



TEKsystems Global Services

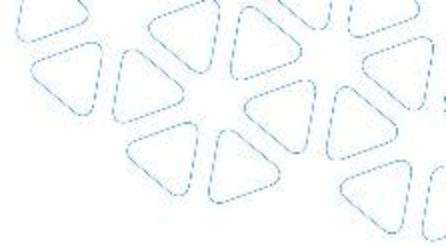
Understanding a Project – Role of a Business Analyst

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Session Overview

Business Analysis in IT Services

- Introduction
- The Role
- The Individual
- Career Pathway
- Final Thoughts
- Questions

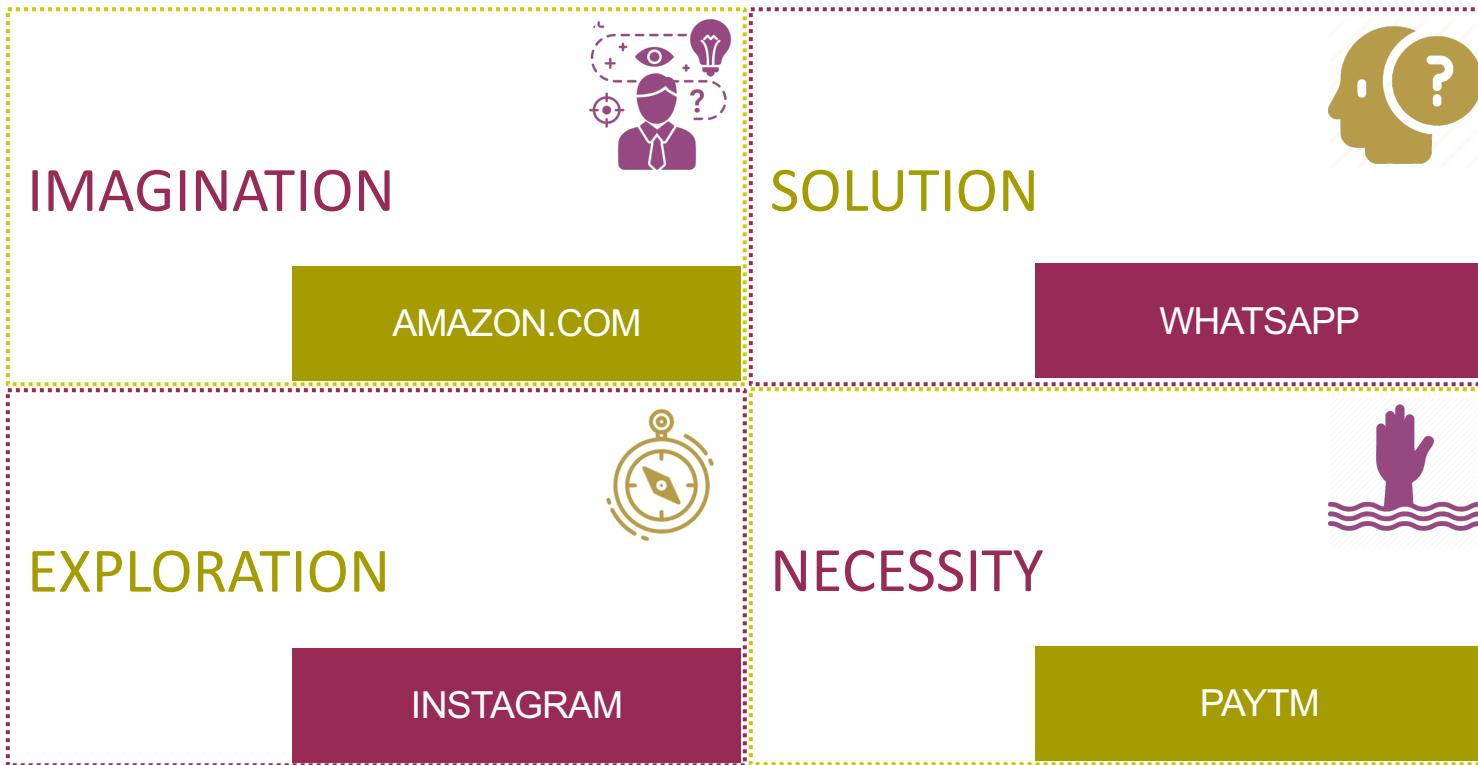


Part 1

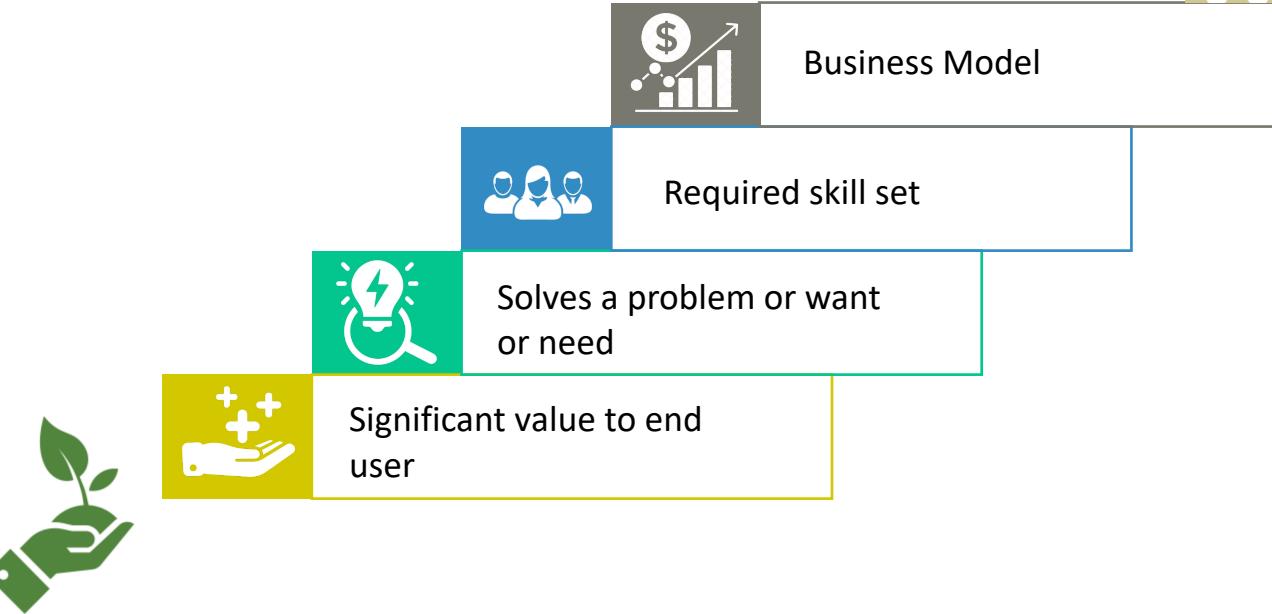
INTRODUCTION



The Conception of an Idea



From Idea to Business Opportunity



Success Factors of a Product



MARKET ASSESSMENT



COMPETITOR EVALUATION



ADAPT & CAPITALIZE



LEADERSHIP



VISION

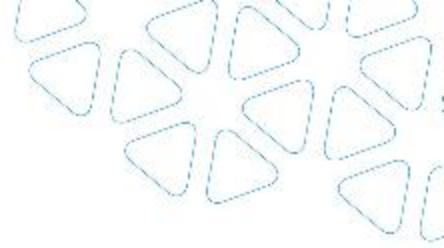
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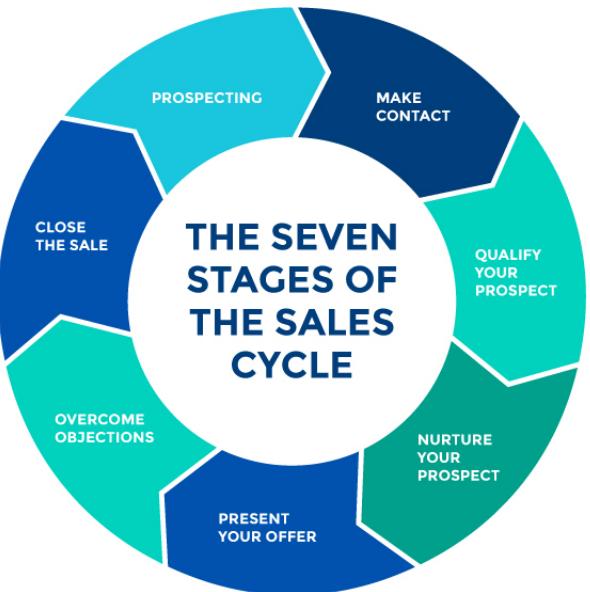
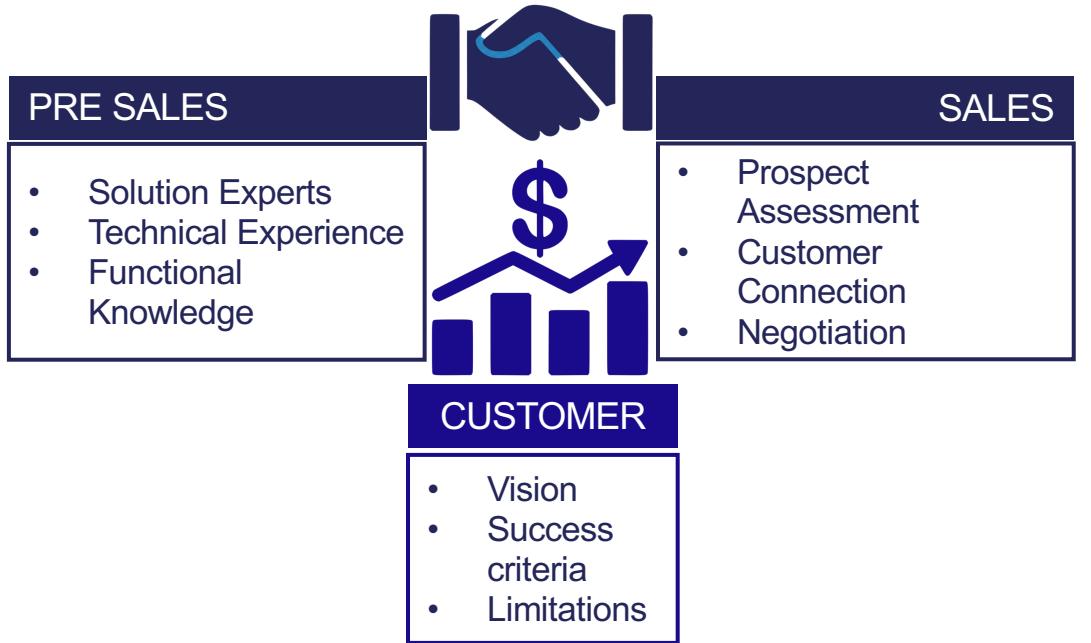
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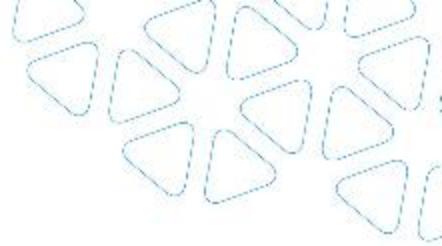
THE ROLE



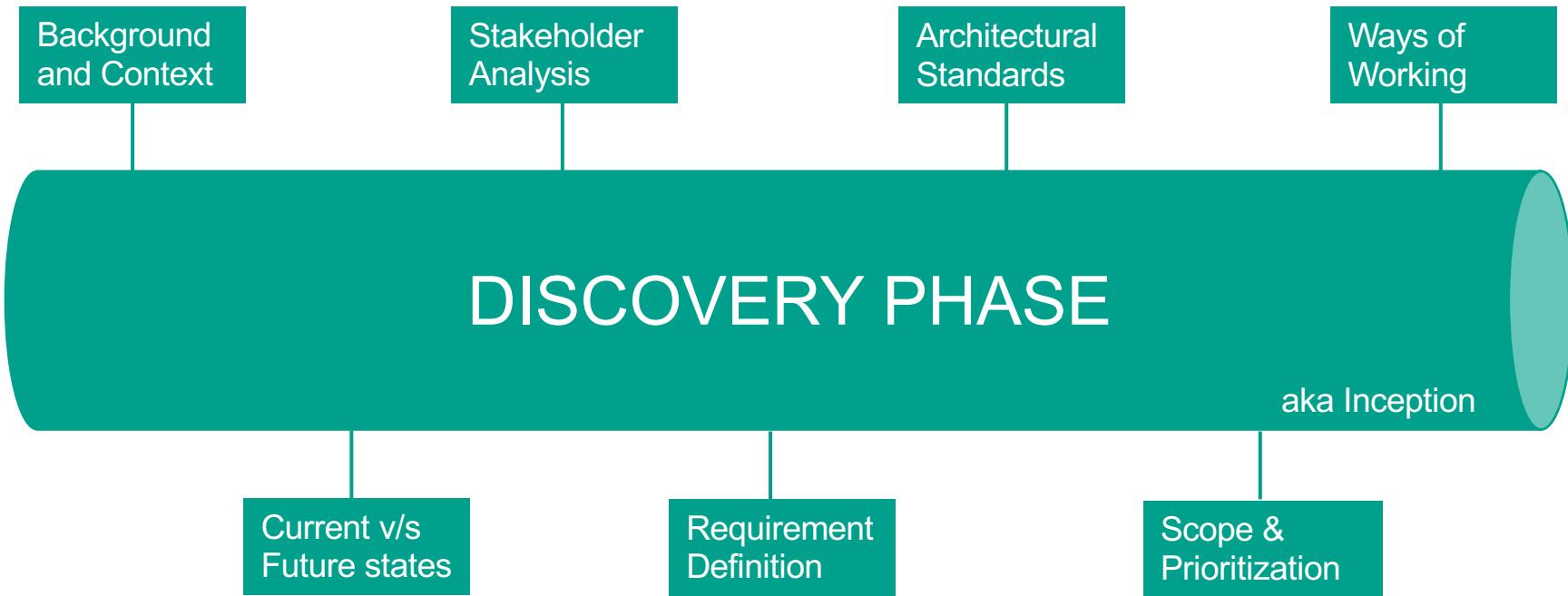


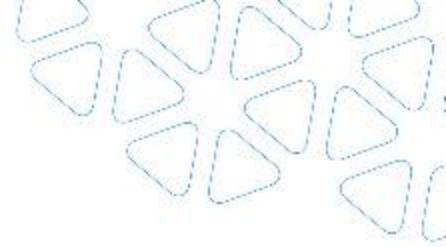
Acquisition of an IT Project





Project Initiation





Role of the BA in Discovery

PREPARATION

- Customer Analysis
- Market Research
- Domain/Industry knowledge

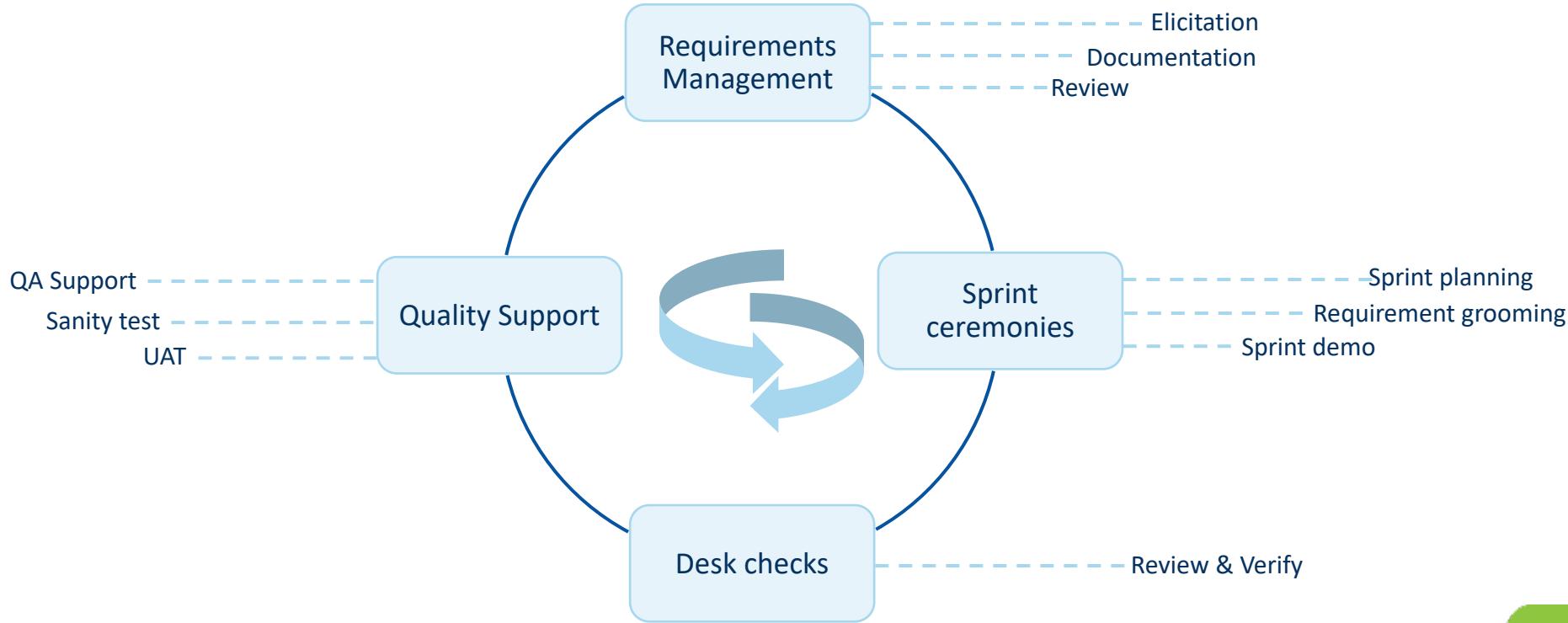
PARTICIPATION

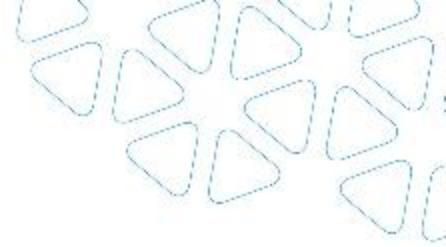
- Lead requirement sessions
- Identify session sequence
- Documentation and Reviews

DELIVERABLES

- Vision and Mission
- Prioritized feature list
- Initial Product Backlog

Project Execution





Project Conclusion



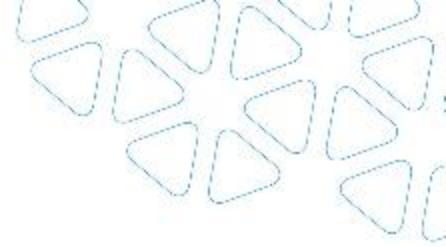
User Manuals



User Training



Lessons Learnt



Techniques used by a Business Analyst

DOCUMENT ANALYSIS

- Background Information
- Contextual Understanding

BRAINSTORMING

- Spark new ideas
- Non judgemental environment

SWOT ANALYSIS

- Evaluate current situation
- Develop effective strategies

INTERVIEWS

- Systematic approach to requirements elicitation
- Increased stakeholder involvement

OBSERVATION

- Insight into end user behaviour
- Experience the work environment

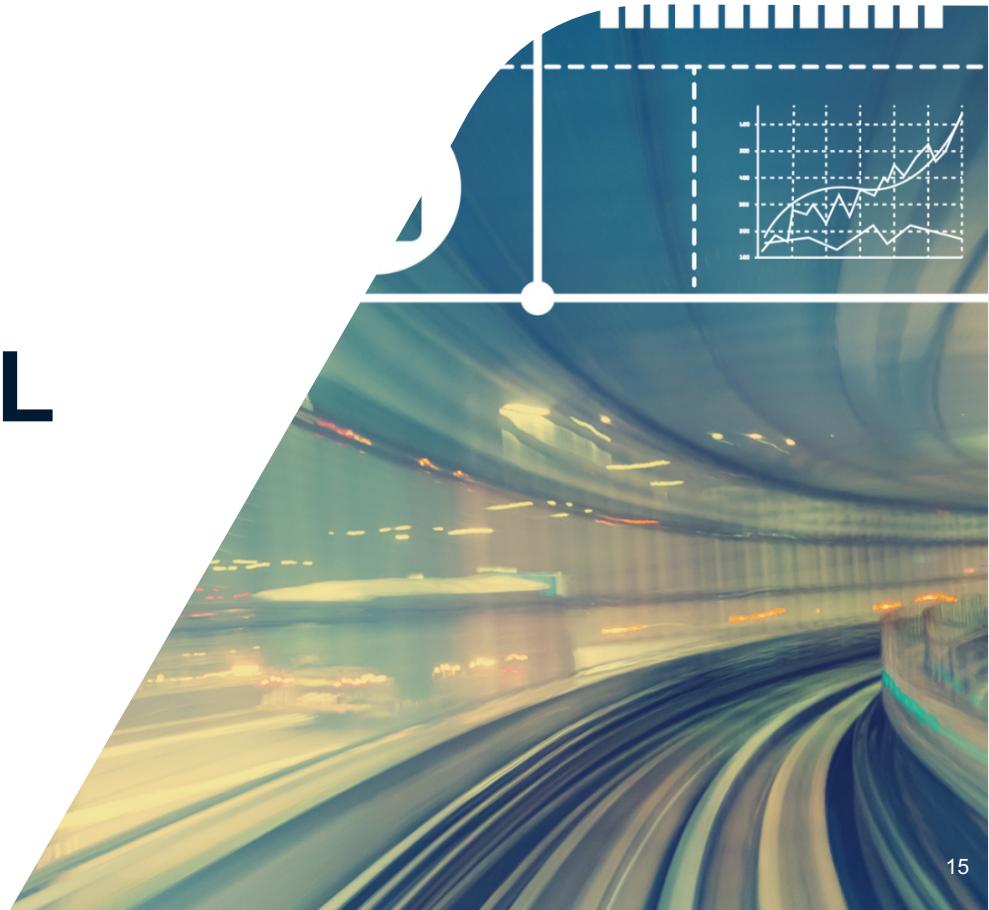


Tools used by a Business Analyst



Part 3

THE INDIVIDUAL



Qualities of a Business Analyst



Analytical Thinker

Self motivated

Decision Maker

Process Champion

Pacifier





OUR EXPERIENCES





Part 4

CAREER PATHWAY



Constantly evolving landscape of Business Analysis



Impact of
Globalization



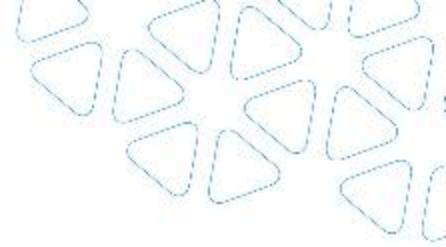
Client
Capabilities



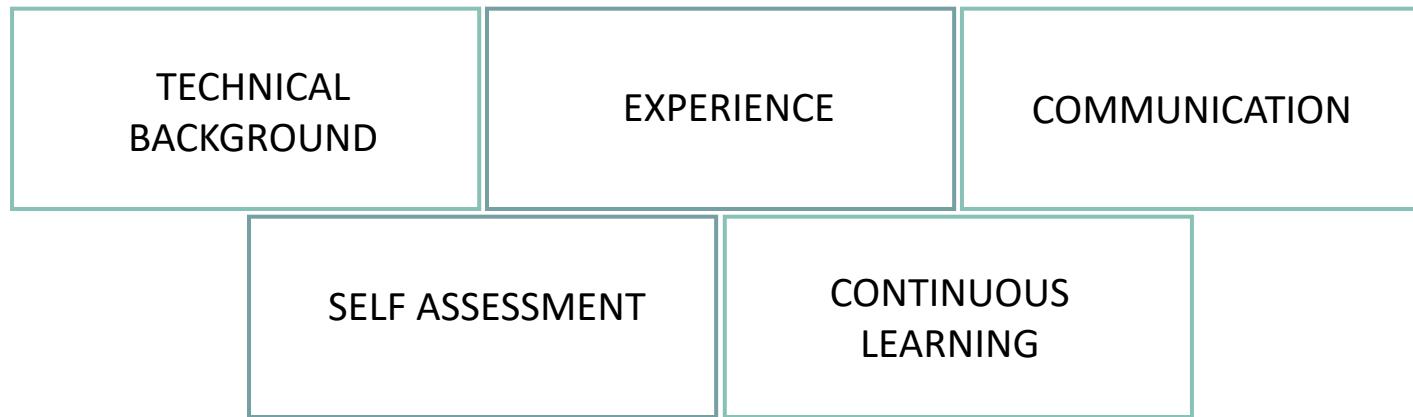
Technology
Focus



Trends and
Disruptions



Prerequisites for Business Analysts



Part 5

FINAL THOUGHTS





Part 6

QUESTIONS





THANK YOU

