



## Business Analysis 2.0:

# Strategic Enterprise Analysis

For Project & Program Managers and Senior Business Analysts

## Overview:

Senior business analysts are increasingly involved in pre-project activities to ensure that solutions to business problems reflect the organization's business strategy. Through strategic enterprise analysis, the senior business analyst becomes a vital contributor to helping the organization determine sound investments and enhance its project portfolio. These activities ensure the organization can maximize the return on investment, minimize duplication of efforts across the organization, and realign business operations to meet executive management's strategy.

Strategic Enterprise Analysis is an advanced course designed to provide you with the knowledge you need to begin working as part of a strategic enterprise analysis team. In particular, the course covers the major activities of strategic enterprise analysis that must be conducted to study the enterprise architecture. These activities include analyzing core competencies, performing customer value analysis, performing process management, examining the IT architecture, and evaluating the project portfolio. The course also examines the impact of service oriented architecture (SOA) on the enterprise architecture.

After completing this course, you will understand the steps for modeling the AS-IS and TO-BE enterprise architectures and how the TO-BE enterprise architecture contributes to the overall project portfolio. The importance of conducting an impact analysis, risk analysis and feasibility study are discussed to ensure that the business case for future investments traces back to the business strategy.

## Who should attend this course?

This workshop is designed as a balanced mix of lecture, group discussions, and individual and team exercises. It enables delegates to develop the skills necessary to elicit, document and validate strategy and initiatives. The following professionals will find this course extremely beneficial to their daily jobs and career development:



- Project & Program Managers
- Senior Business Analysts
- Portfolio Managers
- PMO Leads
- Enterprise Solution Architects
- Strategic Advisors
- Business Experts

This course is in line with version 3.0 of the Guide to the Business Analysis Body of Knowledge (BABOK)<sup>™</sup> and also PMBOK<sup>®</sup> Guide 7<sup>th</sup> edition and provides **16 PDU**s / Training Hours

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## Workshop Agenda:

### Session 1: Introduction to Strategic Enterprise Analysis

- Developing a business strategy
- Identifying components of the enterprise architecture
- Planning for business rules, data management and change management
- Creating initiative packages
- Identifying core competencies
- Leverage using core competencies

### Session 2: Enterprise Architecture

- Modeling the AS-IS and TO-BE enterprise architectures
- Identifying the need for an impact analysis and feasibility study
- Examining the initiative packages for the TO-BE enterprise architecture

### Session 3: Customer Value Analysis

- Performing customer value analysis
- Using customer value analysis to improve the enterprise architecture
- Create initiative packages

### Session 4: Process Management

- Recognizing components of a process improvement project plan
- Identify processes for improvement
- Examining the initiatives for new or improved processes

### Session 5: Building a Business Case

- Identifying and analyzing three types of feasibility:
  - ✓ technical feasibility
  - ✓ economic feasibility
  - ✓ organizational feasibility
- Preparing a cost-benefit analysis
- Presenting the business case
- Obtaining agreement on the business case
- Making the investment decision

### Session 6: IT Architecture

- Recognize the components of the IT architecture project plan
- Ensuring the IT architecture supports the enterprise architecture
- Examining the improvement initiatives for the TO-BE IT architecture

### Session 7: Portfolio Management

- Selecting projects to implement the TO-BE enterprise architecture.
- Ensuring projects support the business strategy.
- Prioritizing initiatives/projects

### Session 8: Course Close & Delivery of Certificates of Attendance

- Practical implementation action plans
- Review of lessons learned and next steps

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### About the Workshop Leader:



**Bart Bernink, PMP, CIPM, MPM, CBAP** is an independent senior business improvement consultant and trainer since 1994 who has more than 35 years of experience in:

- Project, Program & Portfolio Management
- Business Analysis
- Business Improvement

Bart worked for various leading companies in the Netherlands, Belgium, UK and the USA. Mainly in the IT department, Project Management Office and Business Improvement/Change Management Office. Specialist in aligning IT to support new or revised business strategies, Bart managed large fixed price projects in E-commerce, financial, airline and governmental organizations. He worked as a project and program manager for Philips, KPN, Rabobank International, KLM, ABNAMRO, Proximus, Shell, ING, Digital Equipment and Microsoft. Bart's current clients list include: Zadco (UAE), Shell, Barclays, HSBC(UK), Chevron(Angola, Kazakhstan), Rabobank Group, Etisalat Nigeria, Bpost(Belgium), Steedin, Vestada, Global Knowledge, ESI International Europe, Rio Tinto Guinee, Cisco, Kasbank, T-systems, Microsoft, KLM, Barclays Capital(UK), RASGAS(Qatar), ITA(Oman).

Since 2004 Bart has been involved in introducing Agile development approaches to leading companies in Holland, Belgium and the UK. Not only in banking, oil and airline organizations, but also with governmental departments. The solution development was done by 3 to 4 teams working parallel. For some teams played the role of Scum Master. Based on his practical experience Bart helps organizations to improve their project management and business improvement skills via on-the-job coaching and/or delivering workshops. Helped organizations to professionalize:

- Business analysis by introducing Change Management Organization within companies. Result was less projects were challenged (39% → 10%);
- Just In Time delivery, by introducing AGILE development approaches
- Project management by introducing state-of-the-art PMO organization, tooling and adjustment of existing project management processes
- Agile development

Starting in 2014, Bart has been delivering public seminars and in-house training courses working with KTC International. He's recent assignments include a series of public workshops on the topic of **Business Analysis for Project Managers**, which Bart delivered with exceptional acclamation from the delegates in Belgrade and Zagreb.

**Business Analysis for Project Managers**  
This day in intensive workshop provides tools & techniques to improve the success of Project Management and Business Analysis in the real world in complex, multi and global projects.  
February 25-27, 2015 | Hotel Europa Center, Belgrade, Serbia, Croatia  
March 02-03, 2015 | Hotel Ickido, Imbodance, Serbia

**16 PDUs**

**Analysis**

**Workshop Focus:**

- Understand the scope of a Business Analysis for complex multi-organizational projects
- Apply Business Analysis to project management processes
- Learn how to determine the right tool, technique, model, process, or artifact to use in a project
- Apply the Business Analysis for Project Management to the project management process
- Plan Business Analysis for the project management process
- Conduct the Business Analysis for Project Management process
- Learn how to determine the project management process
- Familiarize the participants with the project management process

**KTC International**  
KTC International is a leading provider of Project Management training and consulting services.