Business Analysis 2.0:

Strategic Enterprise Analysis

For Project & Program Managers and Senior Business Analysts

This 2-day interactive workshop arms delegates with a set of advanced tools & techniques, empowering them to understand and perform complex business analysis of strategic projects and programs in their own and their customers' organizations.

September 21-22, 2015 | Hotel Holiday Inn Belgrade, Serbia
September 24-25, 2015 | Hotel & Congress Center Antunovic Zagreb, Croatia

16 PDUs

Presented by Bart Bernink PMP

Workshop Focus:

Perform customer value analysis
Identify core competencies for the organization
Model the AS-IS and TO-BE enterprise architecture
Recognize the importance of impact analyses, risk analyses and feasibility studies
Plan the process management
Map the TO-BE IT-architecture
Realize the importance of service-oriented architecture
Manage the project portfolio
Categorize the components of a potential initiative package

KTC International
Success through Competitive Intelligence

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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**)™ and also **PMBOK**® Guide 5^{th} 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

Seminar starts each day at **8:30am** and finishes at **4:30pm**. Lunch, coffee & refreshments are provided.

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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:

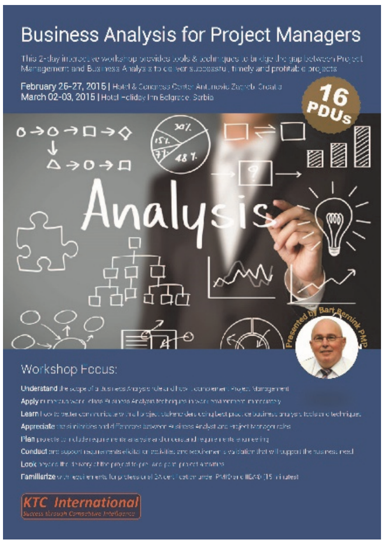
- Project, Program & Portfolio Management
- Business Analysis
- Business Improvement

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, Kazaghstan), 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.



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To reserve your participation please complete the registration form and send it to operations@ktcintl.com

PARTICIPANTS' INFORMATION	
Name	
Job Title	
e-mail	
Name	
Job Title	
e-mail	
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EVENT DETAILS – Please choose your event!			
Business Analysis 2.0: Strategic Enterprise Analysis for Project & Program Managers			
September 21-22, 2015	X	September 24-25, 2015	
Hotel Holiday Inn		Hotel & Congress Center Antunovic	
Belgrade, Serbia		Zagreb, Croatia	

REGISTRATION FEES		Please mark the appropriate box!
Standard single delegate fee	☐	€ 995 / delegate
PMP/PMI-Member fee with 10% off	☐	€ 895 / delegate
Group 3+1 fee with 25% discount	☐	€ 2,985 for 4 delegates (€ 746 average)
INDIVIDUAL EARLY-BIRD DISCOUNT AVAILABLE UNTIL AUGUST 31, 2015		
Register **now** and receive 20% off	☐	€ 795 / delegate
GROUP EARLY-BIRD DISCOUNTS AVAILABLE UNTIL AUGUST 31, 2015		
2+1 Free seat: Register 3 delegates **now** and **save € 995** (33% discount)	☐	€ 1,990 for 3 delegate (€ 663 average)
3+2 Free seats: Register 5 delegates **now** and **save € 1,990** (40% discount)	☐	€ 2,985 for 5 delegate (€ 597 average)

All above listed fees are **gross**. Discounts & Promotional Offers **cannot** be combined. In case of multiple discounts availability, the higher discount applies.

REGISTERING ORGANIZATION			
Name			
EU VAT No.			
Street			
City			
Country		Post Code	
Phone No.			

AUTHORIZATION

I certify that the above information is correct. I am aware of the prerequisites of the registration.

Name	
Job Title	
Signature	
Date	

TERMS & CONDITIONS

Hotel Accommodation & Airport Transfer

Accommodation is not included in the training participation fee. To arrange accommodation at the conference venue, you will receive a reservation form with our Special Corporate Rate. Please arrange the room reservation and airport transfer directly with the hotel.

SALES CONTRACT

This registration form constitutes a legally binding sales contract between the Executor and the Client. All terms are mutually accepted and agreed in good faith.

1. Fees: Registration fees are inclusive of program materials, luncheons and refreshments, but exclude accommodation and travel expenses.

2. Payment terms: Following the receipt of the registration form, all payments are due within 5 (five) business days. All payments must be received before the commencement of the event. After registration all payments must be executed within the terms herewith irrespective of attendance. Should a portion of the Contract price be subject to state, federal, or local taxation, or VAT if applicable, the Executor reserves the right to add such charges to the final invoice or recover such sums from the Client at the time when they become due.

3. Cancellation/Substitution: Substitution is allowed by providing a written notice is given to the Executor, not later than 2 working days before the event. Otherwise all registrations carry a 50% cancellation liability of the contract value immediately after an authorized registration form has been received by The Executor. By signing this registration form the client agrees that in case of any dispute or cancellation The Executor will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason The Executor decides to postpone or cancel the event, The Executor is not responsible for covering airfare, hotel or any other cost incurred by the clients. Any cancellation received in less than 10 working days before the event carries 100% payment liability. No refund, partial refund or any alternative offer shall be made.

4. Indemnity: The Executor reserves the right to change the event content, date, and venue should circumstances require. In such cases no penalty, partial refund or refund or alternative offer shall be made. In the event of the Executor permanently cancels the event for any reason whatsoever, and provided that the event is not postponed or merged with any other event at a later date, the Client shall receive full payment returned in 14 business days after the proposed initial date of the event. The client hereby indemnifies and holds the Executor harmless from and against any and all costs, damages, expenses including attorney fees, which are incurred by the Client.

5. Copyright: All intellectual property rights in all materials produced and distributed by the Executor are expressly reserved and any unauthorized duplication, publication or distribution is prohibited without written permission of the Executor.

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