

# Standard Practice of Business Analysis

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Twenty years ago, when asked about my occupation, I was replying: “My job is to understand what other people do...” - just enough to make the interlocutor puzzled and curious to proceed with explanations. Now I would simply say “I’m a Business Analyst” and expect a nod of agreement, which actually means “I know what you are talking about”.

This is the way our brain works – we run on mental models. **A thing is non-existent until it is labeled, described and separated from other things.** But once it is, it spreads fast as more and more people figure out the ways to use it. That’s what happening to Business Analysis now. Once it was defined as such, the demand for it is growing rapidly in every domain and its importance gets recognized up to the level of strategy and enterprise architecture.

The biggest challenge for a business analyst comes from the nature of the profession. Our job is to make things possible by turning vague wishes into SMART targets. Moreover we are expected to be proactive in suggesting new ideas as the result of identifying true needs and discovering hidden opportunities. And the responsibility for building a shared agreement on those targets and ideas among diverse stakeholders is also upon us.

I am stating this statements in context of the standard BA practice that I perform with my team, which is an international IT organization for providing the A grade solution in context of the Global IT trend-The BPM solution.

But what is the scenario of the IT sector of my beloved country Bangladesh. Did we ever try to realize what causes of our failure in IT projects is. What is visible is that blaming each other and ultimately making a standing point because of the non-cooperative approach either by client or the vendor. Ultimately the project could not be done- the way it was deserved to be accomplished.

When I used to work for the local

organization, I have found the most important barrier of our IT professionals those who are the master of coding or Database expert-they have less tendency to read and adopt the new approach as if it will simply curve them down their position. My last local IT organization is one of the best in our country. They have good reputation in banking solution as they are the only one to provide online banking system. The funniest thing I have found although they declare that they have the total solution but I practically have seen that none of the segment in Banking sector within their solution is fully completed. I with the cooperation of the CIO of that organization tried to sort out the problem. The reason that was discovered, they don’t have any proper documentation which is the output of the real BA practice. But surprising issue is that they are CMMI level 3 organization.

The root cause was tracked that in Bangladesh there is no standard BA practice for proper requirement gathering and specifying the requirements for the proper use of SDLC.

The role of BA over here is played by system people who are very much fond of going to the level how as fast as they can rather defining the why, who and what of a project...

All over the world this role is getting the highest priority but still the entrepreneur of software industries of our country are not still deeply feeling the requisite of this role in a standard manner. The Business Analyst is a role rather than a position. This role is responsible for ideation to the product concept and ultimately make the idea B2T.

We understand this role by going through some references available. But there is no institutionalize approach for this role. So we are still deprived of the proper understanding of the standard BA Practice.

If we think on the Global IT trend, we find that Business Process management system has become the umbrella of all sorts of IT solutions & methodology and the BPM market has become the

greatest sector in the world. But only 60 vendors are playing the role. One behalf of them- BPM Consultants, Business Analyst, etc. are playing role in making the requirements for a client to choose a specific BPM solution. Needless to say the size of this market is now 4.2 Billion Dollar which will eventually become 7.2 Billion Dollar market within 2016. But our country is still on the same old fashion. Working on solution without any methodology and performing BA activities without any standard practice.

Few days back I was conducting a workshop at BASIS on Poor Business Requirement-The culprit of IT project failure. What I found their all the participants are truly technical and 70% of them did not even heard that BA is a position.

I noticed the same problem within all the participants. There is a scare within them that without Programming concept and knowledge- their value will be non-evaluated. But they are not aware of that where the Global IT is trending which deserves a strong BA knowledge in institutionalize approach.

Time has come. We should become alert for our project success and also we have to understand that our country has a virgin Software market. Even in the government level we have a huge scope to work as there is a commitment to make the country a digital Bangladesh by 2021.

Now first of all the IT organization should come forward to educate their Human resource with the standard BA practice. For this purpose we may organize proper BA educational program in collaboration with the global experts BA coaches. There are two thought of school in BA profession. IIBA and the REB. The certification of IIBA in CBAP and CCBA has a great value in context of understanding the role in organized manner.

We may think on BA education in our university level where a Computer science student or an MBA may get proper education in BA profession.

To implement this we need a good determination in accurate BA movement. In this context rather than the individual person-the IT organization should come forward. Every organization should educate at least two to 3 of their Human resources in this BA profession. Other than this individual will not come forward to establish this sector.

So proper BA training with industry standard BA practice approach is highly desirable 