

World Class BA..... in the New Digital World

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BA Krishna Durbha, Cognizant™
Convention
INNOVATION • THOUGHT LEADERSHIP • SHARING

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BA skills of today.....

Tactical Analysis

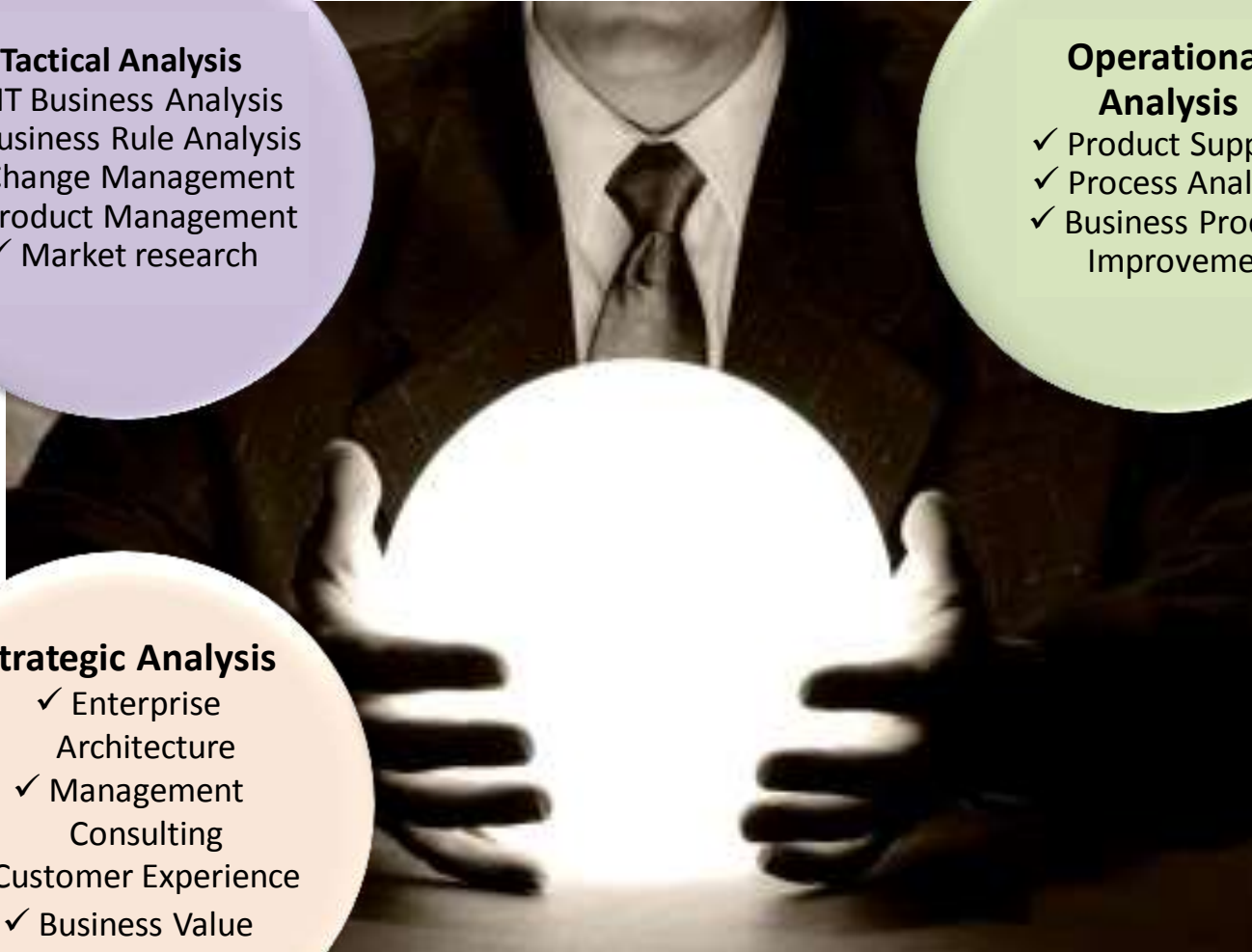
- ✓ IT Business Analysis
- ✓ Business Rule Analysis
- ✓ Change Management
- ✓ Product Management
- ✓ Market research

Operational Analysis

- ✓ Product Support
- ✓ Process Analysis
- ✓ Business Process Improvement

Strategic Analysis

- ✓ Enterprise Architecture
- ✓ Management Consulting
- ✓ Customer Experience
- ✓ Business Value
- ✓ Insights



We already know this.....

**NEW TECHNOLOGIES ARE TRANSFORMING
VALUE**



**DIGITAL TECHNOLOGIES ARE DRIVING
CHANGE**

“If we don’t know where we are going.....

Alice in Wonderland

....any road will get us there” – Lewis Carroll

Our ~~foot~~ prints digital-prints.....



**Data, Devices & People
are creating**



Code Halo in Education

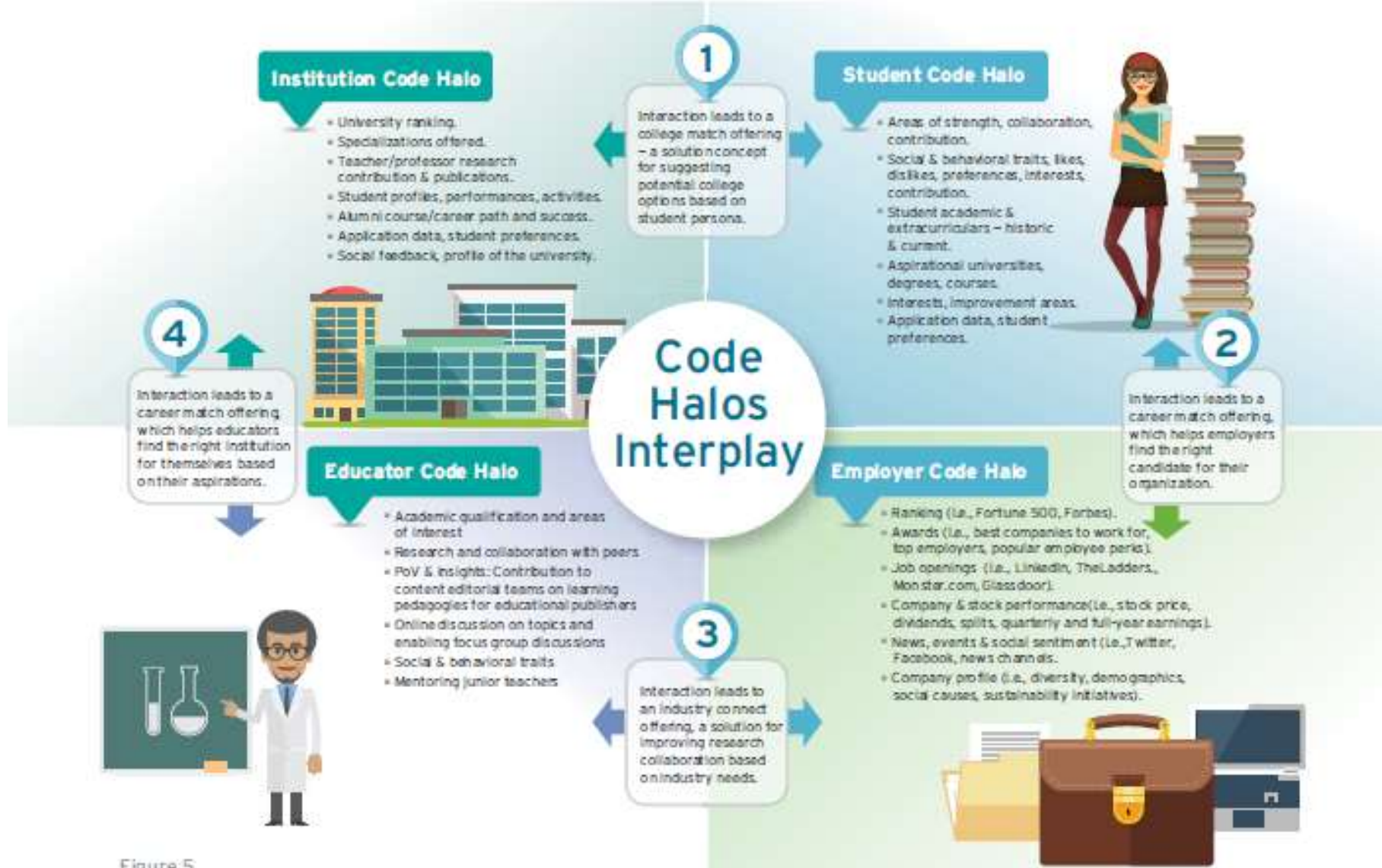


Figure 5

Customers ✓ know what is right....

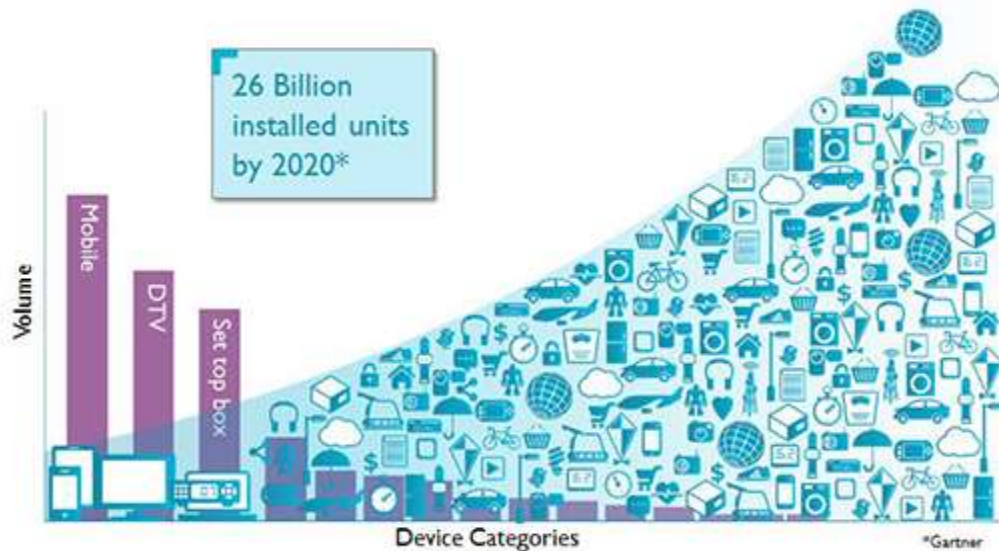
do not always



Users are ~~People~~... Cars & Things

How a driverless car navigates the world

IOT..... OMG!

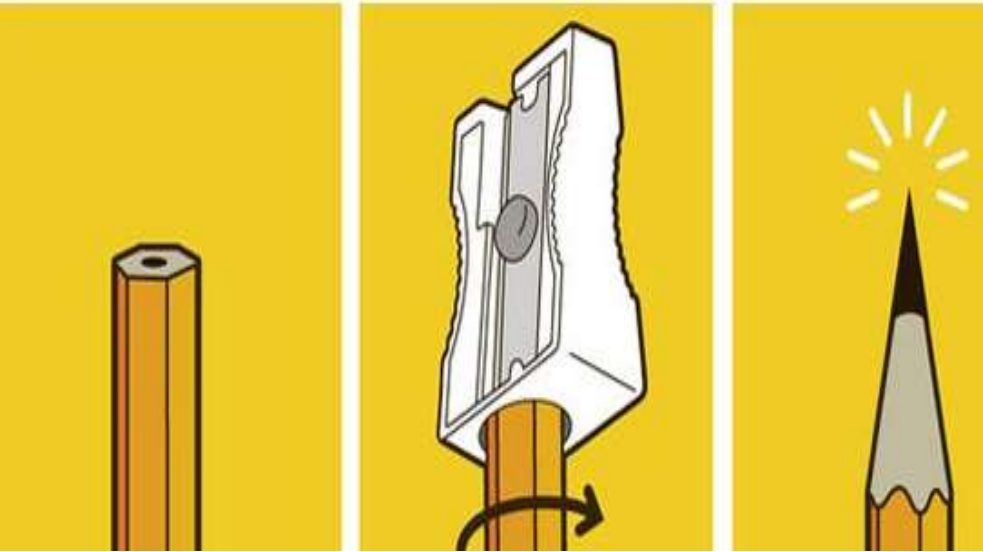


A Connected Home



So? *(what does this mean for us BA's?)*

Re-Skill



Re-Tool

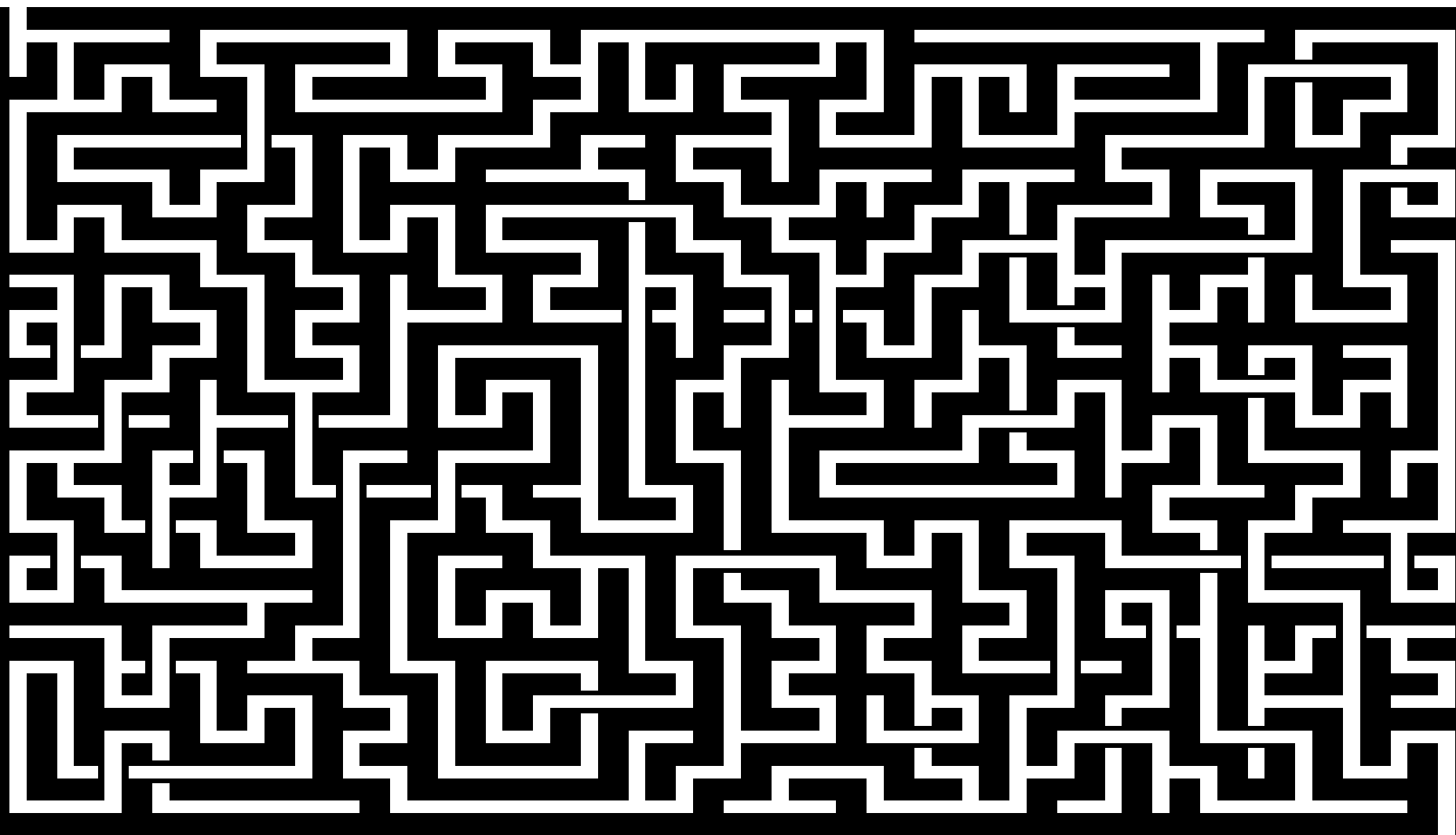


UX Obsession

Global Search Leader

Hide Complexity behind Simplicity

Less is More : Simplify + Automate....



Insights are our new currency



Strategy = Execution = Strategy



“May you live in interesting times”

The Future BA....

