

## MEDIA RELEASE

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Contact: Kevin Brennan, IIBA Vice President, Professional Development and Communities  
[Kevin.Brennan@theiiba.org](mailto:Kevin.Brennan@theiiba.org)

### **Business analysis 'bible' translated to make knowledge more accessible in BRIC country**

- ***BABOK® Guide v2.0* released in Portuguese**

São Paulo, Brazil (March 1, 2011) - The São Paulo chapter of International Institute of Business Analysis (IIBA) announces the launch of *A Guide to the Business Analysis Body of Knowledge® (BABOK® Guide) v2.0* in Portuguese.

Translation of the *BABOK® Guide v2.0*, the key reference guide for business analysts, in the common language spoken in Brazil will standardize terminology in this powerhouse BRIC country in South America.

IIBA® members have free access to download *BABOK® Guide 2.0* from the IIBA website <http://iiba.info/MemberGuiaBABOK>. Non-members can purchase a PDF in Portuguese from the same [website](#) for US\$29.95 or can order the print version from [Amazon](#). Anyone who wants to have an idea of the content of the guide without purchasing it, however, just needs to access the IIBA São Paulo website ([www.theiiba.org.br](http://www.theiiba.org.br)) to find a presentation with the highlights of this guide.

#### **More than a simple translation**

Suzandaise Thomé, president of the IIBA São Paulo Chapter, says, "More than a simple translation, this launch provides wide access to the Portuguese speaking market to what today can be considered the bible of business analysis."

Members of IIBA around the world completed almost three years of study and received over 5,000 comments from more than 1,500 subject-matter-experts prior to the release of the latest version of the guide in English last year. Brazil is the second country to translate the *BABOK® Guide 2.0*; it is also available in Japanese.

Kevin Brennan, IIBA Vice President, Professional Development and Communities, says, "A huge thanks goes out to the São Paulo chapter's team of volunteers for their dedication in pulling this major initiative together." He adds, "We are very pleased to make the global standard for the business analysis profession widely accessible in Brazil and other Portuguese speaking nations."

#### **Portuguese version will increase the maturity of the Brazilian market**

Translation of the guide was led by a team of 16 volunteers, all business analysts. The group included two translators, 12 reviewers, a coordinator and a reviewer of the Portuguese language.

Project manager Fabrício Laguna, Marina Mello, and Claudio Brancher Kerber deserve special mention for their commitment to this initiative. Mr. Kerber translated the vast majority of the guide before the text was submitted to the reviewers. He also created an application for online discussions around the

translation of key terms. This tool allowed the team to work together effectively without having to meet face-to-face.

Mr. Laguna says that the publication of the guide in Portuguese will help mature the processes and business analysis profession in Brazil. "Before the official version in Portuguese, every person—every company—could translate the text of the *BABOK® Guide v2.0* in a different way." He adds, "With the guide translated into Portuguese, the language becomes unified."

The translation of the guide is also expected to increase the number of certified professionals in Brazil. The *BABOK® Guide v2.0* in Portuguese will facilitate the learning process, explains Mr. Laguna. He was the first non-English speaking person to obtain the Certified Business Analysis Professional™ (CBAP®) certification in the country.

## **About International Institute of Business Analysis**

International Institute of Business Analysis (IIBA) is the independent non-profit professional association serving the growing field of Business Analysis to the international business community. The organization is comprised of more than 17,000 members around the globe in fields ranging from requirements management and requirements analysis to project management and consulting. IIBA® has chapters in over 60 countries worldwide and is committed to developing and advancing standards for the practice of business analysis and for the certification of practitioners. For more information, visit [www.theiiba.org](http://www.theiiba.org).