

Business Architecture & Business Analysis

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CONNECTIVITY & ENGAGEMENT



**Mute/
unmute**



Security



Polls



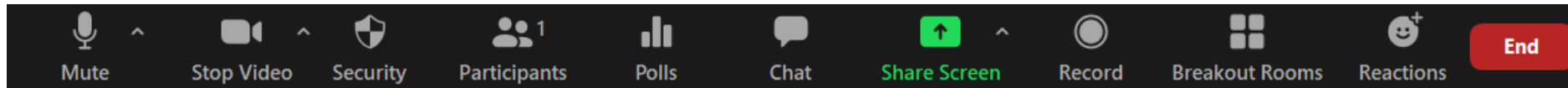
**Share
screen**



**Breakout
rooms**



**Hang
up**



**Camera
on/off**



Participants



**Meeting
chat**



Recording



Reactions

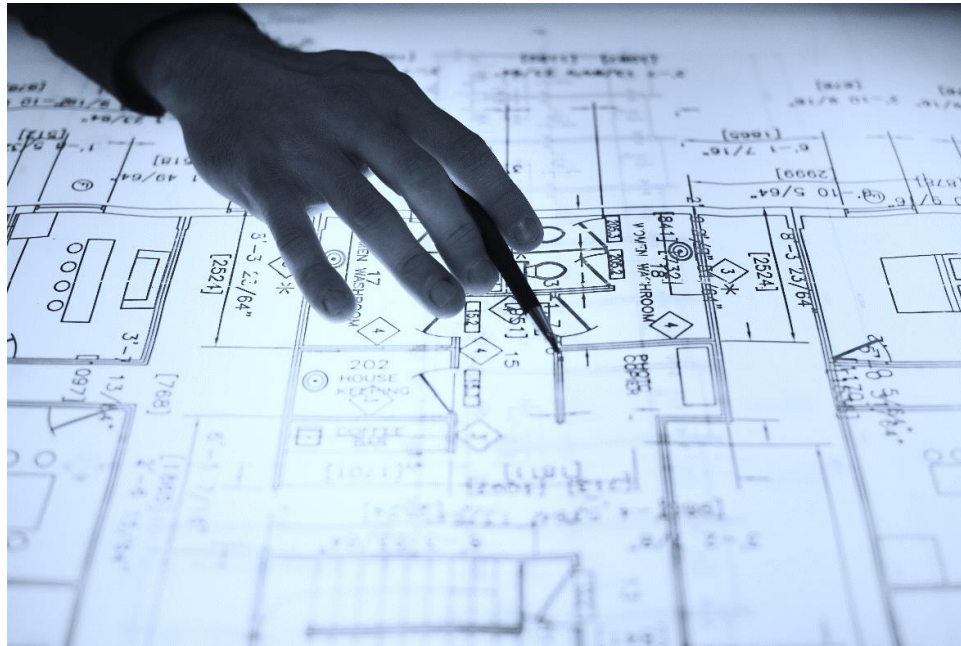


- ☑ Introduction to the virtual environment
- ☑ Defining Business Architecture & Business Analysis
- ☑ Case Study (Bank of England)
- ☑ Group Exercise 1
- ☑ Group Exercise 2
- ☑ Q&A

Session will last for approximately 90minutes

**Defining Business
Architecture &
Business Analysis**

WHAT IS BUSINESS ARCHITECTURE?



A blueprint of the enterprise that provides a common understanding of the organization and is used to align strategic objectives and tactical demands.

(Business Architecture Guild® 2008)

BUSINESS ARCHITECTURE OBJECTIVES



**Promotion of
organisational
health**



**Fulfilment of
unrealised
opportunities**



**Enhancement
of
organisational
performance**



**Organisational
flexibility**



**Understanding
the impact of
change**



WHAT IS BUSINESS ANALYSIS?

Business analysis is the practice of enabling change in an enterprise by defining needs and recommending solutions that deliver value to stakeholders. Business analysis enables an enterprise to articulate needs and the rationale for change, and to design and describe solutions that can deliver value. (BABOK®)



Situation investigation & problem analysis



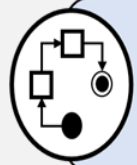
Requirements definition



Feasibility assessment & business case development



Business acceptance testing



Business process improvement



Business change deployment

(BA Service Framework – Debra Paul)



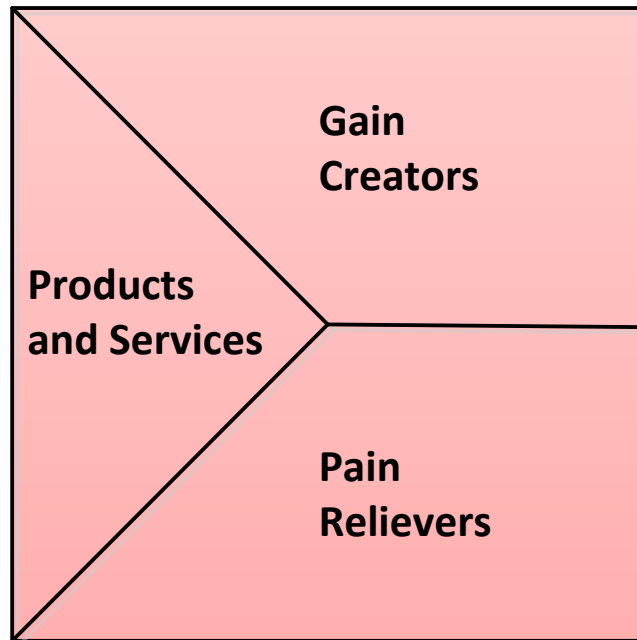
'A critical friend to the business'
(Anon)

Case Study

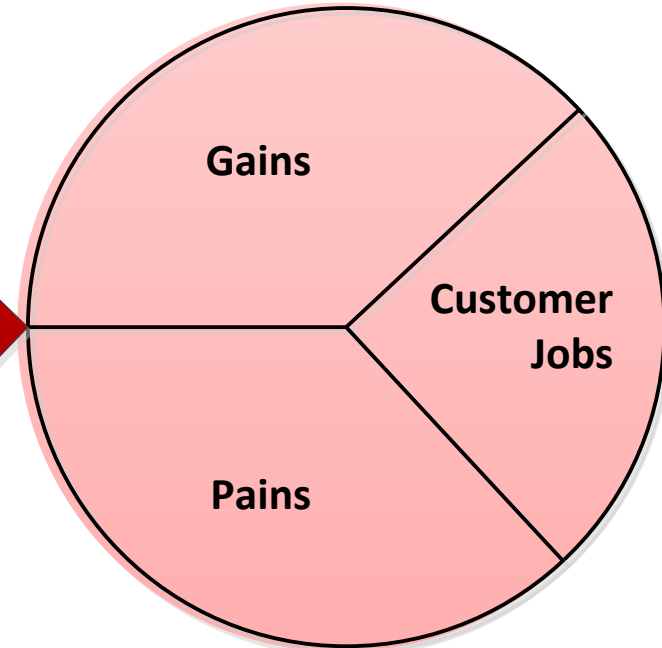
Bank of England

Value Proposition Design

Value (Proposition) Map



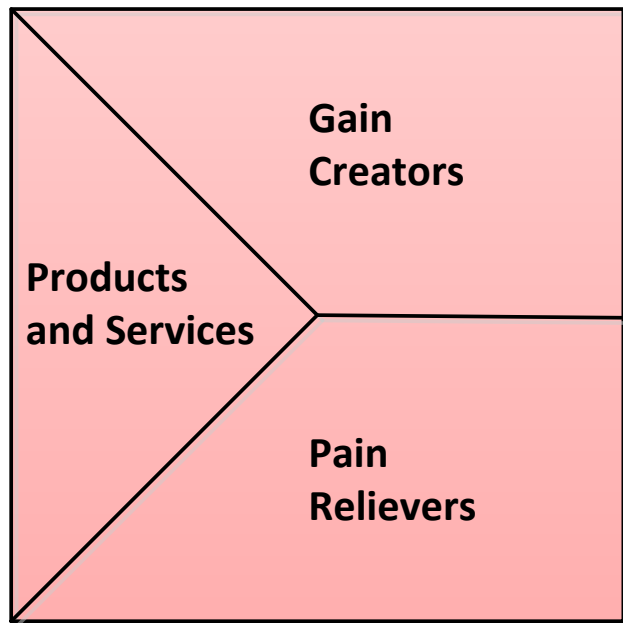
Customer profile



fit

(Value Proposition Canvas – Osterwalder, Pigneur et al)

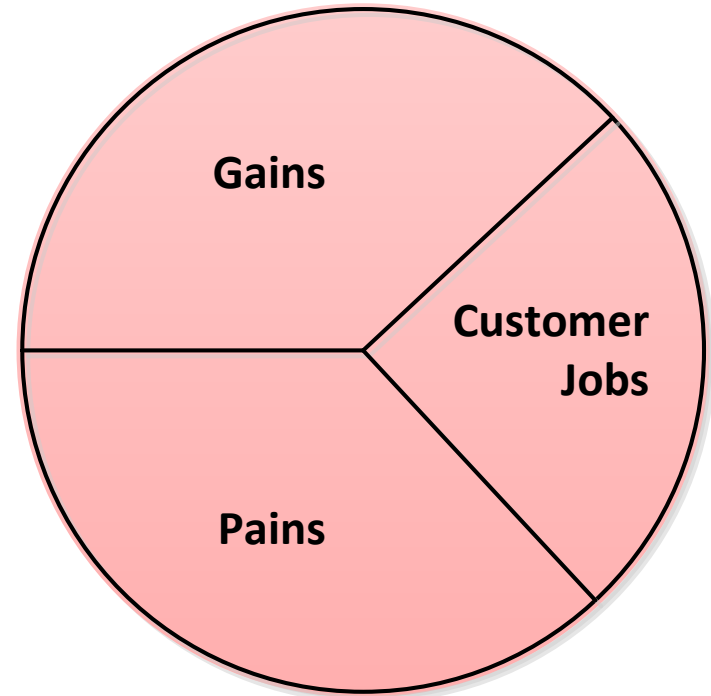
Value (Proposition) Map



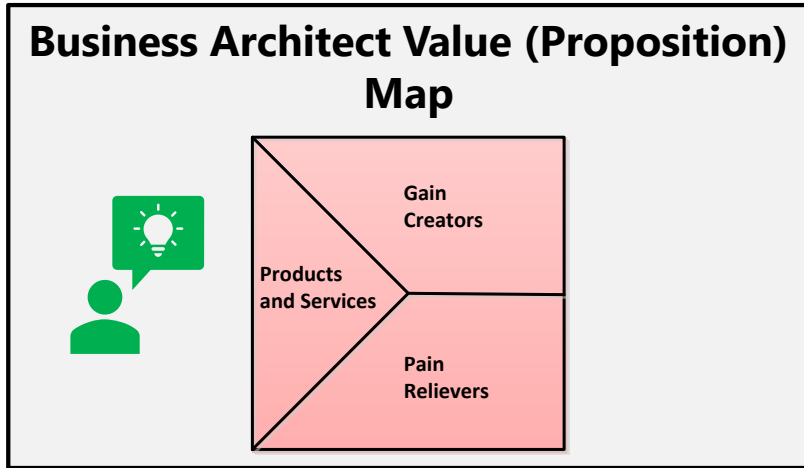
- **Products and services** – at the core of a value proposition
- **Gain creators** – how customer gains can be achieved
- **Pains** – how customer pains can be alleviated

- **Customer Jobs** - what customers are trying to get done
- **Gains** - outcomes or benefits the customers want to achieve
- **Pains** – bad outcomes, risks and obstacles

Customer profile

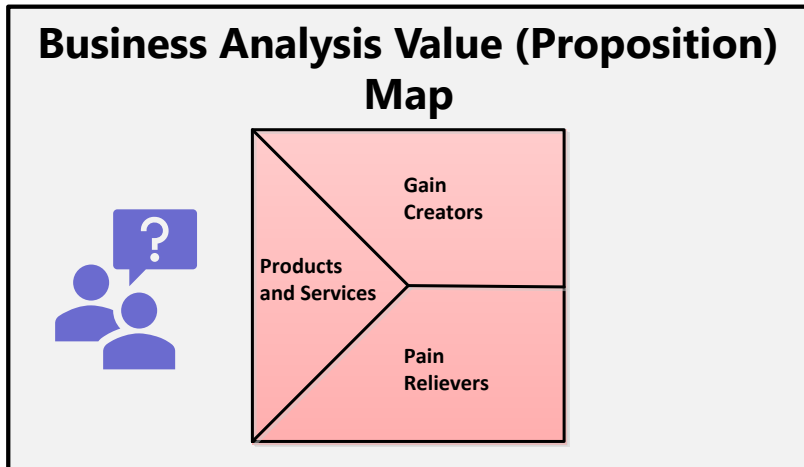


VALUE PROPOSITION ALIGNMENT?

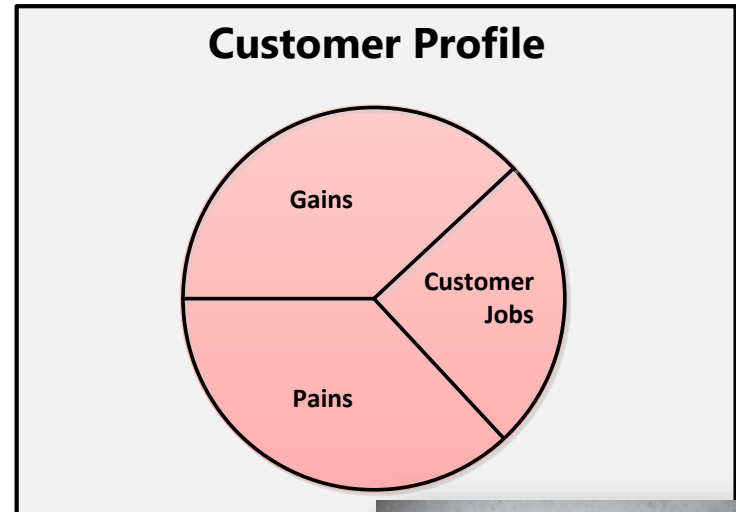


Alignment

Alignment



Alignment



Change execution

BUSINESS ARCHITECTURE & BUSINESS ANALYSIS

Exercise One:



Task 1 – Review the customer profile provided (including the customer gains, pains and jobs)

Task 2 – Create the value (proposition) map for the business analyst

Task 3 – Create the value (proposition) map for the business architect

Discussion Point – To what extent do the value propositions of the business analyst and the business architect align/overlap?

Be ready to share your thoughts with the rest of the group.

Exercise Two

Collaboration & Leadership Discussion

BUSINESS ARCHITECTURE & BUSINESS ANALYSIS

Exercise Two:



- How can we improve collaboration between business analysts & business architects?
- How can business analysts show greater leadership within the field of business architecture?

Be ready to share your thoughts with the rest of the group.



THANK YOU



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