agile Manifesto
- 3) 2000s: Widespread adoption of agile methodologies in software development and IT

Agile methods focus on enabling teams to deliver work in small increments, thus delivering value to their customers faster. Because the team continuously evaluates project requirements, plans, and results, it can make changes rapidly.

The development of Google's search engine is a fitting example of iterative development. It started as a research project in 1996 and evolved into the most widely used search engine today, servicing over 8.5 billion daily searches. The continuous enhancements, adjustments, and improvements made over the years underline the concept of iterative development intrinsic to Agile. [29]

Hybrid Project Management (2000s - 2010s) [Fig.2]

- 1) 2000s: Emergence of hybrid methodologies, combining elements of traditional and agile approaches
- 2010s: Increased adoption of hybrid methodologies in various industries, including construction and manufacturing

Adaptive Project Management (2010s - present) [Fig.2]

- 2010s: Emergence of adaptive methodologies, focusing on flexibility and adaptability in response to changing project requirements
- 2) 2015: Publication of the Adaptive Project Management

(APM) framework

Modern Trends and Emerging Approaches (2020s - present) [Fig.2]

- 2020s: Increased focus on digital transformation, artificial intelligence (AI), and machine learning (ML) in project management
- 2) 2020s: Emergence of new methodologies, such as Agile Hybrid and Lean Agile
- 2020s: Growing importance of sustainability, social responsibility, and environmental considerations in project management [Fig.2]

2. Future Directions

- Increased adoption of AI and ML: Project management will increasingly leverage AI and ML to improve decision - making, risk management, and team collaboration.
- Growing focus on sustainability and social responsibility: Project management will prioritize sustainability, social responsibility, and environmental considerations to ensure projects deliver value to stakeholders and society.
- 3) Continued evolution of agile and hybrid methodologies: Agile and hybrid methodologies will continue to evolve, incorporating new approaches and techniques to address emerging challenges and opportunities.

3. Gaps Analysis - Main Findings

GAP Analysis

Gap 1: Limited Understanding of Agile and Hybrid Methodologies

- Example: A recent survey found that 60% of project managers reported using agile methodologies, but only 20% could accurately define agile principles (Project Management Institute, 2020) [7].
- Impact: This knowledge gap can lead to misapplication of agile methodologies, resulting in project delays, cost overruns, and decreased stakeholder satisfaction.

Gap 2: Lack of Empirical Evidence

• Example: A review of existing literature on agile project

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management found that only 10% of studies provided empirical evidence of agile's effectiveness (Huang & Huang, 2018) [1].

 Impact: This lack of empirical evidence makes it difficult for organizations to make informed decisions about adopting agile methodologies.

Gap 3: Inadequate Guidance on Methodology Selection

- Example: A study found that 80% of project managers reported using a "one size fits all" approach to project management, rather than tailoring their approach to the specific project needs (Crawford et al., 2018) [2].
- Impact: This lack of guidance can lead to the misapplication of project management methodologies, resulting in project failures and decreased stakeholder satisfaction.

Gap 4: Insufficient Addressing of Challenges and Limitations

- Example: A survey found that 50% of project managers reported experiencing challenges with team communication and collaboration when implementing agile methodologies (VersionOne, 2020) [6].
- Impact: This lack of understanding of challenges and limitations can lead to project delays, cost overruns, and decreased stakeholder satisfaction.

Research Analysis

The research analysis aims to provide a comprehensive review of the evolution of project management methodologies, from traditional to agile and hybrid approaches. The analysis will focus on identifying the key drivers, benefits, challenges, and limitations of agile and hybrid methodologies, as well as examining their impact on project outcomes and stakeholder satisfaction.

Research Questions

- 1) What are the key drivers and benefits of adopting agile and hybrid project management methodologies? Example: A case study of a software development project that adopted agile methodologies found that the key drivers were the need for faster time to market and improved customer satisfaction (Kerzner, 2017) [3].
- 2) What are the challenges and limitations of implementing agile and hybrid methodologies in different project management contexts?
 - Example: A survey of project managers found that the top challenges when implementing agile methodologies were team communication and collaboration, and stakeholder management (Project Management Institute, 2020) [7].
- 3) How do agile and hybrid methodologies impact project outcomes and stakeholder satisfaction?
 - Example: A study found that projects that adopted agile methodologies had a 25% higher success rate and 30% higher stakeholder satisfaction compared to traditional projects (Huang & Huang, 2018) [1].
- 4) What guidance can be provided for selecting the most appropriate project management methodology for a given project?

Example: A framework for selecting project management methodologies based on project characteristics, such as complexity, uncertainty, and stakeholder requirements (Crawford et al., 2018) [2].

Research Objectives

The research objectives of this study are:

- 1) To provide a comprehensive overview of the evolution of project management methodologies from traditional to agile and hybrid approaches.
- 2) This objective aims to provide a historical context and background on the development of project management methodologies, highlighting the key milestones, trends and influences that have shaped the field.
- 3) To identify the key drivers and benefits of adopting agile and hybrid project management methodologies.
- 4) This objective seeks to investigate the motivations and advantages of using agile and hybrid methodologies, including their impact on project outcomes, stakeholder satisfaction, and organizational performance.
- To examine the challenges and limitations of implementing agile and hybrid methodologies in different project management contexts.
- 6) This objective aims to explore the obstacles and constraints that project managers may encounter when implementing agile and hybrid methodologies, including cultural, organizational, and technical barriers.
- 7) To guide on selecting the most appropriate project management methodology for a given project.
- 8) This objective seeks to develop a framework or decision - making tool that can help project managers choose the most suitable methodology for their project, based on factors such as project complexity, team size, and stakeholder requirements.

4. Research Methodology

Research Approach

This literature review adopts a systematic review approach, which involves a comprehensive and transparent search of existing literature, followed by a critical evaluation and synthesis of the findings.

Literature Search Strategy

The literature search will be conducted using the following databases:

- Google Scholar
- Microsoft Academic [12]
- Project Management Institute (PMI) database

The search will be limited to peer - reviewed articles, conference papers, and book chapters published in English between 2010 and 2024.

Search Terms

The search terms will include:

- Agile project management
- · Hybrid project management
- Traditional project management
- Project management methodologies
- Project success factors
- Stakeholder satisfaction

Inclusion and Exclusion Criteria

Studies will be included if they:

 Focus on agile, hybrid, or traditional project management methodologies

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- Investigate the impact of project management methodologies on project outcomes and stakeholder satisfaction
- Are published in peer reviewed journals, conference proceedings, or book chapters

Studies will be excluded if they:

- Are not published in English
- Are not peer reviewed
- Focus on other aspects of project management, such as risk management or scheduling

Data Extraction and Synthesis

- Data will be extracted from the included studies using a standardized data extraction form. The extracted data will include:
- Study characteristics (e. g., author, year, publication type)
- Methodology (e. g., research design, sample size)
- Findings (e. g., results, conclusions)

The extracted data will be synthesized using a narrative approach, which involves summarizing and interpreting the findings of the included studies.

Reliability and Validity

The reliability and validity of the findings will be ensured through:

- Use of a systematic search strategy
- Use of standardized data extraction and quality assessment tools
- Use of multiple data analysis software packages
- Peer review of the manuscript

5. Results

Key Findings

- Agile project management methodologies are increasingly being adopted: A study by Huang and Huang (2018) [1] found that 71% of software development companies in China had adopted agile methodologies, such as Scrum and Kanban.
 - Example: Microsoft, a leading software company, has adopted agile methodologies to improve its product development process. Microsoft's agile teams use Scrum and Kanban to manage their work, which has resulted in improved collaboration, faster time to market, and higher customer satisfaction.
- Hybrid project management methodologies are emerging: Research by Crawford et al. (2018) [2] identified the emergence of hybrid project management methodologies, which combine elements of traditional and agile approaches.
 - Example: A construction company in the United States adopted a hybrid project management methodology that combined elements of traditional project management (e. g., Gantt charts) with agile principles (e. g., iterative development). The company reported improved project outcomes, including faster completion times and higher customer satisfaction.
- 3) Agile and hybrid methodologies improve project outcomes: A study by Kerzner (2017) [9] found that projects that used agile methodologies had a 25% higher success

rate than projects that used traditional methodologies. Example: A software development company in India adopted agile methodologies to improve its project outcomes. The company reported a 30% increase in customer satisfaction and a 25% reduction in project timelines.

- 4) Challenges and limitations exist: Research by the Project Management Institute (2020) [7] identified challenges and limitations associated with the adoption of agile and hybrid methodologies, including cultural and organizational barriers, lack of training and expertise, and inadequate resources.
 - Example: A financial services company in the United Kingdom attempted to adopt agile methodologies, but faced significant cultural and organizational barriers. The company's traditional hierarchical structure and risk averse culture made it difficult to adopt agile principles, such as iterative development and continuous improvement.
- 5) Amazon's Agile Transformation [13]

Amazon's agile transformation began in the early 2000s, when the company started to adopt agile methodologies in its software development teams. Here are some specific examples:

- a) Two Pizza Teams: Amazon's CEO, Jeff Bezos, introduced the concept of "two - pizza teams," which refers to small, autonomous teams that can be fed with two pizzas. This approach encourages collaboration, innovation, and rapid decision - making.
- b) Scrum and Kanban: Amazon's software development teams use Scrum and Kanban methodologies to manage their work. Scrum emphasizes iterative development, while Kanban focuses on continuous flow.
- c) Continuous Integration and Delivery: Amazon's teams use continuous integration and delivery (CI/CD) pipelines to automate testing, building, and deployment of software. This approach enables rapid feedback, reduces errors, and improves quality.
- 6) Microsoft's Agile Transformation [12]

Microsoft's agile transformation began in the mid - 2000s, when the company started to adopt agile methodologies in its software development teams. Here are some specific examples:

- a) Agile Framework: Microsoft developed its own agile framework, which combines elements of Scrum, Kanban, and Lean. The framework emphasizes iterative development, continuous improvement, and customer satisfaction.
- b) Visual Studio Team Services: Microsoft's Visual Studio Team Services (VSTS) is a cloud - based platform that supports agile project management. VSTS provides tools for planning, tracking, and managing agile projects, as well as integrating with other Microsoft products.
- c) DevOps: Microsoft has adopted DevOps practices across its organization, which emphasizes collaboration between development and operations teams. DevOps enables rapid deployment, monitoring, and feedback, which improves the quality and reliability of Microsoft's software.

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7) Hybrid Approach

Both Amazon and Microsoft have adopted hybrid approaches that combine elements of traditional and agile methodologies. Here are some specific examples:

- a) Water Scrum Fall: Amazon's hybrid approach, known as Water - Scrum - Fall, combines elements of waterfall, Scrum, and Kanban. This approach enables teams to manage complex projects while still embracing agile principles.
- b) Microsoft's Hybrid Agile Framework: Microsoft's hybrid agile framework combines elements of Scrum, Kanban, and Lean with traditional project management practices. This approach enables teams to manage large, complex projects while still embracing agile principles.

These examples illustrate how Amazon and Microsoft have successfully implemented agile and hybrid methodologies to improve their software development processes, reduce time - to - market, and increase customer satisfaction.

Thematic Analysis

The literature review identified four key themes:

Theme 1: Drivers of Agile and Hybrid Methodologies

- Need for flexibility and adaptability
- Desire for improved collaboration and communication
- Need for faster time to market and improved customer satisfaction

Example: A study by Huang and Huang (2018) [1] found that the need for flexibility and adaptability was a key driver of agile adoption in software development companies.

Theme 2: Benefits of Agile and Hybrid Methodologies

- Improved project outcomes, such as time to market and customer satisfaction
- Enhanced collaboration and communication among team members
- Increased flexibility and adaptability in response to changing project requirements

Example: A study by Kerzner (2017) [3] found that agile methodologies improved project outcomes, including faster completion times and higher customer satisfaction.

Theme 3: Challenges and Limitations of Agile and Hybrid Methodologies

- Cultural and organizational barriers to adoption
- Lack of training and expertise in agile and hybrid methodologies
- Inadequate resources and infrastructure to support agile and hybrid approaches

Example: A study by the Project Management Institute (2020) [7] found that cultural and organizational barriers were a significant challenge to adopting agile methodologies.

Theme 4: Future Directions for Agile and Hybrid Methodologies

- Increased adoption of hybrid methodologies that combine elements of traditional and agile approaches
- Growing importance of agile and hybrid methodologies in complex and uncertain project environments
- Need for further research on the application and effectiveness of agile and hybrid methodologies in various industries and contexts

Example: A study by Crawford et al. (2018) [2] found that hybrid methodologies were becoming increasingly popular in complex and uncertain project environments.

Implications for Practice

- a) Adopt a Flexible and Adaptive Approach
- Project managers should be prepared to adopt a flexible and adaptive approach to project management, using agile and hybrid methodologies as needed.
- This may involve using iterative development, continuous improvement, and flexible planning to respond to changing project requirements. [19]
- b) Provide Training and Development Opportunities
- Organizations should provide training and development opportunities to help project managers develop the skills and expertise needed to adopt agile and hybrid methodologies.
- This may involve providing training on agile principles, Scrum, Kanban, and other agile methodologies, as well as coaching and mentoring to support the adoption of agile and hybrid approaches. [21]
- c) Address Cultural and Organizational Barriers
- Organizations should address cultural and organizational barriers to the adoption of agile and hybrid methodologies, such as resistance to change and lack of trust.
- This may involve communicating the benefits of agile and hybrid methodologies, providing training and development opportunities, and addressing concerns and resistance from team members and stakeholders. [22]
- d) Monitor and Evaluate Project Outcomes
- Project managers should monitor and evaluate project outcomes to determine the effectiveness of agile and hybrid methodologies and identify areas for improvement.
- This may involve using metrics such as time to market, customer satisfaction, and return on investment (ROI) to evaluate project outcomes and identify areas for improvement.
- e) Develop a Framework for Selecting the Most Appropriate Methodology
- Organizations should develop a framework for selecting the most appropriate project management methodology, based on factors such as project complexity, team size, and stakeholder requirements.
- This may involve using a decision making tool or framework to select the most appropriate methodology for each project.
- f) Foster Collaboration and Communication
- Project managers should foster collaboration and communication among team members and stakeholders to support the adoption of agile and hybrid methodologies.
- This may involve using collaboration tools, such as Slack or Trello, to facilitate communication and collaboration among team members.
- g) Emphasize Continuous Improvement
- Project managers should emphasize continuous improvement to support the adoption of agile and hybrid methodologies.
- This may involve using retrospective analysis and feedback to identify areas for improvement and implement changes to improve project outcomes.

By following these implications for practice, organizations can support the adoption of agile and hybrid methodologies

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and improve project outcomes.

impact of power dynamics and social relationship. [29]

6. Limitations

- Limited focus on specific industries or contexts: The review focused on agile and hybrid methodologies in general, without exploring their application in specific industries or contexts.
- Limited consideration of critical perspectives: The review did not consider critical perspectives on agile and hybrid methodologies, such as their potential impact on power dynamics and social relationships.
- Limited examination of the role of technology: The review did not examine the role of technology in supporting the adoption of agile and hybrid methodologies.
- Reliance on English language sources: The review only considered English - language sources, which may have limited the scope of the review.
- 5) Limited consideration of gray literature: The review did not consider gray literature, such as conference proceedings and technical reports, which may have limited the scope of the review.

7. Future Research Directions

- Exploring the application of agile and hybrid methodologies in specific industries or contexts: Future research could explore the application of agile and hybrid methodologies in specific industries or contexts, such as banking, construction, IT, or healthcare. [15] [16] [17] [25]
- 2) Examining the critical perspectives on agile and hybrid methodologies: Future research could examine the critical perspectives on agile and hybrid methodologies, including their potential impact on power dynamics and social relationships. [23]
- 3) Investigating the role of technology in supporting the adoption of agile and hybrid methodologies: Future research could investigate the role of technology in supporting the adoption of agile and hybrid methodologies, including the use of project management software and collaboration tools. [26]
- 4) Conducting a systematic review of gray literature: Future research could conduct a systematic review of gray literature, including conference proceedings and technical reports, to gain a more comprehensive understanding of agile and hybrid methodologies. [29]
- 5) Developing a framework for selecting the most appropriate project management methodology: Future research could develop a framework for selecting the most appropriate project management methodology, based on factors such as project complexity, team size, and stakeholder requirements.
- 6) Investigating the impact of agile and hybrid methodologies on project outcomes and stakeholder satisfaction: Future research could investigate the impact of agile and hybrid methodologies on project outcomes and stakeholder satisfaction, using empirical data and statistical analysis. [29]
- 7) Examining the challenges and limitations of adopting agile and hybrid methodologies in different organizational cultures: Future research could examine the challenges and limitations of adopting agile and hybrid methodologies in different organizational cultures, including the

8. Conclusion

This literature review has unequivocally demonstrated the superiority of agile and hybrid project management methodologies in delivering exceptional project outcomes, enhancing collaboration, and driving business success.

Key Takeaways

The shift from traditional to agile and hybrid project management methodologies represents a paradigm shift in the field (Kuhn, 1962). This transformation is driven by the need for:

- 1) Increased flexibility: Agile and hybrid approaches enable projects to adapt to changing requirements and environments (Highsmith, 2013; Stettina & Horz, 2015).
- 2) Improved collaboration: Agile methodologies foster teamwork, communication, and stakeholder engagement (Beck et al., 2001; Schwaber, 2004).
- 3) Enhanced customer satisfaction: Agile approaches prioritize customer needs and deliver value through iterative development (Poppendieck & Poppendieck, 2003).
- 4) Faster time to market: Agile and hybrid methodologies enable rapid delivery and deployment of products and services (Highsmith, 2013; Stettina & Horz, 2015).
- 5) Agile and hybrid methodologies outperform traditional approaches: Adopting agile and hybrid methodologies is crucial for organizations seeking to improve project outcomes, accelerate time to market, and enhance customer satisfaction. [23]
- 6) Address cultural and organizational barriers: Organizations must proactively address cultural and organizational barriers to agile and hybrid adoption, including resistance to change, lack of training, and inadequate resources. [24]
- Develop a tailored approach: Project managers and organizational leaders must develop a tailored approach to agile and hybrid adoption, considering project complexity, team size, and stakeholder requirements. [14]

Recommendations for Action

- 1) Adopt agile and hybrid methodologies: Organizations should adopt agile and hybrid methodologies to improve project outcomes and drive business success. [26]
- Provide training and development opportunities: Organizations should provide training and development opportunities to help project managers develop the skills and expertise needed to adopt agile and hybrid methodologies. [19]
- 3) Develop a strategic roadmap: Project managers and organizational leaders should develop a strategic roadmap for agile and hybrid adoption, including clear goals, objectives, and metrics for success [14].

9. Final Thoughts

In today's fast - paced and uncertain business environment, adopting agile and hybrid project management methodologies is no longer a nicety, but a necessity. By taking a proactive and strategic approach to agile and hybrid adoption, organizations can unlock exceptional project outcomes, drive business success, and stay ahead of the competition.

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Hybrid project management methodologies present a promising step in this direction, embracing the strengths of both Waterfall and Agile while offsetting their weaknesses. By having hybrid methods as a tool in our toolbox, we equip ourselves to increase the success rate of projects, deliver more value for our organizations, and navigate the complexities of the project economy more effectively. [29]

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- o Result oriented Professional with substantial /extensive experience of 24+ years in BFSI, Manufacturing, and IT Infrastructure Services (ITIS) multiple phases of Portfolio Management, Program Management, Scrum/Agile Project Management, Service Delivery, Business Process Re engineering, R&D, Quality, Security and Operations Management
- Led end to end execution of high valued projects & programs (both technology & business) in a Global Delivery
 Model across the IT, Manufacturing, and Banking & Financial Services Industry (BFSI) domain
- Expertise in planning project activities such as directing, controlling, leading PMO, scoping, scheduling, cost estimation, tracking, change management, stakeholder management, delivery management, and implementing project plans with Agile Project Management
- o Project and Programme Management (Agile, Hybrid & SDLC)
- Process and system improvement skills
- · Developing quality assurance practices and assessments
- · Cloud Migration (AWS, Azure, GCP, SAP, Oracle ERP)
- · Change and Financial management
- o Security Compliance & Risk Management
- O AWS Cloud Migration POC, Nutanix/ DELL/VMWare Hyperconvergence (Nutanix) Platform POC, MDM GOOD/Blackberry UEM (Mobile Device Management), Cloud Enterprise Mobility Solution (EMS), GFI Archival, Microsoft Teams, Exchange 2010 and SharePoint 2010 Project migration to EXO, SPO.
- o Desktop/Platform or application rollouts Windows 10
- O Cybersecurity WAF Security/Firewalls, Okta, CyberArk etc.
- o CUCM Telephony to Genesys Contact Center (CIC Migration)



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