

BA - BOOTCAMP



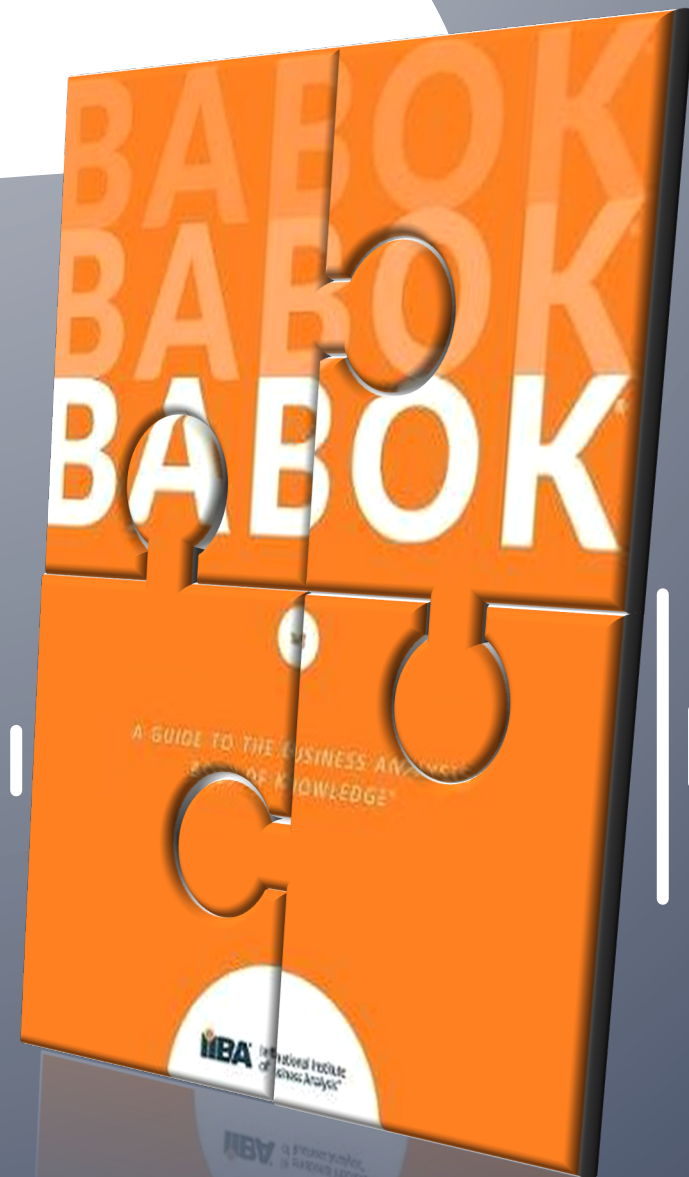
THE BABOK® UNTANGLED SERIES

EPISODE 2

BUSINESS ANALYSIS
PERSPECTIVES



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THE BABOK® UNTANGLED SERIES



EPISODE 01

Introduction to BABOK® and the Key Concepts

EPISODE 02

Business Analysis Perspectives

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Business Analysis Planning and Monitoring (incl Techniques)

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Requirements Analysis & Design Definition ((incl Techniques)

EPISODE 07

Requirements Life Cycle Management (incl Techniques)

EPISODE 08

Solution Evaluation (incl Techniques)

EPISODE 09

Business Analysis Competencies



YOUR HOSTS



Luuk Vermaas

Salesforce Consultant and Strategic Business Analyst
Focussed on Digital Transformation and BPM
Founder of Beginnersgeest – Training & Coaching

@LuukVermaas / @Beginnersgeest



Gert Zweedijk

Author, Expert in Business analysis, Founder of
Olympic Training & Advies, Senior Analyst, Scrum
Master & Agile Coach at Ministry of Justice

@OlympicTraining





RULES OF ENGAGEMENT

- ➔ Don't be afraid to unmute. Feel free to ask questions.
- We like interaction with people (not avatars) please turn on your camera if possible





PERSPECTIVES

WHAT?

WHY?

HOW?

WHEN?



PERSPECTIVES

Used within business analysis work to provide focus to tasks and techniques specific to the context of the initiative.

- **Agile,**
- **Business Intelligence,**
- **Information Technology,**
- **Business Architecture, and**
- **Business Process Management.**

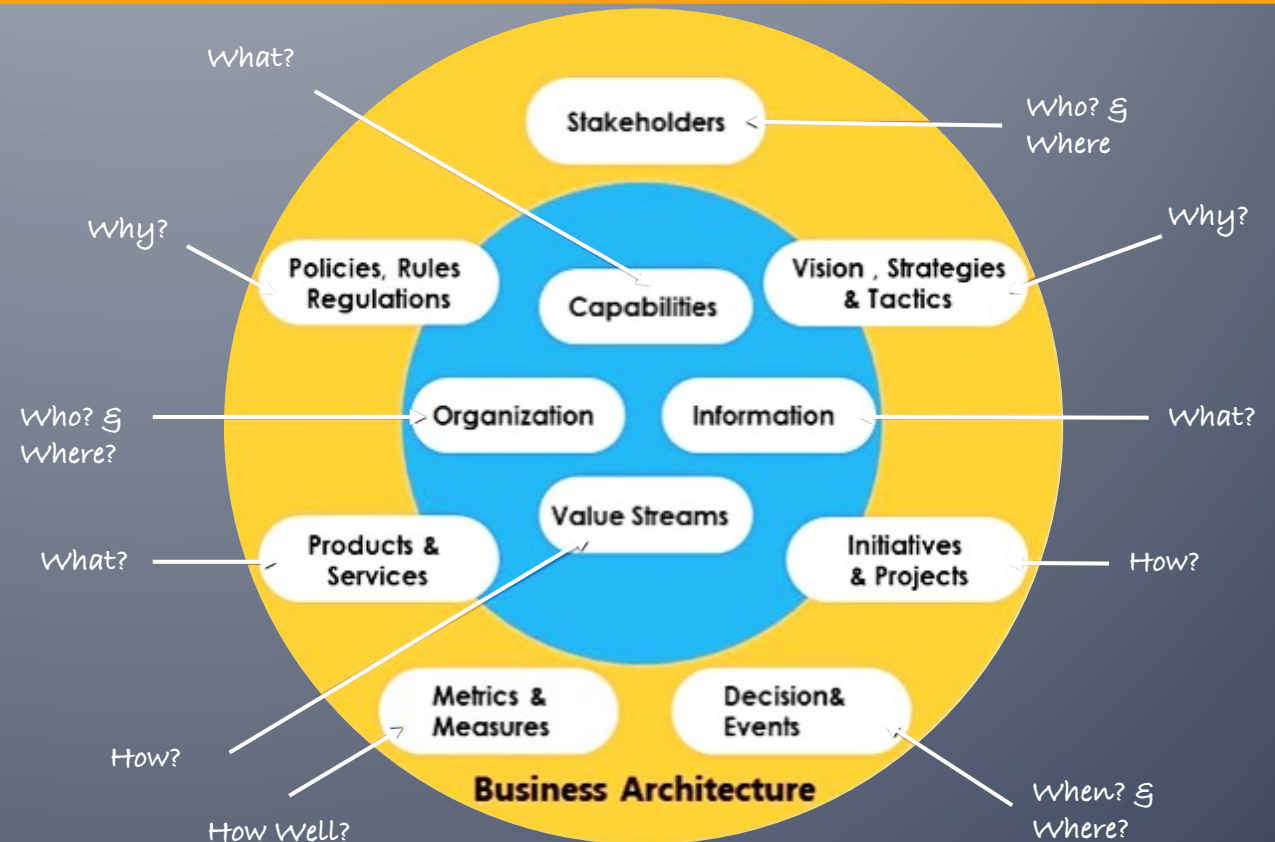
BUSINESS ARCHITECTURE

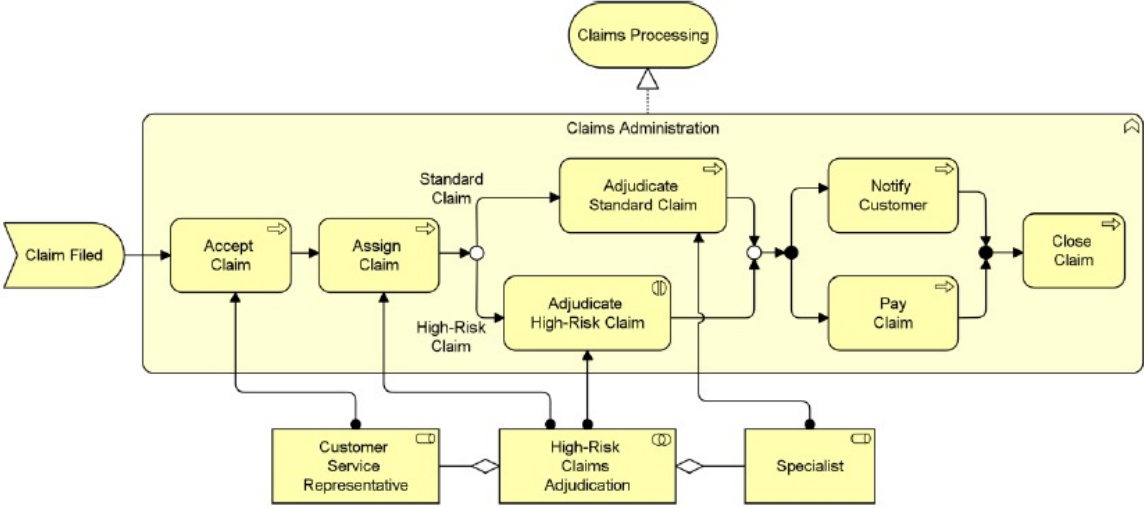
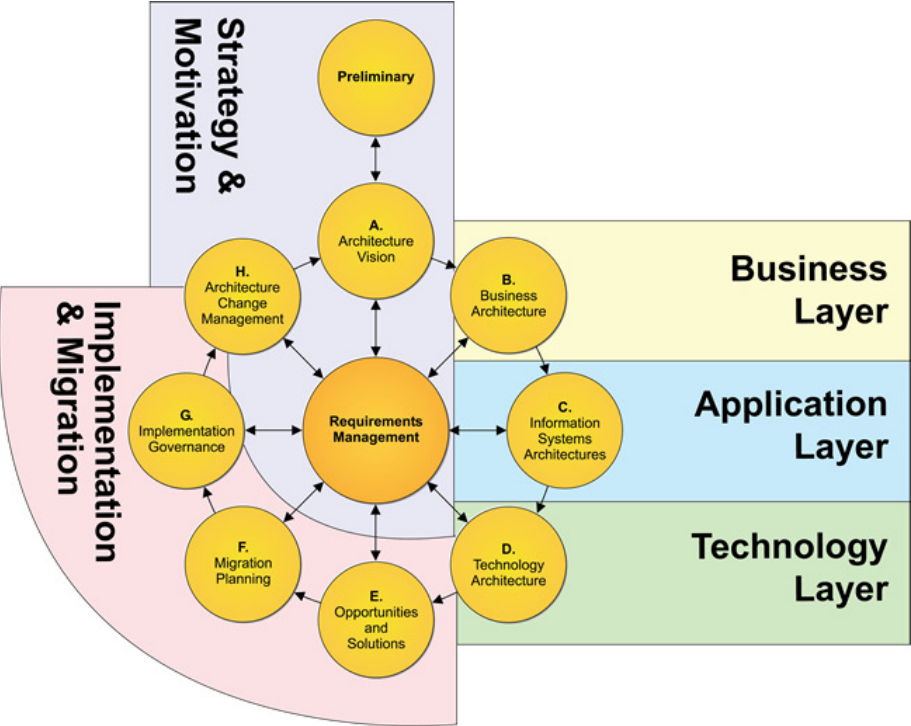
A business architecture effort may focus on the executive level of the enterprise to support strategic decision making, or on the management level to support the execution of initiatives.

Assumptions

To make business architecture useful to the organization, business analysts require:

- a view of the entire organization that is under analysis,
- full support from the senior leadership,
- participation of business owners and subject matter experts (SMEs),
- an organizational strategy to be in place, and
- a business imperative to be addressed.





BA SETUP



Business Analyst



System Analyst



Business Process Owner



Subject Matter Expert



IT Business Analyst



Software User



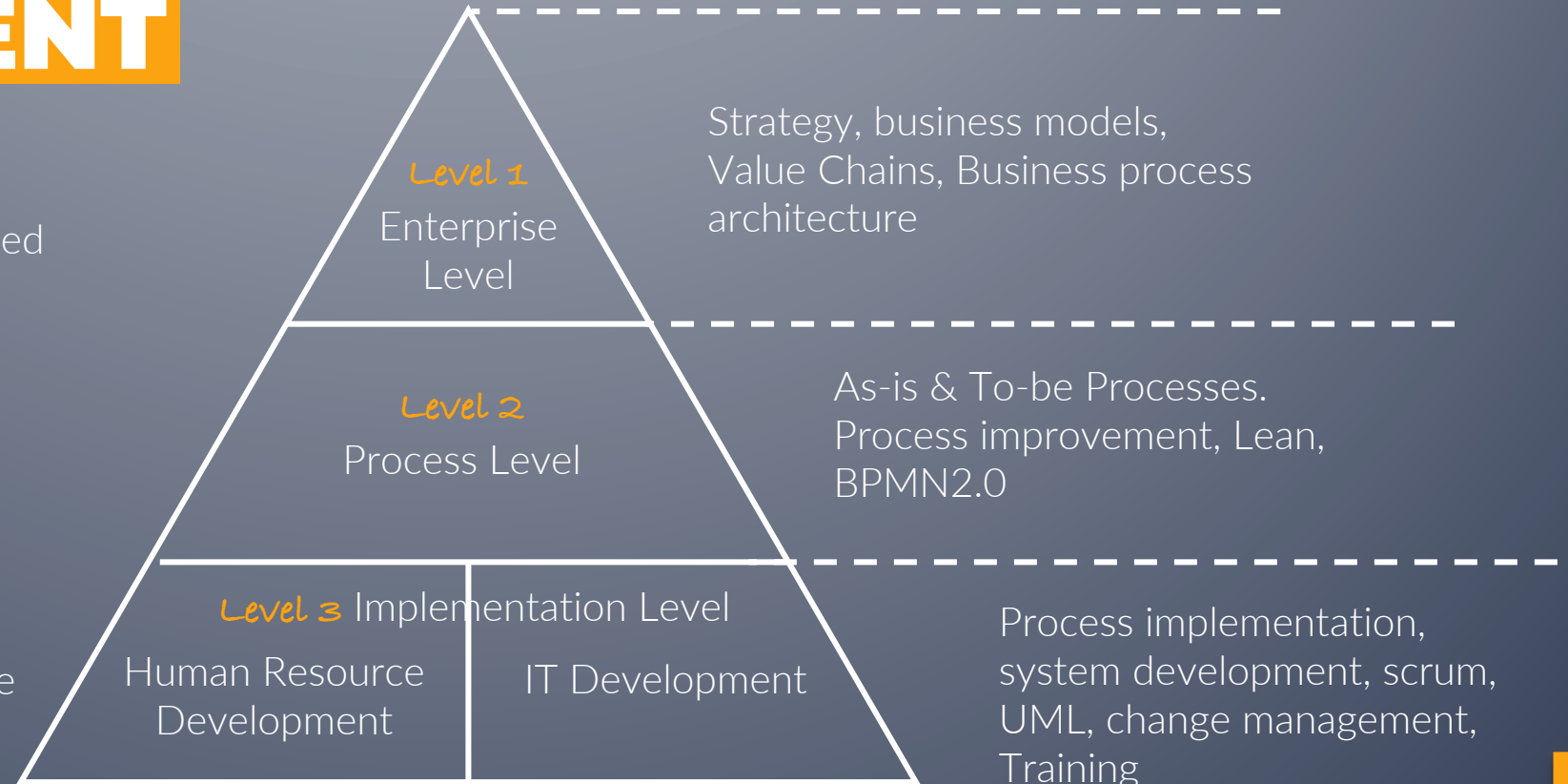
Technical (Developer)

BUSINESS PROCESS MANAGEMENT

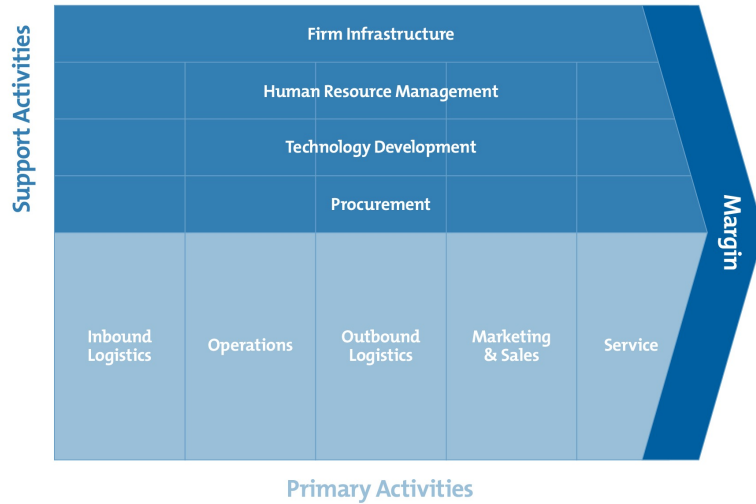
Business analysts use BPM frameworks to facilitate the analysis and deep understanding of the organization's processes.

Assumptions:

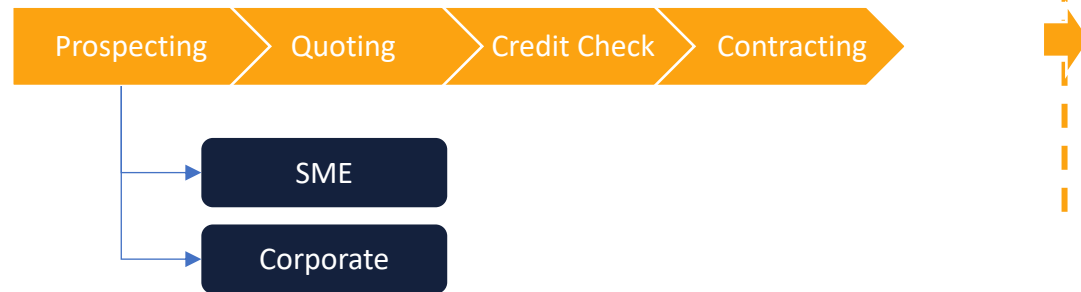
- Processes are generally supported by information technology systems.
- BPM initiatives have senior management support.
- BPM systems require a tight integration with organizational strategy
- BPM initiatives are cross-functional and end-to-end in the organization.



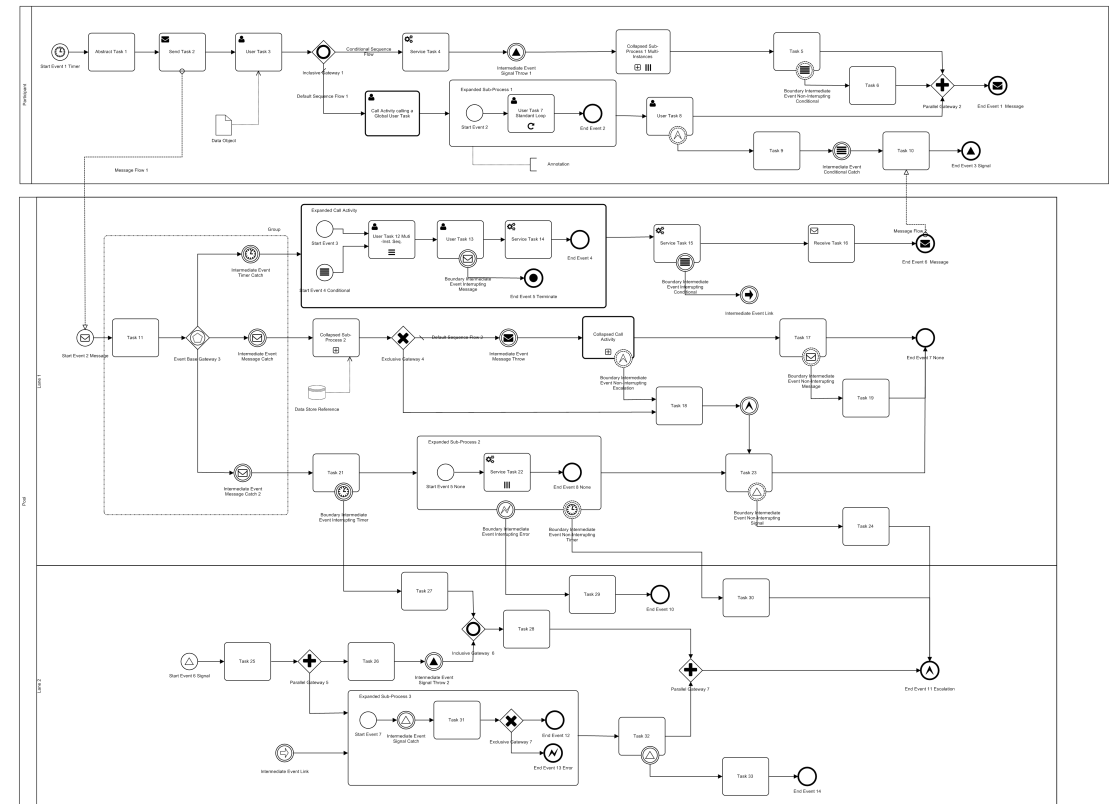
Lvl 1



Lvl 2 & 3



Lvl 6



BA SETUP

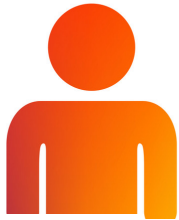


Process Manager



Project Manager

Business Analyst



Process Analyst



Process Analyst Designer



Process Modeller



Business Process Owner



Functional Manager



Staff

Process Change Initiative

Ongoing

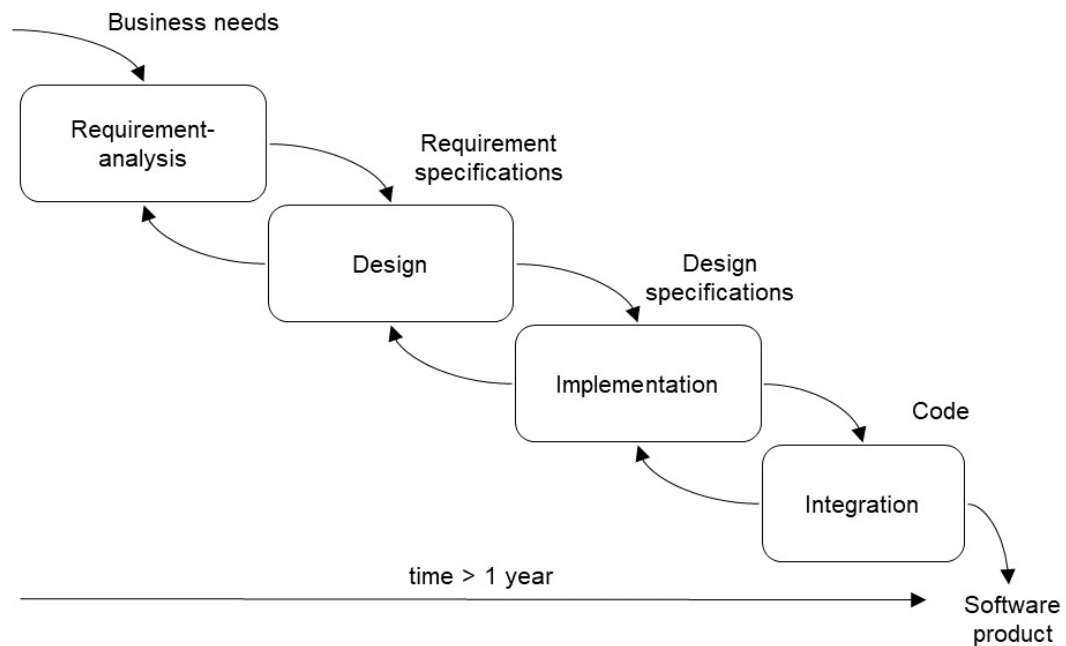
INFORMATION TECHNOLOGY

Information technology systems are implemented to increase organizational value, which includes any support capabilities and processes that use the system.

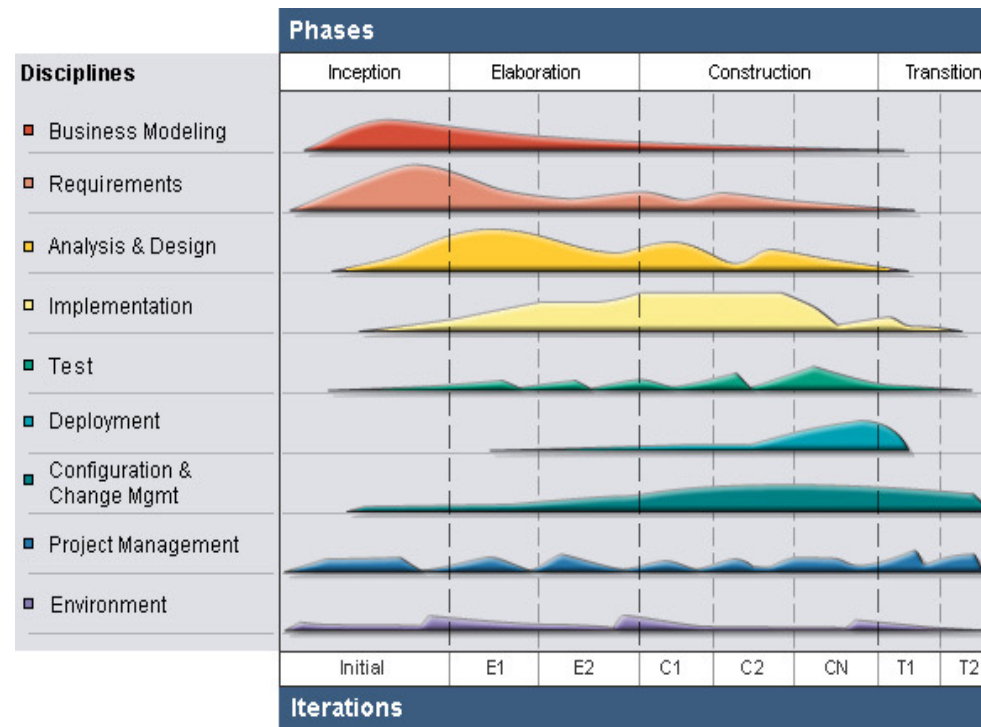
Assumptions:

- Business capabilities and processes that use an IT system are delivering value to the organization,
- Business analysts working from other perspectives can integrate their work with the work of the IT business analysts, and
- IT systems changes are usually driven by a business need, although some initiatives may originate from within technology developments.





PREDICTIVE



ADAPTIVE

BA SETUP



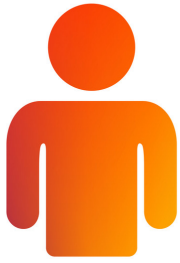
COTS
Representative



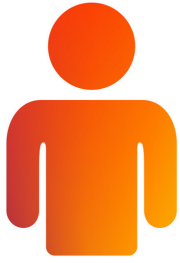
Business
Analyst



System
Analyst



Business
Process
Owner



Subject
Matter
Expert



IT
Business
Analyst



Software
User



Technical
(Developer)

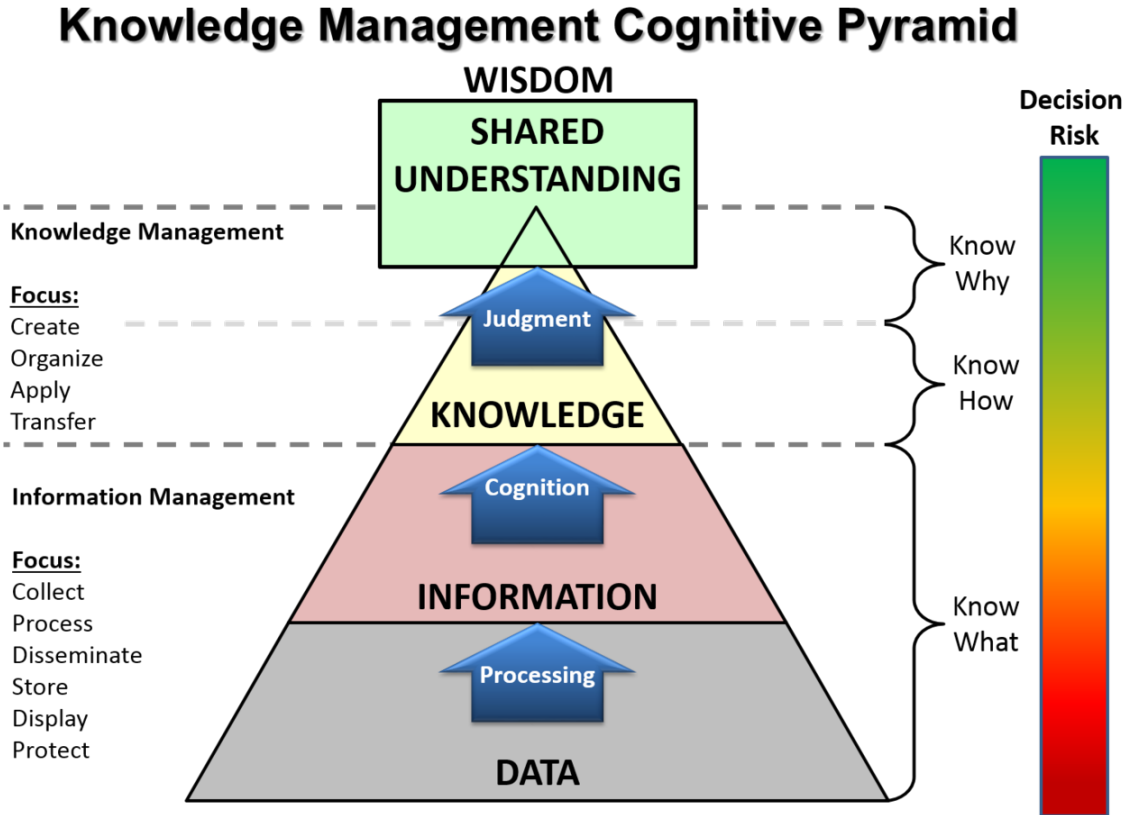
BUSINESS INTELLIGENCE

Business intelligence initiatives focus on the information needed to support decision making at, or across, different levels within the organization:

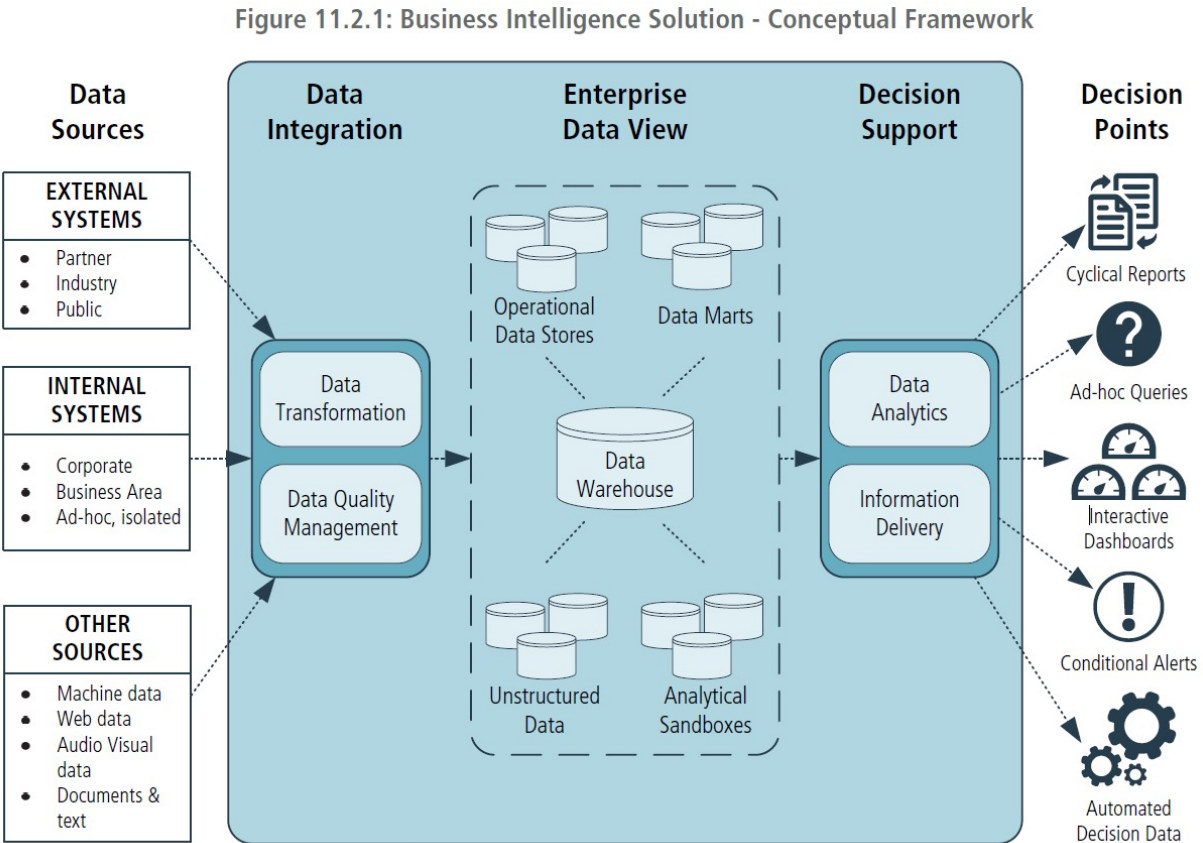
Assumptions:

- Existing business processes and transactional systems can provide source data that is definable and predictable,
- the cross-functional data infrastructure that is needed to support a business intelligence solution has not been precluded by the organization on technical, financial, political/cultural, or other grounds, and
- the organization recognizes that process re-engineering and change management might be needed in order to effectively realize the value from a business intelligence solution.





Technological Perspective on BI
Business Perspective on BI



Source: BABOK

BA SETUP



Business Analyst



System Analyst



BI Functional Analyst



Data Architect



Data Analyst



Data Scientist



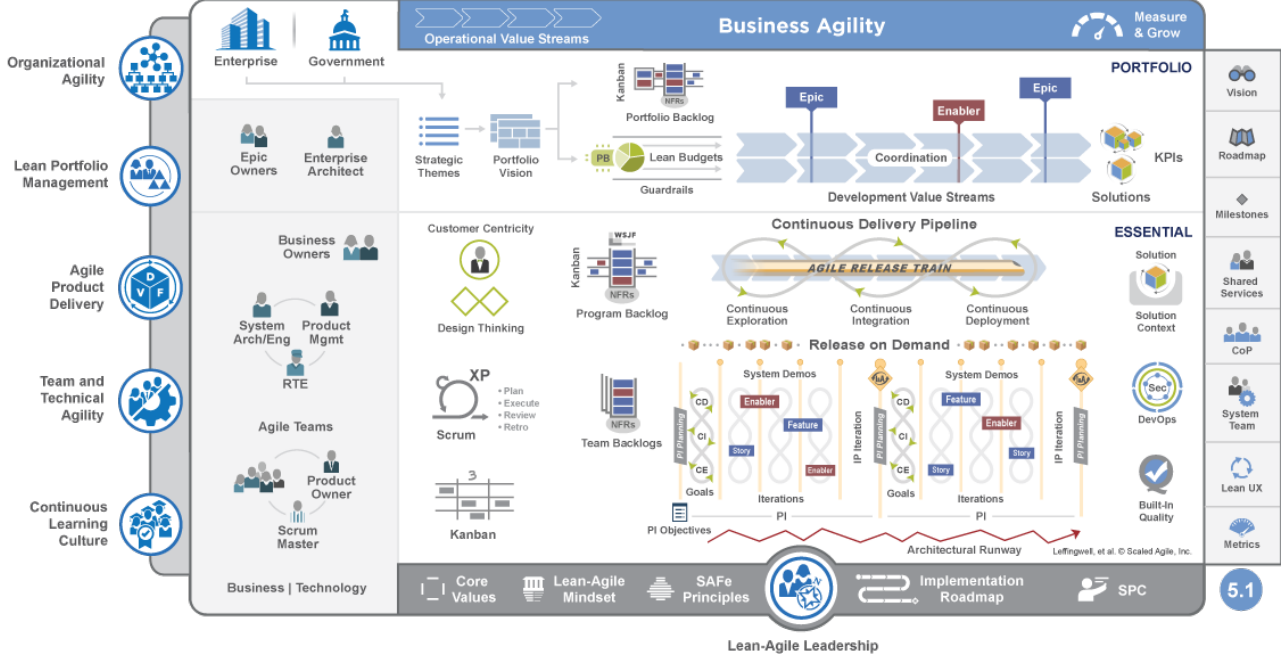
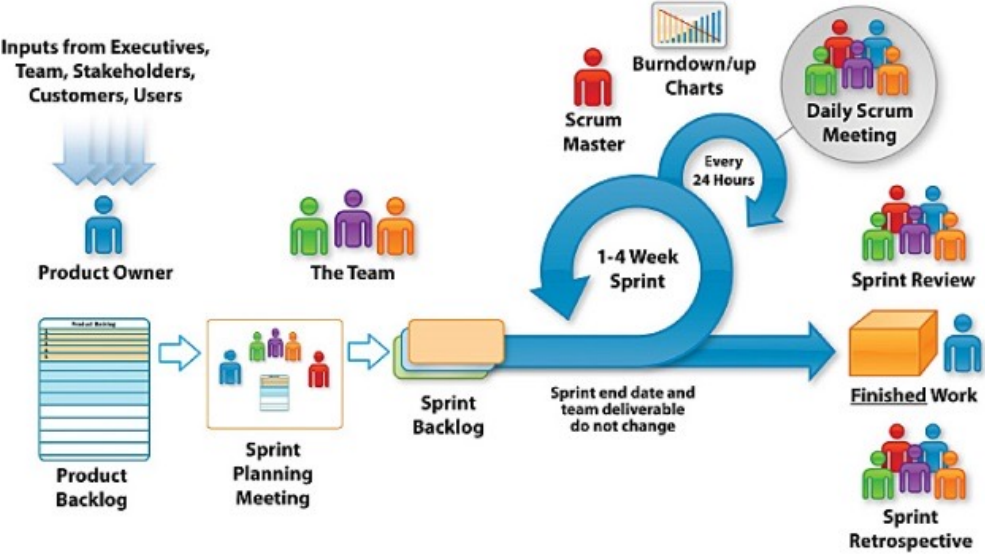
AGILE

Constant change.

Business analysts working on agile initiatives continually reassess, adapt, and adjust their efforts and tactics.

Recommended

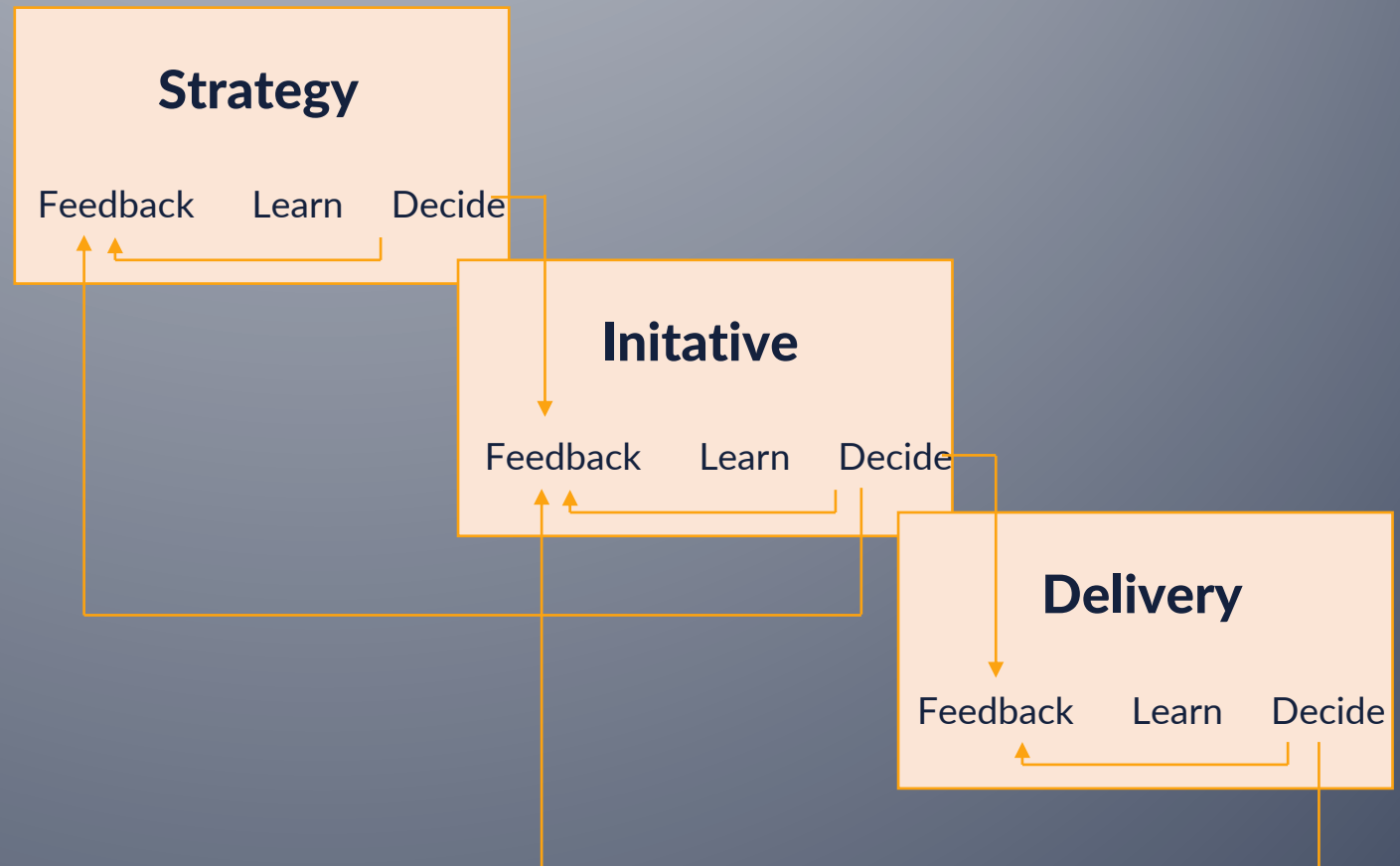


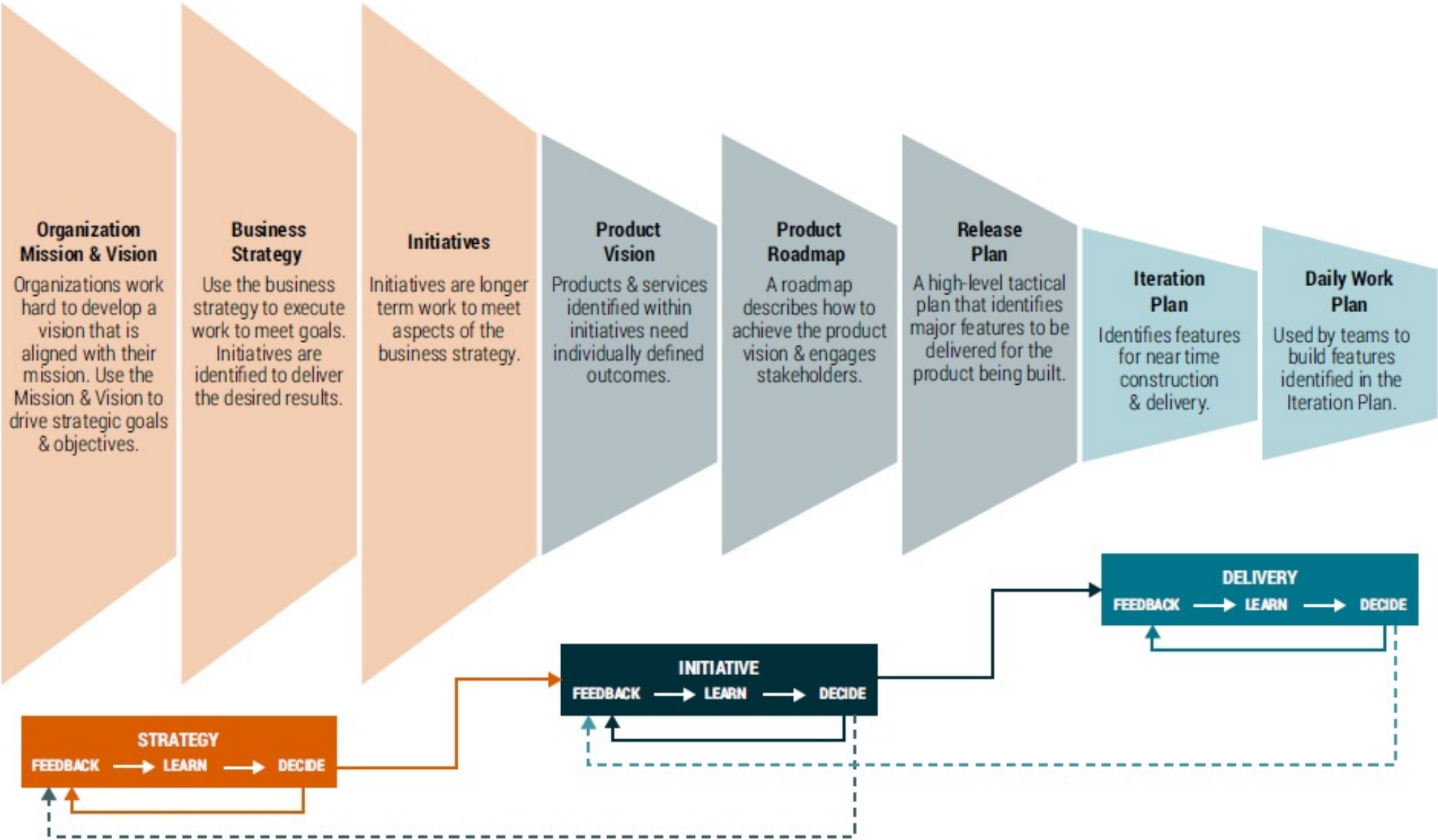


AGILE PLANNING

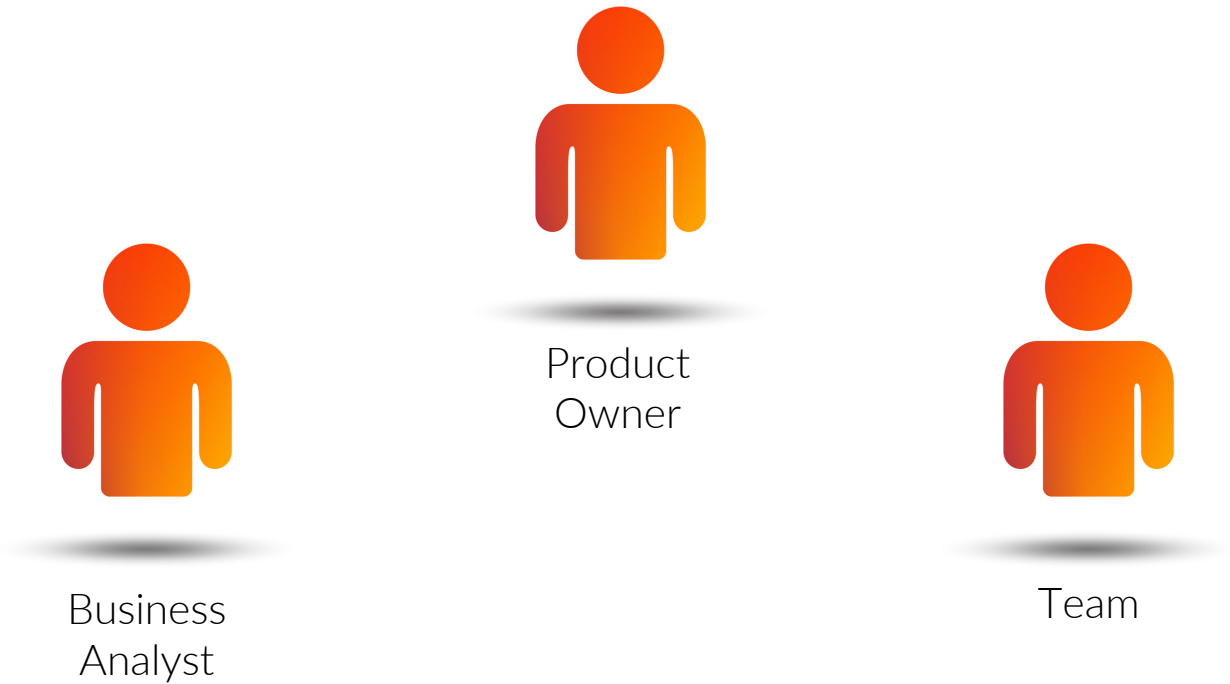
Three Planning Horizons.

- Strategy
- Initiative
- Delivery





BA SETUP



AGILE TECHNIQUES

- Backlog Management
- Behaviour driven development
- Impact mapping
- Job stories
- Kano analysis
- Minimum viable product
- Personas
- Planning workshops
- Portfolio Kanban
- Product Roadmap
- Purpose Alignment model
- Real Options
- Relative Estimation
- Retrospectives
- Reviews
- Spikes
- Storyboarding
- Story Decomposition
- Story Elaboration
- Story Mapping
- User Stories
- Value Modelling
- Value Stream Mapping
- Visioning

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**THANK YOU FOR
YOUR ENGAGEMENT**



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UP NEXT...

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SERIES

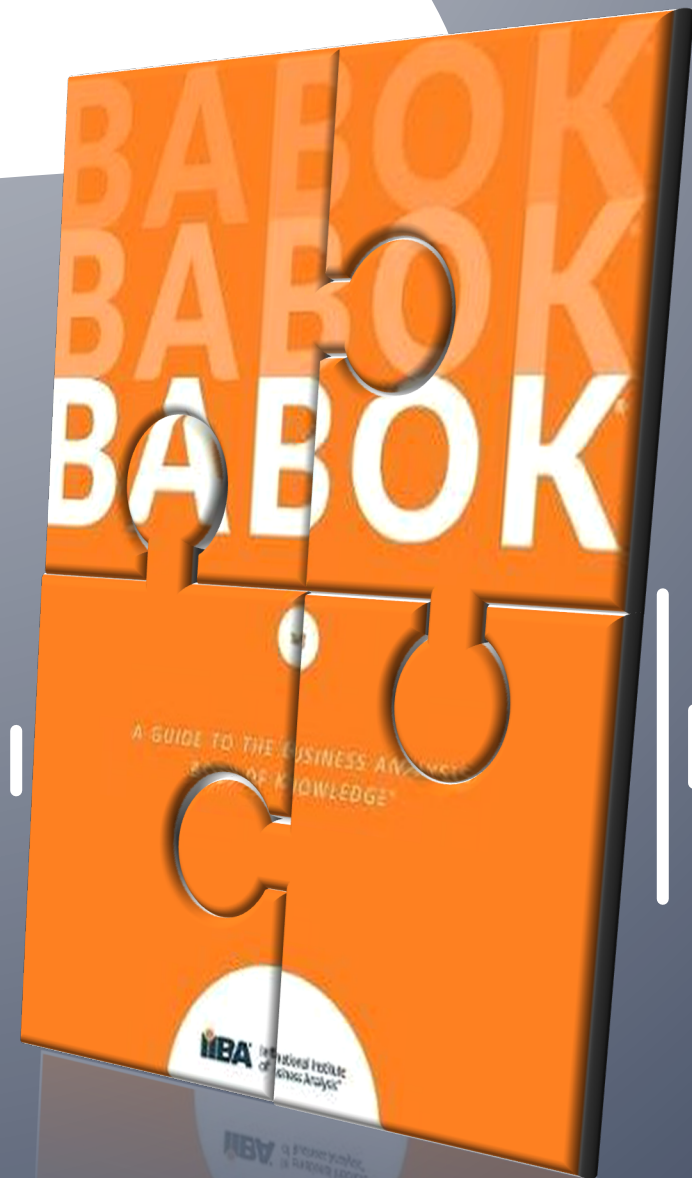
EPISODE 3

STRATEGY ANALYSIS

Wednesday 7th of July
11:00 – 12:00 CET



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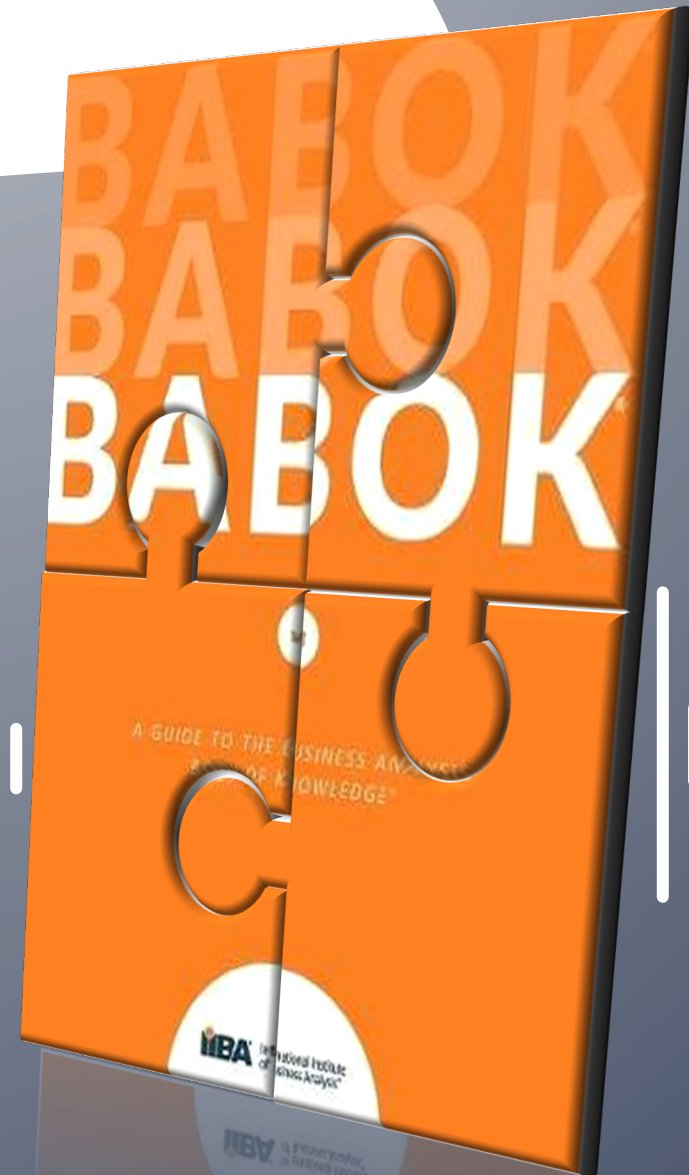
EPISODE 2

**BUSINESS ANALYSIS
PERSPECTIVES**

Wednesday 23rd of June
11:00 – 12:00 CET



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