

Consulting for Business Analysis



❖ BUSINESS REQUIREMENTS ANALYSIS

- Requirements Elicitation, Specification and Analysis tasks are now an integral and critical part of most project cycles, applicable in both IT/Software and Business settings.
- Structured and efficient Requirements Analysis methods and solutions can be used to streamline operations, eliminate redundancies, dramatically reduce project time and accelerate performance.
- An expert Business Analyst can apply an innovative and optimized Requirements Management process to achieve results in any industry vertical.
- Application areas include traditional scenarios such as Product Development and Enhancement, Process Improvement; and new emerging areas such as support for pre-Sales and Marketing; Business Expansion, and Startup ventures.

❖ IDEATION, SOLUTIONS AND STRATEGY FORMULATION

- Creative, out-of-the-box thinking is a key driver in today's business environment.
- After an initial study of the business operations & processes new Ideas and creative Solutions will be provided by the Consultant.
- Unique and original ideas will be suggested to differentiate the Business / Product.
- Brainstorming sessions can be conducted to consolidate and prioritize Ideas.
- Strategy Roadmap will be provided based on which to drive the project forward.
- In addition to Ideas, the company gets a formalized process for generating future ideas.

- ❖ This document outlines *Consulting Services* to be provided by an *Independent Consultant*.
- ❖ Though *Business Analysis* activities are an important part of this Consulting Service, it includes other services such as *Solution Formulation*, *Business Research and Ideation*.
- ❖ Timeline and Schedule for Consulting will be decided and finalized at the start of each project.
- ❖ Consultant can suggest suitable *Methodologies and Frameworks* to be adopted at the start.
- ❖ Typical Project durations may vary between 2 to 6 months or more, depending on the project scope.
- ❖ Throughout the consulting cycle, *interim progress reviews* will be held to review the status of *milestones*, discuss issues, and agree on approaches to resolve them.



❖ BUSINESS RESEARCH

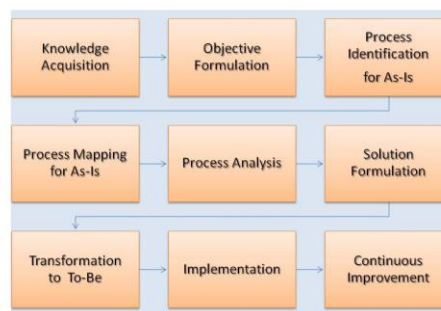
- Through a well-defined Research service, customers can better understand their competitive landscape, market trends, overall company positioning and other issues impacting their customers or themselves
- Research Studies will be conducted with well-defined Business Research Methods. Research Reports can be prepared.
- Research will be customized in order to meet the organization's information needs outlined in the project goals and objectives.
- Data is analyzed and presented utilizing advanced Analytics techniques.
- Research for Competitive analyses, Competitor profiles and Product Evaluation; Market analysis; New-product, new-market entry studies and In-depth surveys.
- Ability to provide research and analysis on a wide variety of business topics addressing the need for either a focused study or a high-level assessment.
- Analysis based on evidence and facts-- not on supposition or outdated resource materials.
- Collection of Primary Data can be conducted through in-depth, open-ended direct interviews with a broad range of knowledgeable resources. Secondary-Source Information will be gathered through an exhaustive review of existing materials. This may include existing documents such as product literature, business and trade publications, internet, web sites, etc.

❖ PROJECT MANAGEMENT & COORDINATION

- Industry standard or custom methodologies are applied for project management.
- Custom frameworks can also be devised to achieve tangible improvements in a shorter timeframe.

❖ PROCESS IMPROVEMENT

Process Improvement Cycle¹



¹Generic representation based on Industry standard methodologies

❖ DOCUMENTATION AND SPECIFICATIONS PREPARATION

- Translating Business Requirements into Specifications is a critical activity. Specifications often serve as a “blueprint” or foundation for the entire set of downstream processes. Hence they need to be prepared with utmost clarity and accuracy. The right specification formats created with the right Tools is a determining factor in the project outcome.
- The Consultant will initially provide recommendations on what type of specifications are best suited for a project type and phase. Alternatively, the client can specify the format to be created and/ or the tools.



- Preparation of multiple levels of Functional Specifications for Systems, Software and Workflow design.
- Design specifications or Meta Data creation to answer a variety of requirements from redesigning existing systems to building new systems and processes, managing change cycles, etc. E.g. UML Models and Use Cases, User Interface Designs, Product Prototypes, Storyboards, pre-development mockups for websites.
- A systematic approach to documentation ensures efficient and accurate flow of information between management, staff and other participant groups.

❖ SYSTEM AND PROCESS MODELS

- Models provide different views or representations of a system/process for different purposes.
- Among the many benefits they provide is cost reduction associated with upgrading and maintaining systems, Training of new hires, standardization and troubleshooting.
- A versatile range of models can be prepared ranging from Functional (e.g. Logical Data Models), Process Flow Charts (e.g. with Visio) to more abstract high-level models; Business Models, other commonly used designs and artifacts, spreadsheets and Presentations.

❖ TOOLS AND TECHNIQUES

- Business Case
- Product & Vendor Research, Market Analysis
- Gap Analysis, Feasibility Analysis, Impact Analysis
- Requirements Elicitation: Questionnaires
- Logical Data Models, Data Flow Diagrams
- Business and Functional Requirements Analysis, Specifications, Requirements Validation
- Business Scenarios
- Prototyping
- Unified Modeling Language (UML 2.0)
- Use Case Diagrams, Event Sequence Diagrams
- Activity Diagrams, Business Process Modeling, Flow Charts
- Requirements Traceability Matrix
- Project Management & Estimation Tools, PM Methodologies: Waterfall, RUP, Agile
- Functional Test Cases
- Business Analytics (SAS), Statistical/ Data Analysis

