



Our Vision:

To be the world's leading association for business analysis professionals.

Our Mission:

To develop and maintain standards for the practice of business analysis and for the certification of its practitioners.

Letter from the President

A critical priority for the International Institute of Business Analysis (IIBA™) in 2008 is defining our association's Value Proposition, as this will impact all other initiatives we are planning for the coming year. This project will define what brings value to key IIBA stakeholders: our members, Certified Business Analysis Professionals™ (CBAP™), volunteers, Chapters, Endorsed Education Providers (EEPs™), Sponsors, plus past and future IIBA members.

There are many benefits to joining the IIBA. As a member, you can participate in a local chapter, network with other members, access exclusive job postings from top companies, gain knowledge and experience through volunteering, and have early access to changes in the *Business Analysis Body of Knowledge*® (BABOK®). The Value Proposition will help us to further refine the benefits you want from the IIBA, in order to expand our offering.

This month, we have some good news about two important member benefits.

BABOK Update

As you know, the publication of the *BABOK*®, version 2.0 is planned for Q3 2008. We are pleased to announce that in the next few weeks we will be releasing a draft version of the *BABOK*®. We would like to congratulate Kevin Brennan, Vice President, Body of Knowledge, and the entire team for their hard work in preparing this significant publication.

The draft of version 2.0 of the *BABOK*® will be available on the website very soon, so stay tuned. Please note that if you have registered to take the CBAP exam, the material will still be based on version 1.6, until further notice.

IIBA Conference in 2009

The other good news story is that plans for the first ever IIBA Conference are underway. The conference is scheduled for spring 2009. We have hired a Conference Program Manager, Tracy Cook, who will be producing the conference.

Over the next few weeks, with Tracy's help, we will be defining the structure and content of the event. Some of our current ideas are to have chapter meetings, discussions on leadership roles in the organization, and sessions with our EEPs and Sponsors. This is an ideal opportunity for members to meet fellow BAs from around the world, network and share expertise and best practices.

There is one point we would like to make: the IIBA Conference is your conference. We want to hear from our members and other key stakeholders about what you would like from your conference, to ensure that this event can help you reach your professional development goals.

To gather your feedback, we have posted a short survey on the website with key questions about the conference. For example, would you prefer a two, three or four day event,

continued on page 2

continued from page 1

what different tracks would be most interesting for you, do you have ideas about keynote speakers, topics, workshops, etc.

The [survey](#) will be available for only a couple of weeks, so be sure to get your answers in as soon as possible. The more members we hear from, the better this event will be for everyone.

We will also need many volunteers to help make the conference a success. If you would like to get involved, please contact our Volunteer Coordinator at volunteer@theiiba.org. A list of the specific conference positions we require will be posted on the website shortly.

In the January newsletter, Editor Marta McIlroy asked you to write in with suggestions about topics you would like to see in the newsletter, and we were very encouraged by the enthusiastic response and many great ideas generated by the membership. We thank you and look forward to receiving more insightful feedback and ideas about the conference from our very dedicated members.



Kathleen Barret
President, IIBA

Letter from the Editor

You gave us just what we needed!

Dear Readers,

Last month, we asked you to take a moment and tell us what this Newsletter needed: what you wanted to see, was something missing, what do you like—or not so much? It was a delight to hear from so many of you; you certainly showed how focused BAs are on listening, interpreting and providing the answers required.

As Editor (or, as my signature notes, ed.), I have been tasked with coming up with a Line Up of Future Topics...and with your input, I think I'm just about covered until the end of 08!

Here are some of the main things you've asked for, not just for the Newsletter, but in our new website, and other communication vehicles we hope to launch this year. Some

of you will recognize your words here—thank you for your help!

1. Reference materials and recommended reading offering some insight into what's good and why
2. Emerging issues in the BA profession and what we need to know to keep up with what the industry is saying
3. Faces of the community of BAs around the world and what other chapters are doing in the global IIBA family
4. A space for the Chapter leaders to share ideas of how to better organize and run the chapter, subject ideas for monthly meetings and maybe even a blog for Chapter leaders...
5. The progress of the IIBA towards achieving its mission
6. "Best of the leadership blog" with 'plants' highlighting the best topic added that month
7. A regular feature that highlights and discusses a different area of the CBAP exam each month including best practices and lessons learned
8. 'Cookie-cutter' type articles that discuss the 'how-to' aspects of "how do I do my job"
9. Information about training and upcoming seminars with more specifics about recommendations
10. A forum to have you answer our questions—kind of a mailbox type thing

If you want to write, please send us your thoughts (preferably in the form of an article, but if not, we can work with bullet points!) to IIBANewsletter@theiiba.org. And in the meantime, we'll be out scouting around, asking some experts to write about these topics.

Thanks again for reading—and a special thank you to all those who took the time to tell us how we're doing.



Marta McIlroy, Editor (ed.)

Questions, Comments, Concerns?

If you would like to get in touch with the editorial staff regarding future topics, suggestions or if you would like to unsubscribe, please contact us at info@theiiba.org.

IIBA Blog Spotlight

As the IIBA is a virtual organization, the Blog is an integral way for the Senior Leadership Team (SLT) to communicate with members worldwide. The topics range widely: from technical pieces such as *BABOK*® updates to more informal pieces like “A day in the life...” What many of the blog entries have in common is a request for readers’ feedback. This is your association and the SLT want to hear what you have to say!

In January, our editor asked the IIBA readership “What would you like to read about” and the blog was certainly a hot topic. Our web statistics show that the blog gets about 75 hits a day and the IIBA website gets about 1000 + a day, and we would like to see more crossover in readers.

To pique your interest in both Chapter Development and the blog, please read the latest entry “Where in the World,” by Director at Large Glenn Brûlé, our Head of Chapter Development. At the end of the blog, Glenn poses a question—please respond to IIBANewsletter@theiiba.org.

Dear Blog,

Well, there has been much activity in chapter development since I last chatted with you, let me give you a brief run down.

Last week I spoke with quite a few people from quite a few places. Last Monday there was Werner List from Munich, Germany and Mika Helenius from Helsinki Finland. Tuesday it was Audra Head from East Tennessee and a fellow Canadian Mark Dick from Saskatoon, SK. Wednesday I chatted with the very lovely Linda Weston of Oklahoma City, OK, and P1 and P2 from Albany, NY—they know what I mean! Friday I received some very reassuring news from the hard working team in Tampa Bay headed up by Monica Redburn. And today, I spoke with Mr. Cunha from Rio de Janeiro.

All said, it’s been a very busy couple of weeks.

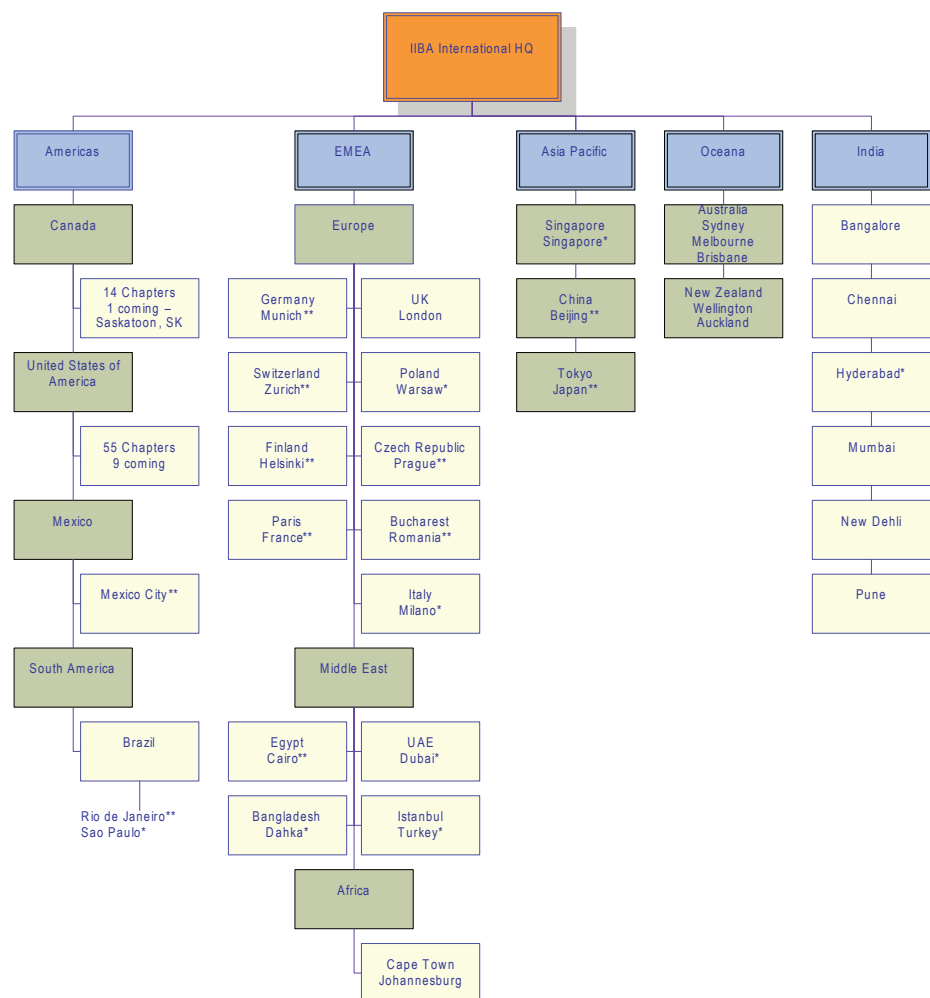
Let me put some things in perspective for you, since coming back from the holidays I have been working on a total of 24 chapters—that’s almost 4 a week!!

Here’s another look at the tremendous accomplishments the IIBA has made in the last couple of years. Guess how many chapters we are currently working on or have already established??

Send me a note if you think you have the answer—I look forward to hearing from you. Gotta run...I will speak with you soon...Goodnight Blog.

To see this entry and all of the other interesting Blog thoughts, please log on to:

www.blog.theiiba.org



International Spotlight

Kick-off meeting in Dubai

On January 23, the Dubai Chapter kicked off 2008 with its first meeting! Over 90 delegates from different industries participated—a very impressive turnout—and had the opportunity to hear about the IIBA. The welcome address was from Dr. Cedwyn Fernandes, Chair, College of Graduate Studies, University of Wollongong in Dubai on behalf of Professor Raed Awamleh, the Dean of the University. The acting President of the Dubai Chapter, Mr. Alaa Garad discussed the advantages that the IIBA has to offer on a global level as well as on a local level. The Dubai Chapter plans to launch its website before the end of February.



In keeping with the overwhelming and exciting number of International Chapter kick-offs, please stay tuned for profiles and updates from:

- Singapore
- Prague, Czech Republic
- Cairo, Egypt
- Mexico City, Mexico
- Paris, France
- Davenport, Iowa

We are also very excited to announce that these new IIBA Chapters have been formed in the United States:

- Portland, Oregon
- Tampa Bay, Florida

Have you moved, changed jobs or switched email providers?

Don't forget to update your profile with us to ensure that you continue to receive the most up-to-date communications from the IIBA!

Updating your profile is easy! Simply login and click on "Update Profile."

If you have any questions or experience any difficulties, please email membership@theiiba.org.



CBAP Update

2008 CBAP Exams

You are not alone!

All of the exams listed at right are supported by the local IIBA Chapters who are committed to providing the following for the exam in their area:

- 1-2 application information sessions prior to the application deadline to help potential applicants complete their CBAP application
- 1-2 study groups to help approved applicants prepare for the exam
- Details on their Chapter websites about their application information sessions and study groups, as well as the exam logistics.

If you are applying to become a CBAP and/or studying for the exam seems daunting at first, remember, you are not alone in this process. Visit the IIBA website at [Exam Schedule](#) to link to the local Chapters' websites to see these details.

Note: Other exams may be scheduled—please keep an eye out for ongoing updates on our website.

With this many exams scheduled already, we can't help but surpass our 230 CBAP number to date!

More and more employers are recognizing the CBAP

"The Chubb Group of Insurance Companies added CBAP to its list of professional designations for employees, denoting the discipline of business analysis as a key function in Chubb. Chubb now recognizes CBAP certification in the same light as the PMP® certification for Project Managers and CPCU for Underwriters."

Update on Computer-based Testing and the Online Application Process

The implementation of computer-based testing of the CBAP exam at designated test centers around the world and the online application process are still on track for the

CBAP Exam Schedule		
CBAP Exam Location	CBAP Exam Date & Time	CBAP Application Deadline
Halifax, NS, Canada	March 3, 2008 1–4:30 p.m.	Jan. 21, 2008
Louisville, KY, USA	April 16, 2008 8:30 a.m.–12 p.m.	Jan. 17, 2008
Toronto, ON, Canada	April 17, 2008 1–4:30 p.m.	Mar. 3, 2008
Philadelphia, PA, USA	April 29, 2008 1–4:30 p.m.	Mar. 17, 2008
Montreal, QC, Canada	May 6, 2008 1–4:30 p.m.	Mar. 24, 2008
Calgary, AB, Canada	*tentative until 8 applicants approved* May 22, 2008 5:30–9 p.m.	Feb. 22, 2008
Seattle, WA, USA	June 3, 2008 1–4:30 p.m.	Apr. 21, 2008
Denver, CO, USA	June 10, 2008 1–4:30 p.m.	Apr. 28, 2008
Minneapolis/ St. Paul, MN, USA	*Tentative* June 17, 2008 1–4:30 p.m.	May 5, 2008

3rd quarter of this year. Information on the progress and completion of these two projects will be made available in the monthly newsletters as well as on the IIBA website at [Certification](#).

Revised Exam Hosting Policy

The [Exam Hosting Policy](#) was recently updated and has been published on the IIBA website. The policy outlines the requirements and processes for an organization to arrange to host a paper-based CBAP exam at a time and location meeting the needs of its constituents. Exam offerings can be hosted by IIBA Chapters, training providers recognized as IIBA Endorsed Education Providers (EEPs), and other organizations (such as employers of Business Analysts). If your organization is interested in hosting an exam, email certification@theiiba.org for an application form.

continued on page 6

continued from page 5

CBAP Recertification Requirements and CDUs

The requirements for maintaining your CBAP designation are almost complete and will be made available by the end of April 2008. At this time, we are working to define how many Continuing Development Units (CDUs) will be required to recertify. We are also working to identify what activities will qualify for CDUs, and how many CDUs will be allocated per activity. The CDU program will be released alongside the CBAP recertification requirements.

In the meantime, we suggest that you continue to track all of your professional development activities.

Coming soon...

- Statistics on applications and exams to date
- Complete listing of employers recognizing the CBAP designation

Keep an eye out for all of this on our website at [Certification](#).

For more information on the Certification program, visit the IIBA website at [Certification](#). For Certification questions not addressed on the website, email certification@theiiba.org.

Endorsed Education Provider Update

The IIBA is pleased to present several newly endorsed courses from our existing Endorsed Education Providers (EEP) listed below.

ESI International (Charter EEP)

<http://www.esi-intl.com/public/index.asp>

Arlington, VA USA

New Courses Available:

- Facilitation Techniques for Requirements Development
- Process Modeling Management
- Use Case Modeling
- Requirements Facilitation Tools and Techniques for Business Analysis at Wachovia

OSNUF Innovations INC.

www.osnufinnovations.com

Whitby, Ontario Canada

New Courses Available:

- Developing User Requirements
- User and System Requirements for Software Development
- Object-Oriented Analysis and Design Using UML
- Business Process Re-engineering
- Facilitating Skills for Business Analysts
- Critical Thinking and Creative Problem Solving
- Certified Business Analyst Professional™ (CBAP™) Exam Prep

Boston University Corporate Education (Charter EEP)

<http://www.butrain.com/>

Tyngsboro, MA USA

New Courses Available:

- Analyze New Opportunities for Your Organization
- Assure Quality Business Solutions with Assessment and Validation
- Business Analyst Fast Track

Professional Education Strategies Group, Inc (PESG) (Charter EEP)

<http://www.pesg.com/>

Lakewood, OH USA

New Course Available:

- Basic Business Analysis

The Must-Have Business Analysis Resource....
You Don't Want To Be Without!

The Business Analysis Essential Library Series



The **Business Analysis Essential Library** is a series of practical guides that provide insight into the distinct areas of business analysis. You'll discover the practical tools and techniques needed to operate effectively and gain clarification on this emerging role.

Discover Realistic Methods Business Analysts Need to Work Effectively With These New Titles!

- Professionalizing Business Analysis: Breaking the Cycle of Challenged Projects
- Getting It Right: Business Requirement Analysis Tools and Techniques
- Unearthing Business Requirements: Elicitation Tools and Techniques
- The Art and Power of Facilitation: Running Powerful Meetings
- The Business Analyst as Strategist: Translating Business Strategies into Valuable Solutions
- From Analyst to Leader: Elevating the Role of the Business Analyst

Product Code B148, ISBN 978-1-56726-214-8

Order by phone – 703.790.9595 or Online – www.managementconcepts.com/pubs



IIBA Newsletter Giveaway

Play to win!!

Our Winner from January is Yegor Filonov from Waltham, Massachusetts. He took the time to offer some valuable suggestions for upcoming articles in the Newsletter, and of course he correctly answered the question: What were the five organizations mentioned who have publicly recognized the IIBA as a professional organization for BAs, and CBAP as the professional certification of choice for BA professionals?

1) EDA 2) Royal Bank of Canada 3) The Hartford Financial Services Group 4) Sun Trust Banks 5) Insurity: a ChoicePoint business

And his prize? They were such a popular choice in December that we're again rewarding our winner with some great reference books.

Now here's your chance:

Our Question for the February newsletter: Who are the IIBA contacts responsible for the 1) IIBA Value Proposition and 2) The Volunteer Management Program

Please send your responses to IIBANewsletter@theiiba.org by Friday, February 29, 2008

Current IIBA Chapters

Canada:

Brampton, ON
 Calgary, AB
 Edmonton, AB
 Fredericton, NB
 Halifax, NS
 Montreal, QC
 Ottawa-Outaouais, ON
 Saint John (Fundy), NB
 South Saskatchewan
 Toronto, ON
 Vancouver, BC
 Victoria, BC
 Waterloo-Wellington, ON
 Winnipeg, MB

International:

Australia
 Bangladesh
 Dhaka
 Brazil
 Sao Paulo
 India
 Bangalore
 Chennai
 Hyderabad
 Pune
 Italy
 Milano
 New Zealand
 Nigeria

Poland
 Warsaw
 Singapore
 South Africa
 Turkey
 Istanbul
 UK (United Kingdom)

United States:

Alabama
 Arizona
 Phoenix
 California
 East Bay Valley
 Los Angeles
 Orange County
 Sacramento
 Silicon Valley
 Connecticut
 Hartford
 Colorado
 Denver
 District of Columbia
 Washington, DC
 Florida
 Central Florida
 Jacksonville (NE Florida)
 South Florida
 Georgia
 Atlanta
 Columbus
 Idaho
 Boise ID (Treasure Valley)
 Illinois
 Chicago
 Indiana
 Central Indiana
 Iowa
 Des Moines

Kentucky
 Louisville
 Maryland
 Baltimore
 Massachusetts
 Boston
 Michigan
 South East Michigan

Minnesota
 Minneapolis
 Missouri
 Kansas City
 St. Louis
 Nebraska
 Heartland Chapter in Omaha
 Nevada
 Las Vegas
 New Jersey
 New Jersey
 New York
 New York City
 North Carolina
 Charlotte
 Raleigh (RTP)
 Ohio
 Cincinnati
 Cleveland
 Columbus
 Dayton

Oregon
 Portland
 Pennsylvania
 Harrisburg
 Philadelphia
 Pittsburgh
 Rhode Island
 Rhode Island
 Tennessee
 Memphis
 Middle Tennessee
 Texas
 Austin
 Dallas
 Fort Worth
 Houston
 Utah
 Salt Lake City
 Virginia
 Central Virginia
 Washington
 Seattle
 Wisconsin
 Madison
 Southeast Wisconsin

New chapters will be posted on the [IIBA website](http://www.theiiba.org) as they form.

Writing about the IIBA, but aren't sure about trademark rules? Want to encourage someone to become a member with you? You'll find everything you need in the IIBA's newest version of the [standards manual](#) and our new [brochure](#).



Upcoming Events

PROJECT SUMMIT BUSINESS ANALYST WORLD

4 Day US Regional Events—
PM & BA Focused

www.businessanalystworld.com

Philadelphia

Radisson Valley Forge Hotel
April 28–May 1, 2008

San Francisco

Sheraton Palo Alto Hotel
October 13–16, 2008

Boston

Renaissance Boston Waterfront Hotel
October 27–30, 2008

Chicago

Location currently being determined
November 10–13, 2008

PROJECT WORLD BUSINESS ANALYST WORLD

2 Day Regional Events—Only BA Focused

www.basymposiumseries.com

Seattle

Seattle Marriott Waterfront Hotel
June 2–3, 2008

Denver

Adam's Mark Hotel
June 9–10, 2008

Minneapolis

Doubletree Hotel Minneapolis—Park Place
June 16–17, 2008

Melbourne, Australia

Rydges on Carlton
July 21–22, 2008

Sydney, Australia

Menzies in Sydney
July 24–25, 2008

BUSINESS ANALYST WORLD SYMPOSIUM SERIES

4 Day Canadian Events—PM & BA Focused

Toronto

Metro Toronto Convention Centre
April 14–19, 2008

Wellington, New Zealand

James Cook Hotel Grand Chancellor
July 28–29, 2008

Montreal

Palais des congrès, Montreal
May 5–8, 2008

Vancouver

Vancouver Convention Centre
October 27–30, 2008

continued on page 10

Upcoming Events continued

Notice of Annual General Meeting on June 10, 2008

Applications will be accepted for the following Board of Directors positions commencing April 1, 2008. (Current incumbents are listed in parentheses.)

- Executive Vice President (Dave Bieg)
- Secretary (Indy Mitra)
- Vice President, Chapters (Carol Lapp)
- Director-at-Large (Glenn R. Brûlé)
- Director-at-Large (Cleve Pillifant, who has chosen not to run again)

IIBA's First Global Conference

We want to hear from you!

We are proud to announce that our first global conference is scheduled for Spring 2009. This conference is for all BAs and we need your input.

We have created a short online survey to find out the kind of information and learning you would like at the conference. To complete this confidential survey, please visit http://www.surveymonkey.com/s.aspx?sm=wXWPifjuB_2fAlHumd_2bPmSlw_3d_3d.

The survey will only be available until March 23, 2008, so please give us your feedback as soon as you can. We look forward to hearing from you!

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Certified Business Analysis Professional and CBAP are certification marks owned by the International Institute of Business Analysis.

IIBA, the IIBA logo, and EEP are trademarks owned by the International Institute of Business Analysis.

PMP is a certification mark of the Project Management Institute, Inc. and is registered in the United States and other nations.

Advertise in the IIBA Newsletter

The IIBA is pleased to announce that we are now accepting advertisements to be featured in our monthly, online newsletter.

Policies

The IIBA will only accept advertisements from organizations directly related to the IIBA's mission or providing information valuable to our readers. The IIBA reserves the right to reject advertisers who offer products or services that directly compete with those offered by the IIBA. All ad copy and design must be approved by the IIBA's marketing committee.

Content for ads should keep in mind the international nature of the IIBA. However, ads specific to a certain geographical area may be approved on a case-by-case basis. Such advertisers should also consider individual chapter newsletters.

Current Rates

Newsletter Advertising

1/8 page ad on front page	\$350*
1/8 page ad on any other page	\$250
1/4 page ad on front page	\$500
1/4 page ad on any other page	\$400
1/2 page (none on front page)	\$600
Full back page ad	\$750

*All prices are shown in USD.

Discounts

IIBA Founding Partner	25% discount
IIBA Corporate Partner	20% discount
IIBA Industry Partner	15% discount
IIBA Associate Sponsor	10% discount
Three to six ads prepaid at once	Additional 10% discount
Seven to twelve ads prepaid at once	Additional 15% discount

Interested parties should email IIBANewsletter@theiiba.org. Be sure to include the size of the ad you are interested in placing, a short company description and the newsletter issue in which you would like to advertise.