Business Architecture & Business Analysis

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CONNECTIVITY & ENGAGEMENT

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Participants

Meeting chat

Recording

Reactions

End
AGENDA

- 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 90 minutes
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

'A critical friend to the business’ (Anon)

(BA Service Framework – Debra Paul)
Case Study

Bank of England
Value Proposition Design
WHAT IS A VALUE PROPOSITION?

Value (Proposition) Map

Customer profile

(Value Proposition Canvas – Osterwalder, Pigneur et al)
VALUE (PROPOSITION) MAP

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 PROFILE

- **Customer Jobs** - what customers are trying to get done

- **Gains** - outcomes or benefits the customers want to achieve

- **Pains** – bad outcomes, risks and obstacles
VALUE PROPOSITION ALIGNMENT?

Customer Profile

- Gains
- Pains
- Customer Jobs

Business Architect Value (Proposition) Map

- Products and Services
  - Gain Creators
  - Pain Relievers

Alignment

Business Analysis Value (Proposition) Map

- Products and Services
  - Gain Creators
  - Pain Relievers

Change execution

Gain Creators

Pain Relievers
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
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.
Q&A
THANK YOU
Business Architecture & Business Analysis

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