

# Supplier Certified-Experienced (CertEx) Professional Services: When Software Suppliers Offer Business Analyst Services, Everyone Wins!

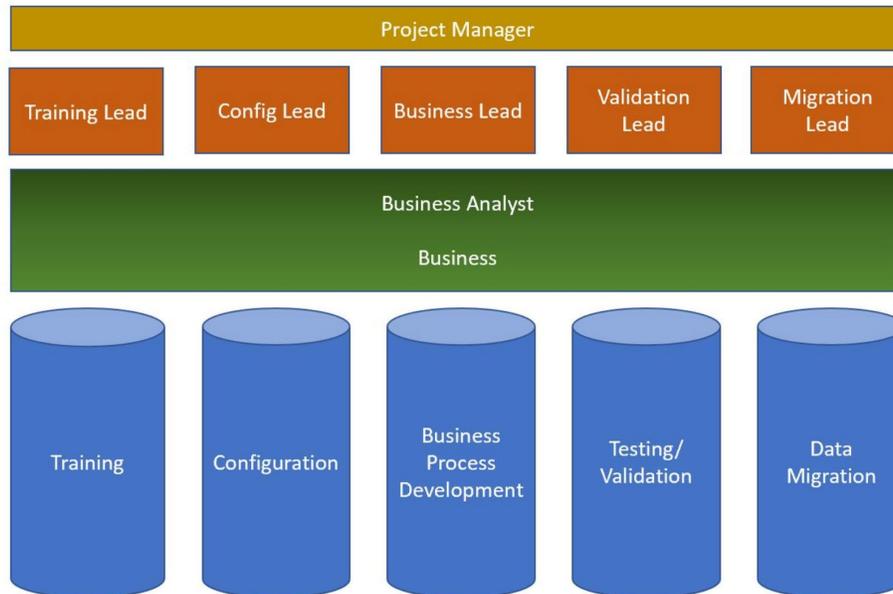
By Sean C. Winslow and Tom Fan of 2030 Consulting



## Introduction

There are different titles to describe those who perform business analysis tasks, but their general purpose is the same – *enable change in an enterprise by defining needs and opportunities and recommending solutions that deliver value to stakeholders* (The International Institute of Business Analysis, IIBA).

For software suppliers, the Business Analyst connects customers to a wide array of stakeholders within their own organization, including Professional Services and Customer Success Leads, Sales and Marketing, and even Senior Leadership.



A Business Analyst that possesses specific software expertise is inherently poised to serve as a Trusted Advisor for pivotal business and project decisions. With this unique resource, software suppliers can deploy solutions faster and gain insight into new opportunities, while clients get to make well-informed decisions with greater confidence.

This article describes how providing a Supplier Certified or Experienced Business Analyst (CertEx BA) will improve outcomes for:

- Suppliers to improve customer satisfaction and win more deals
- Clients to implement faster while significantly mitigating risks
- Business Analysts to add competitive differentiation to their consulting services

## The Software Supplier Wins! A CertEx Business Analyst Will Help Win More Deals and Keep Clients Longer

When an organization invests in commercial off-the-shelf (COTS) software, they expect that the software will meet most of their needs. Any gaps between functionality and the requirements can be addressed by a combination of configuration, business processes, or customization. The CertEx BA can help close the deal by asking the right questions and offering recommendations based on practical experience.

The software supplier distinguishes itself by providing credible Business Analyst services during both the software selection cycle and implementation project. A CertEx BA is prepared to:

- target a prospect's business needs and swiftly map them to software features and functions
- effectively partner with the sales team on demos that address important pain points

- confidently respond to any potential requirement gaps

These services are a competitive differentiator. They initiate an important relationship-building process that will serve the implementation team throughout the engagement.

Software suppliers may face a variety of difficulties working with an untested BA who lacks the necessary analysis, business process, or software product experience. The resulting challenges may reflect poorly on the software supplier, increase project costs, and add time-consuming delays to a project. For these reasons, software organizations must be selective about their implementation partners. The right partner provides clients a comprehensive and reliable implementation experience as well as a **Trusted Advisor** for years to come.

## The Clients Win! Expedited ROI and Significantly Reduce Risk

The CertEx Business Analyst brings product and subject matter expertise that will significantly speed up a client's ROI while reducing implementation risks. The following describes some key responsibilities of the BA and how their role helps achieve these objectives.

**Rock Solid Requirement Development** - To guarantee results match the end users' expectations, requirements must be negotiated, organized, and presented in an accurate, clear, and understandable manner. Poorly written requirements lead to features and functions that may be technically accurate, but don't meet the real needs of the business. The CertEx BA plays a key role in compiling the URS for approval by identifying and categorizing *needs* vs. *wants*, eliminating duplicates, resolving conflicting requirements, and filtering out the lowest priority requirements.

The best business analysts have mastered the fine art of S.M.A.R.T requirements building and are committed to developing specific requirements that ensure designs meet the end user expectations, can be tested with pre-defined types of input, and can be verified during the earliest functional releases of the solution. The CertEx BA brings valuable product knowledge, as well as practical experience from similar client projects.

**Superior Risk Management** - A CertEx BA with industry or organizational experience understands the risk tolerance of the stakeholders and the benefits of the risk response in relation to the costs. CertEx BAs are trained in risk analysis and quickly identify strategies that enable the organization to respond to risks effectively and efficiently. They bring knowledge of the solutions to each project. They also have exclusive access to the product architects, developers, testers, support staff and others in their supplier ecosystem that support quick responses to new risk types.

**Time and Cost Savings** – Reducing costs is a priority for any BA. With the CertEx BA's unique capabilities to produce consistent, clear requirements, most errors will be caught at the requirements stage of a project where they are cheaper to correct than later in the project or after go-live.

Costs are often associated with decision points. The analyst can help drive logical and efficient decision-making processes, track open issues, and document discussions, reducing the amount of time spent on non-priority issues. With the CertEx BA's guidance, the team can focus not only on the right requirements, but also how they can be met in the most cost-effective manner.



## The CertEx BA Wins! The CertEx Business Analyst's Key Role

Most COTS solutions are designed based on industry best practices. However, many suppliers approach an implementation without considering common local practices that have been carefully proceduralized by the teams adopting the new technology. By understanding a client's 'as-is' situations, the BA:

- gains the trust of the client and effectively communicates the vision using the clients own use cases and business language
- reduces a client's resistance to implementing core features, functions, and best practice configurations by providing clear communications and translations to the implementation team.
- can apply his/her deep knowledge of the software to propose solutions that not only meet the needs of the business but are also technically feasible.

Working as the liaison between the client and the supplier's implementation team, the CertEx BA is uniquely qualified to handle issues that arise when business challenges (i.e., **'what the software was designed to do'**) do not directly map to technology (i.e., **'the way the client has always done it'**).

The CertEx BA helps meet customers' expectations and facilitate a successful project. With supplier training, resources, and support the CertEx BA can deliver on both.

## Conclusion: The Strategic Advantages of a CertEx Business Analyst

The CertEx BA is strategically important to clients and suppliers. Throughout the engagement, they remain the best person to provide clarity or negotiate with stakeholders on conflicting requirements, risks, etc. As a liaison between clients and suppliers, they assume the “trusted advisor” role and can offer an abundance of valuable insight to both parties. Clients and suppliers who do not engage credentialed business analysts can expect to face the substantial risks associated with other resourcing options.

## 2030 Consulting CertEx Services

2030 Consulting specializes in COTS Solutions and Services and have revolutionized the Supplier Certified and Experienced (CertEx) Partner Approach. Please contact us to discuss how our CertEx partnerships can help your organization:

- **Suppliers and Partners:** Launch or improve CertEx Business Analyst Services or incorporate them into your deployment methods and offerings
- **Clients:** Find a CertEx Business Analyst for your next project
- **CertEx Business Analysts:** Offer greater value to your prospects and clients with CertEx services

## The 2030 Journey

2030 brings decades of experience designing and implementing Quality and Regulatory Compliance Technology solutions within the life sciences and other highly regulated industries. We help teams transform disjointed, disconnected, or antiquated processes into streamlined, technology-enabled processes that deliver superior value.

Our life sciences clients know us for our Quality, Regulatory, and Compliance Technology services. However, 2030 Consulting’s underlying strength is identifying business process problems and implementing their solutions. Through our project work, we see many gaps in the technology marketplace. One gap we have begun addressing is the need for a robust, cloud-based worker qualification management solution.

*As a result, our sister company, 2030 Software Solutions, has been developing a commercial off the shelf, cloud-based solution for qualifying worker capabilities against job requirements. We are excited about the opportunity and are on track to release the solution in 2021.*

We understand the capabilities of today’s technologies. We are committed to working with our clients to achieve the greatest value for their enterprise technology investments. You can have confidence in our practical knowledge and our real-world solutions engineered to exploit the Quality, Regulatory, and Compliance opportunities that lie before us.