SYNOPSIS

Enterprise Business Analysis starts with the basics — what is enterprise analysis? After exploring how it helps the strategic alignment of investments and dealing with change, the course focuses on business architecture and how business architecture fits within the enterprise architecture (including discussions around the other “architectures:” information, application, technology, governance) by looking at business architecture blueprints and frameworks, along with the roles and relationships that need to happen to execute on the strategy.

The course then turns its attention to some of the tools used at this more strategic level, including: value mapping, value proposition and customer value analysis, business modeling, business process management, capability and organization mapping to arrive at an enterprise solution.

LEARN

- Know how to apply business analysis at the enterprise level
- Understand how to model the components of the enterprise and how they work together
- Identify what your customers consider to be good value and use it to assist in formulating strategy
- Explain how an organization can enhance the effectiveness of its people and its assets through enterprise analysis
- Apply enterprise analysis to implement improvement initiatives

TOPICS

WHAT IS ENTERPRISE BUSINESS ANALYSIS?
- Goals of enterprise analysis
- Positioning EBA
- Strategy — what it is and what it is not
- Strategic alignment of investments
- Dealing with change
- Benefits management
- Organizational change management
- Portfolio management

ENTERPRISE BUSINESS ARCHITECTURE
- The business ecosystem
- What is the Enterprise Architecture?
- Enterprise Business Architecture Concepts
- Modeling the Enterprise
- Where does business architecture fit within an enterprise architecture
- Business architecture
- Application architecture
- Data architecture
- Technology Architecture
- Governance
- The business value of business architecture
- Roles in EBA
- Analysis tools
- Pest
- Porter’s 5 Forces
- Evaluating strategic gaps

VALUE MAPPING
- What is business value?
- What is a value proposition?
- What do your clients want?
- What is business value?
- What is a value proposition?
- Customer Value Analysis
- What do your clients want? How well do you deliver what your customers want?
- The Customer Value Model: the relationship between price and quality
- Value stream mapping: How you deliver value to customers
- Lean and Six Sigma

FROM BUSINESS MODEL TO BLUEPRINT
- Business architecture and business models
- Build the story
- Applying the Business Blueprint to model the key features of the business

BUSINESS PROCESS MANAGEMENT
- What is a process?
- Processes and workflow
- Characterizing processes
- Adapting the value chain to the business blueprint
- Process classification frameworks
- Process mapping and inventory
- Business rules

CAPABILITY MAPPING
- Competencies and capabilities
- Competency analysis process
- Core and Non-Core Capabilities
- Capability analysis
- How to build a business capability map
- How to use a business capability map

ORGANIZATION MAPPING
- Understanding organizational structures
- Organizational models and strategic priorities
- How to use an organizational map
- Business interaction tables

DEVELOP THE ENTERPRISE ARCHITECTURE
- Data and information management
- Knowledge management
- Linking data, processes, and workflows
- Service-oriented architecture
- Risks, Rules and Interfaces of the IT Architecture

ENTERPRISE SOLUTIONS
- The improvement approach
- The current state
- The TO-BE state
- Gap analysis
- Solution planning process
- Understanding change
- Linking action to strategy
- The business case

ORGANIZATIONAL LEARNING
- Retrospectives and lessons learned meetings
- Comprehensive coverage
- Learn from the past
- Learn from the present
- Learn for the future
- Documenting the Lessons