



# Managing Business Analysis Services: A Framework for Sustainable Projects and Corporate Strategy Success

*Barbara Davis*

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**Managing Business Analysis Services** illustrates how to gain maximum utility from the BA role resulting in dramatic improvements in project success rates and in meeting the strategic goals of the business. It offers the models and guidance needed to establish a complete framework and infrastructure, and the methods for successfully planning, managing, and delivering end-to-end business analysis services.

## **Key Features:**

- Describes the benefits of employing an end-to-end managed business analysis services model over one-off contractors and pinch-hitters provided by recruiters
- Presents a pragmatic view of a robust business analysis as a service model, and illustrates opportunities for the business to maximize technology spending through the utilization of managed business analysis services
- Highlights productivity and satisfaction increases that can be gained by utilizing the recommended business analysis as a service model
- WAV offers a business analyst interviewing guide, change management and implementation tool, and a benefits realization tool **available from the Web Added Value Download Resource Center at [jrosspub.com](http://jrosspub.com)**

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