

# bawi

BUSINESS ANALYSIS WORKSHOP ITALY 2013

Helping Business **Do Business Better** - From Practitioner To Practitioner

IIBA® ITALY CHAPTER

18 October 2013 - NH Hotels Milanofiori - Strada 2a, Milanofiori, 20090 Assago (MI)  
(8 CDU for CCBA™ CBAP® \_ IIBA® and 7 PDU for CAPM®, PMP® \_ PMI®)

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**BAWI 2013** is the exclusive event dedicated to professionals and managers in organizations that deal with Business Analysis.

Business Analysis supplies the indispensable skills and capabilities to all organizations to innovative and implement the necessary changes for creating value and succeed in the current international context.

## The Business Analysis Workshop 2013 provides the opportunity to

- **Understand** the Status of the Business Analysis in Italy and Internationally.
- **Share** the Best Practices developed by the organizations.
- **Learn** how to effectively apply the *BABOK® Guide* to support and provide value to the business.
- **Understand** the required competencies to better perform Business Analysis and to support project success and business.

## Goals of BAWI second edition are:

- **Evaluate** the results of the Business Analysis applications and the evolution of the Business Analyst Role to support business value and change.
- **Understand** the relationships among different stakeholders and needed competencies to engage them to achieve the business goals.
- **Understand** the way the organizations are applying the Business Analysis and develop skills to define the right solutions at the right time.
- **Acquire** the awareness of the existing competencies, develop hard and soft skills, and personal attitude to perform Business Analysis.
- **Networking and interactive discussion** with BA Professionals and other Business Stakeholders essential to business improvement.

## Structure

- **The keynote speakers** will present the status of BA and the evolution of the Business Analyst competencies.
- **Organizations** will report the status of their practices and applications on Business Analysis.
- **There will be a round table and interactive moments** to discuss and share the experiences among business stakeholders, participants and IIBA Italy Chapter members.
- **There will be a practice section** to apply together BA techniques.
- **Finally** we encourage our members to be a "part" of the event and be active during the workshop and Q&A session.

## Thanks to



## Agenda

Chairman: Prassede Colombo, PMP<sup>®</sup>, CBAP<sup>®</sup> - President of IIBA<sup>®</sup> Italy Chapter

8.30 **Registration**

9.30 **Chair Welcome & Working Together.**  
Prassede Colombo - President of IIBA<sup>®</sup> Italy Chapter

9.45 **KEYNOTE: "The Future of the Business Analyst: from Competencies to Value for the Organization"**  
Michele Maritato – Global Director of IIBA<sup>®</sup>

We are living in fast changing world, where velocity and adaptability represent the highest value of an organization, and technologies are the engine of this change. Our reality is global, it spreads outside the classical borders, communication channels increase, we must learn how to interact with different cultures, in different languages. As Business Analysts we are called to embrace this fast change and the value of globalism, and to make it sustainable for the future generations. How is the role of Business Analyst changing in this scenario? What competencies are Business Analysts demanded to have in the future? How is the Business Analysis discipline influencing the organization?

10.30 **The Role of the Project Business Manager in the Cloud evolution**  
Filippo Dall'Olio, Mirella Marcocci – Telecom Italia

The cloud revolution is changing business models and roles. Telecom experience to integrate project management and business analysis competencies and methodology to sustain the new models and the required change to achieve the business value.

11.00 **Networking Break**

11.30 **Working Together (Business Stakeholders & IIBA<sup>®</sup> Italy Chapter) (Round Table)**

12.00 **How to get Quality Management System Objective Applying BA Methodologies!**  
Alessandro Rogora – Gruppo Reti

Share how Gruppo Reti is applying the BA methodologies to improve quality system efficacy (meeting customers' business needs) and efficiency (focusing on activities that guarantee value for Customer and Organization) to get business objectives.

12.30 **Lunch**

13.45 **Business Analysis in insurance – the Antifraud Unit**  
Sergio Besana – Insurance, Luigi Pantarotto – SAS Italy

Understanding the business challenge of frauds for the insurance business, the antifraud business unit and the importance of Business Analysis in such context: project vs process BA initiatives and business solutions investment justification via a sample business case.

14.15 **How to Find the Appropriate Set of KPI's to Support Management in Decision Making: An Integrated Approach**  
Marco Cossutta – Reply Consulting

Lessons learned from Reply's experience in assessing and evolving Management Information System. Using Enterprise Analysis techniques to align Strategy with Performance Management.

14.45 **Working Together (Business Stakeholders & IIBA<sup>®</sup> Italy Chapter) (Round Table)**

15.10 **Networking Break**

15.30 **Business Analysis and Tree Climbing: the Connection**  
Oludayo Awe – President of IIBA<sup>®</sup> Nigeria Chapter

Managing stakeholders in a complex and unstable environment. Share practical survival skills for business analysts in a complex environment to survey and get a solution.

16.00 **Business Analyst, Project Manager and Emotional Buy-in**  
Fabrizio Bolle – GE Global Growth & Operations

How BA and PM can properly perform business analysis and manage a project bearing in mind the change it will bring to the people, to leverage the emotional side of human nature, applying practical approaches and models.

17.00 **Workshop Close**  
Prassede Colombo - President of IIBA<sup>®</sup> Italy Chapter