

Business analysis and structure

Go to Market - February 2023

Florian Tarte

Information system facilitator @Zcalable



Agenda



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My purpose

I believe that every human is born **equal** and still is **unique**



what matters is who we decide to be and how we become this person.

I am convinced that we all have the power to **enable our full potential**



covering our needs with lifelong learning, safety, belonging and esteem.

That's why I am providing **my expertise in change and transformation**



we will deliver sustainable value together leveraging my experience and skills.

My values



Human oriented

Find your purpose and respect other's one.



Commitment

Be your first customer.



Integrity

Act with honesty, stick to moral and ethic



Lifelong learning

Experience, learn and grow



Positive growth

Enable full potential, not only yours



Objectivity

Trust methods and standards.



Responsibility

Be accountable for your success and failure.



Transparency

Let information tell the story.



Transversality

Don't forget a link on the chain.



Agility

Communicate, do the minimum but viable, own and be ready to mature it.



Scalability

Deliver quick wins, target your vision.

Business Analysis

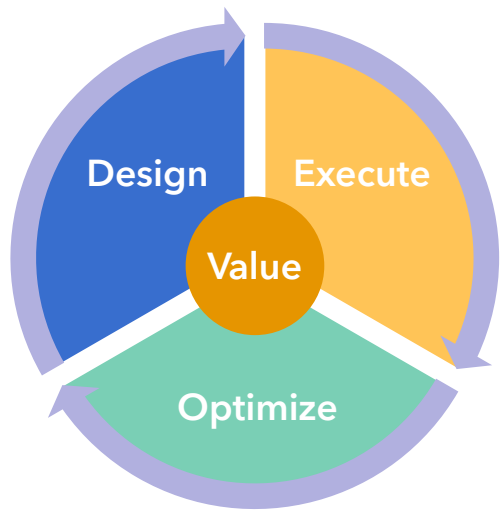
Design, Execute and Optimize



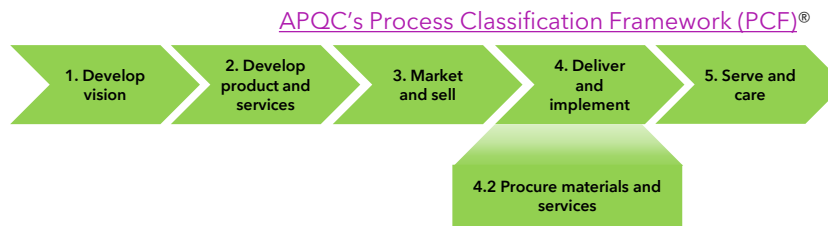
Sustain value chains to enhance customer experience

Definition

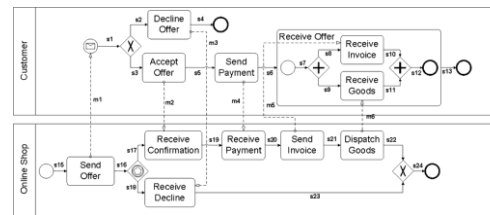
Business analysis emphasizes 3 phases to sustain the value creation of an organization through process, technology and people.



Design

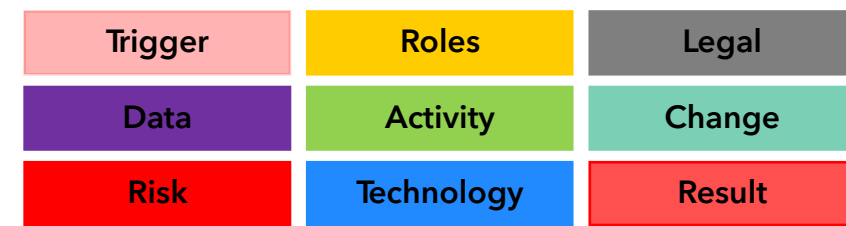


Value chain impact to scope the need



Activity execution to collect mining data

Execute



Activity impact to design requirements

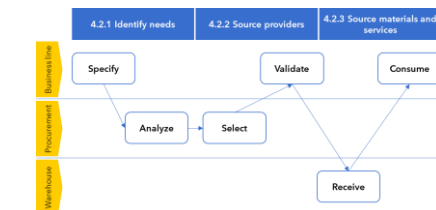


Requirements coverage validated by mining insights

Optimize

Operational	Performance
Preventive	Standards
Corrective	Metrics
Detective	Benchmarks

Operational and performance controls identification



Customer journey mapping to drive the value

Understand customer needs to offer the right value proposition

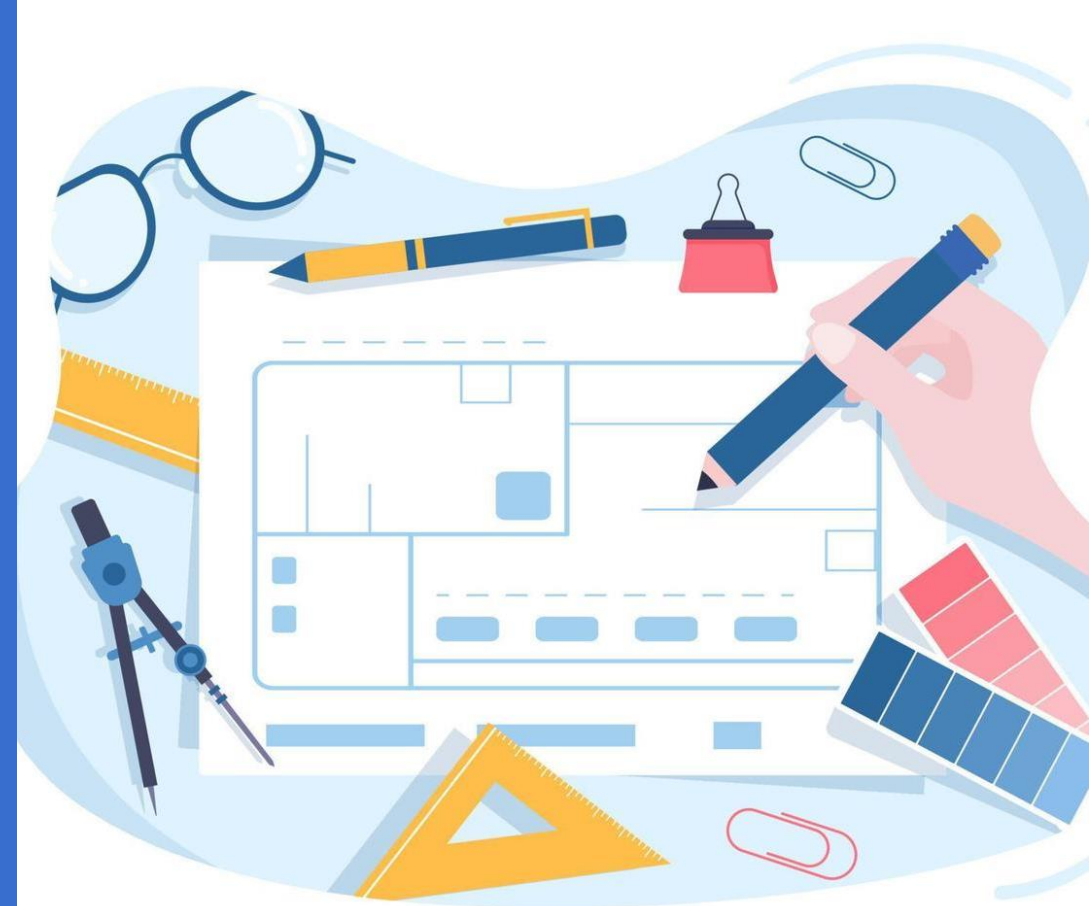
Objective	<p>Business analysis is the wheel to enable value propositions leveraging effective value chains to deliver products and services. With minimum viable solutions, agile business analysis delivers long term transformative value for organizations and customers.</p>			
Phase	1. Understand context	2. Design solution	3. Implement solution	4. Monitor operations
Activity	<p>1.1. Assess customer needs 1.2. Assess product and service impact 1.3. Assess business model impact</p>	<p>2.1. Design target solution (customer journey, value chain and processes) 2.2. Identify requirements to support the change and target solution</p>	<p>3.1. Specify features to implement the change 3.2. Support change implementation 3.3. Document target policies and procedures</p>	<p>4.1. Define operation and performance metrics 4.2. Define service level agreement 4.3. Monitor and prioritize changes</p>
Deliverable	<p>Customer journey mapping Value proposition canvas PESTEL analysis Business Impact analysis</p>	<p>Target use cases and functionalities Target solution, processes and activities mapping Business, functional and technical requirements</p>	<p>Prioritized backlog and features Integrated features Target policies and procedures</p>	<p>Risk and performance analysis Service level agreement Changes (need, use case or features)</p>
Best practice	<p>The Invincible Company (standard - book)</p>	<p>The Open Group Architecture Framework TOGAF (standard - book)</p>	<p>Scaled Agile Framework SAFe (standard - book)</p>	<p>Information Technology Infrastructure Library ITIL (standard - book)</p>

Business Analysis: References

Project	Business process management	Value chain transformation	Implementation of technical solution
Context	Standardization, decomposition and tooling of core insurance value chain across entities offering life and non-life products on a bank-insurance model in 9 regulations.	Transformation program aiming to deliver a new transversal value chain for technical notification between operators, customers and maintenance across 6 different organizations.	Maintenance in operational conditions and development of an application which aggregates data from sources to produce the list of trains which operate in a station for a day.
Activity	<p>Process discovery and mapping of core insurance business processes to identify current operational maturity in entities.</p> <p>Market study of business process management specialized tool, proof of concept and deployment.</p> <p>Preparation and implementation of continuous improvement projects with entities.</p>	<p>Analysis of a Lean six sigma project assessing the current value chain.</p> <p>Implementation of the program to deliver the target value chain involving the coordination with several projects in different organizations.</p>	<p>Gather, schedule and specify business needs.</p> <p>Implement and document a .NET C# web solution.</p>
Deliverable	<p>Standardized core insurance value chain</p> <p>Business process management capabilities</p> <p>Business process management community and initiatives</p>	<p>Target and transition value chain, processes and activities including all stakeholders</p> <p>Business, functional and technical requirements</p>	<p>Integrated features</p> <p>Target policies and procedures</p>
Best practice	Using a people first approach supported process owners to operate and build their core processes at the same time: being rightful owners of the value chain and processes to drive the change.	Engaging with stakeholders at all hierarchical levels in scope of a program supports its requirements induction and strategic decisions while asserting objectives for all projects.	Behavior-driven and Test-driven approaches combine to automate end-to-end testing of a solution, improving requirements completion and increment integration.

Business Structure

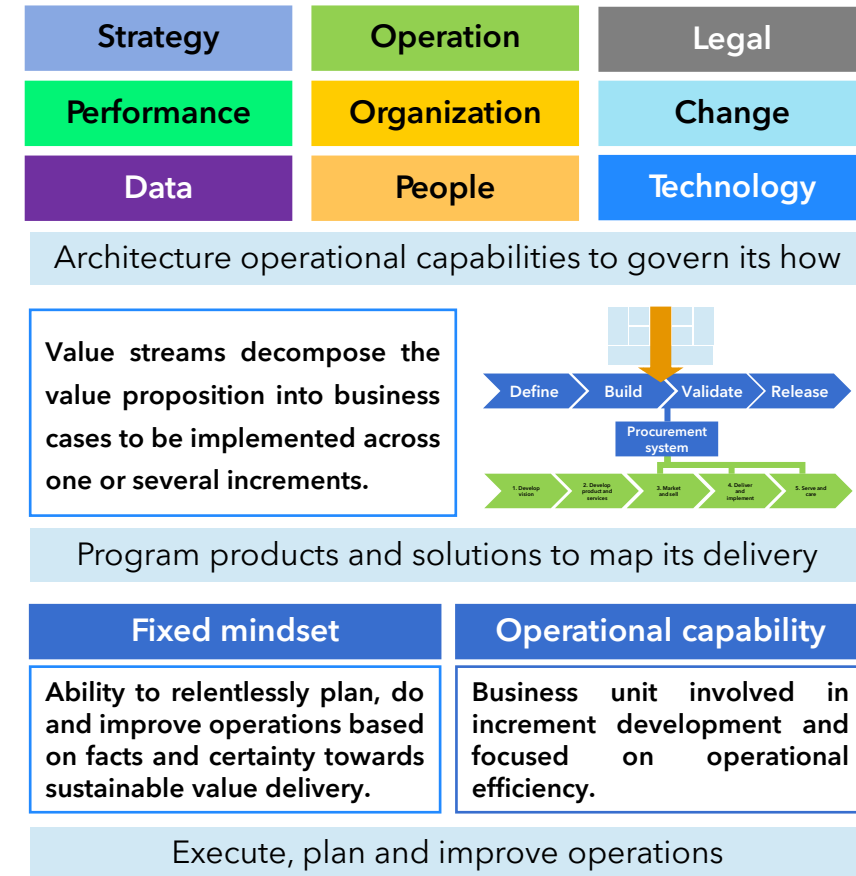
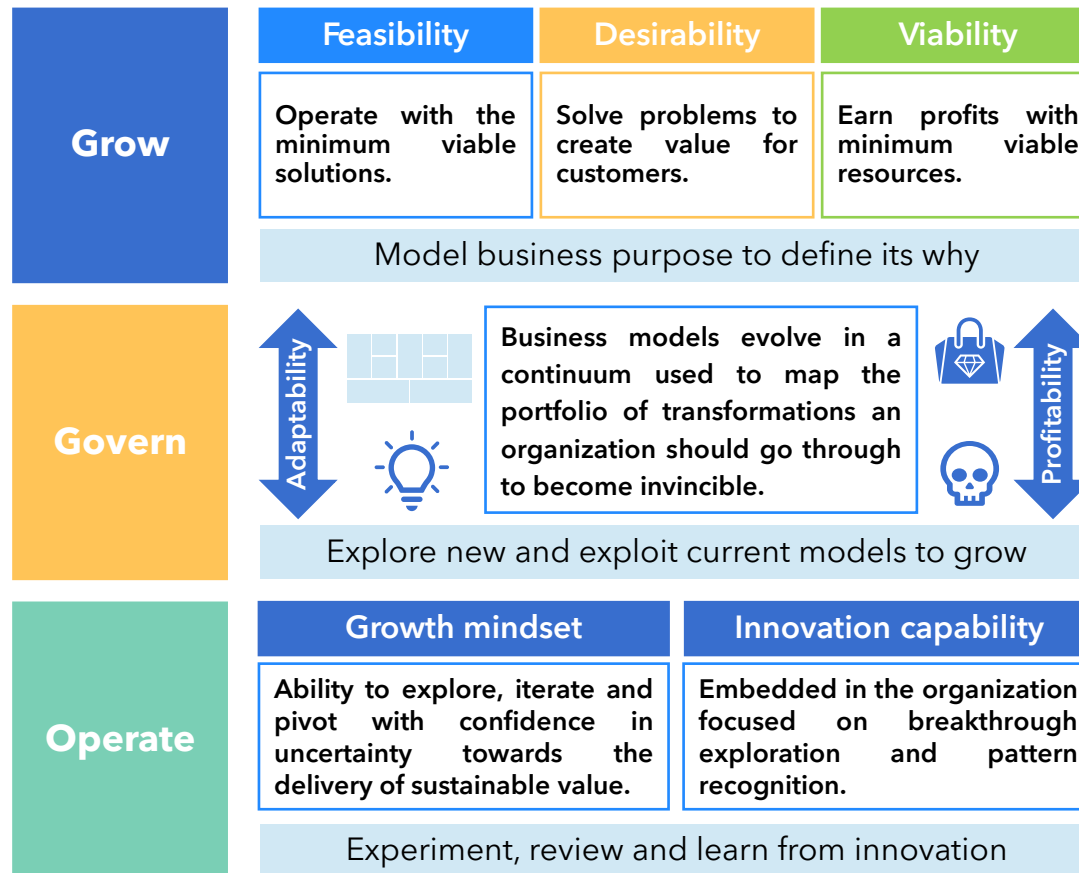
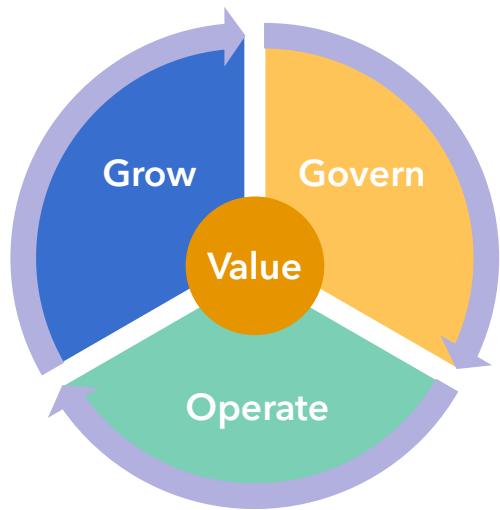
Grow, Govern and Operate



Structure a fit for purpose operating model

Definition

Business structure emphasizes 3 phases to grow an organization's purpose, govern its architectures and operate its value streams.



Streamline organizations around value to become invincible

Objective	<p>Business structure is the wheel to sustain an organization through development and operational value streams to respectively continuously grow business models and improve operating ones with incremental value in the form of working and tested minimum viable solutions.</p> <p>With transformative culture and mindset, agile business structure builds invincible organizations.</p>		
Phase	1. Assess structure	2. Design target	3. Explore and exploit
Activity	<p>1.1. Assess business model desirability, feasibility and viability</p> <p>1.2. Assess business model adaptability</p> <p>1.3. Assess operating model</p>	<p>2.1. Design target business model</p> <p>2.2. Design target operating model</p> <p>2.3. Identify explore and exploit opportunities</p>	<p>3.1. Specify target and transition architectures (business, information system and technology)</p> <p>3.2. Specify implementation roadmap</p>
Deliverable	<p>Business model canvas</p> <p>PESTEL analysis</p> <p>Business Impact analysis</p> <p>Operating model analysis</p>	<p>Target Business model</p> <p>Target Operating model</p> <p>Innovation and operational opportunities portfolio</p>	<p>Target and transition Architectures</p> <p>Implementation roadmap (products & services)</p>
Best practice	<p>The Invincible Company - (standard - book)</p> <p>The Open Group Architecture Framework TOGAF - (standard - book)</p> <p>Scaled Agile Framework SAFe - (standard - book)</p>		

Business Structure: References

Project	Enterprise architecture	Operating model transformation	Business model transformation
Context	Enterprise architecture initiative to leverage information and value created in stand alone projects within a sustainable specialized capability.	Transformation program which aimed to implement a new operating model for business activities based on a customer-oriented approach.	Transformation initiative which aimed to assess the business model in order to strengthen existing value streams and identify new ones.
Activity	<p>Develop an enterprise architecture prototype to evaluate business needs.</p> <p>Gather and document business data and processes.</p> <p>Document and analyze existing information systems.</p> <p>Harmonize business needs documentation.</p>	<p>Define Business and Information architectures.</p> <p>Detail epics and solutions to be implemented.</p> <p>Specify and support implementation of minimum viable products.</p> <p>Evaluate business outcomes of each increments.</p>	<p>Gather and document business and operating models' key dimensions.</p> <p>Assess models' dimensions with key stakeholders.</p> <p>Identify explore and exploit opportunities.</p> <p>Specify prioritized epics and solutions.</p>
Deliverable	<p>Operating model analysis</p> <p>Target Operating model</p>	<p>Target and transition Architectures</p> <p>Implementation roadmap</p>	<p>Current and Target Business model canvas</p> <p>Impact analysis</p> <p>Innovation and operational opportunities portfolio</p>
Best practice	Leveraging projects rather than creating one induces more accountability on information, as much as on decisions, and sustain the capability as a support one rather than another technology silo.	Exploring a new operating model means uncertainty and unknown outcomes: to mitigate it and navigate in this environment it's important to focus on value and commit to minimum viable product.	Lack of innovation mindset and capability leads to decreasing value proposition. Exploring new and exploiting current business models continuously transform and sustain an organization.

Who am I





Working for 9 years in organizational transformation, I specialized in change management to better support companies while they deploy meaningful business models, projects and programs in international, multi-cultural and cross functional contexts. Technical expert in agile and business processes within transversal and matrix organizations.

Core competencies

Organizational transformation	Value chain and business process management
Customer Experience	Information system and technology
Change and project management	Talent management

Certifications and trainings



Significant experiences

Value chain transformation

Transformation program aiming to deliver a new transversal value chain for technical notification between operators, customers and maintenance across 6 different organizations.

Business model transformation

Transformation initiative which aimed to assess the business model in order to strengthen existing value streams and identify new ones.

Business process management

Standardization, decomposition and tooling of core insurance value chain across entities offering life and non-life products on a bank-insurance model in 9 regulations.

Operating model transformation

Transformation program which aimed to implement a new operating model for business activities based on a customer-oriented approach.

Enterprise architecture

Enterprise architecture initiative to leverage information and value created in stand alone projects within a sustainable specialized capability.

Implementation of technical solution

Maintenance in operational conditions and development of an application which aggregates data from sources to produce the list of trains which operate in a station for a day.

Florian Tarte

Information system facilitator



Native



Professional



Advanced

Agile program and project manager

SKEMA Business School

Information technology engineer

SUPINFO International University



Sailing



Education



Family



Swimming



Ballroom

Florian Tarte

florian.tarte@zcalable.com

+33 (0)6 76 56 86 79

www.zcalable.com

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