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# Example of Business Application Job Description

Our company is growing rapidly and is looking to fill the role of business application. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for business application

* Working with HITACHI VANTARA sales, pre-sales and SPG teams to drive alignment and knowledge of each application solution and technologies to facilitate broad sales growth in assigned region
* Effective pipeline creation, management and forecasting for the regions, and owning updates on progress to District and SPG leadership
* Partnering with Business Units to fully surface their requirements
* Assist with the creation and/or review of application manuals, procedures, and related user documentation
* Technical owner and first line support for Marketing Automation platform and its integration points
* Align with the online team/business to evaluate, prioritize and build new features (from requirements to UAT) and tools to optimize the customer nurturing experience
* Own technical platform initiatives from concept, requirements to launch
* Analyze and evaluate customer data, competitors, market trends and new technologies to identify and exploit opportunities
* Develop detailed requirements and feature definitions, design and drive the implementation plan, and manage the ultimate launch and coordinate the communications with the online team
* Manage and maintain 3rd party-system integrations CRM and ecommerce platform

## Qualifications for business application

* Task and result focus with high level of accuracy
* PC literacy, very good knowledge of MS Excel
* High school diploma or related experience preferred
* 2+ years’ experience with business analysis and/or application support
* MS Office Suite, intermediate knowledge of MS Excel
* MS Access (Basic) or MS Studio