

GLOBAL STRATEGIC ALLIANCES ANNOUNCED TO FURTHER SUPPORT BA COMMUNITY
- IIBA® launches new collaborations with four leading organizations -

(Toronto, ON) August 20, 2015 – As part of the ongoing commitment to unite the business analysis community to create better business outcomes, International Institute of Business Analysis™ (IIBA®) is pleased to announce new strategic alliances with four leading, global organizations.

IIBA has signed collaborative agreements with [BCS The Chartered Institute for IT](#), [BRM Institute](#), [IREB®](#) and [Sparx Systems Pty Ltd](#). IIBA is committed to forging value-add relationships with corporations, associations and business stakeholders to create greater connections and engagements across the business analysis community. These new Memorandums of Understanding (MOUs) will provide support, products, services and connections to practitioners and their organizations, which will help them deliver a strong BA practice and achieve organizational success.

“In order to expand the reach of BA professionals and the association, we are connecting beyond our own community to support the evolution of the role and impact of business analysis,” said Stephen Ashworth, President and CEO. “Bringing together these new alliances and the Members of IIBA will ensure the integration of an industry knowledge base, thought leadership across the different specialties and an expanded portfolio of products and services.”

The common commitment amongst these organizations showcase an increasing recognition of the profile and value for business analysis and complementary professions and the role they play in helping organizations achieve greater business outcomes.

“We are looking forward to working together with IIBA. There is much we want to accomplish and we will be focusing our attention and energy on taking business analysis to the next level - as a recognized profession,” said Jon Buttriss, CEO, BCS Learning & Development Ltd. “We see a mutual benefit to co-operating and supporting each other’s efforts for the greater benefit of the business analysis community.”

Aaron Barnes, Co-Creator of Business Relationship Management Institute stated, “The leading Institutes that provide industry standards and thought leadership such as BRMI and IIBA must collaborate together to clearly define discipline interactions, standard terminology, and provide a solid mutually agreed approach that can be utilized to drive business value around the globe. BRMI is excited to collaborate with IIBA and bring these two very important disciplines together to support our global communities and to assist organizations in driving strong business results.”

“The IREB® CPRE® and IIBA CBAP®/CCBA® certification programs perfectly complement each other,” said Stefan Sturm, Managing Director of IREB GmbH. “Working closely together is a logical step, which the community has been asking for. The cooperation between IREB and IIBA will help both organizations to offer increased added value to the Requirements Engineering and Business Analysis communities.”

“With this MOU, Sparx Systems is sharing in a unique and exciting global market with IIBA, where challenge and opportunity are accepted in equal measure,” said Ken Harkin, Global Business Development Manager, Sparx Systems Pty Ltd. “We look forward to strong business growth, based on the open sharing of knowledge and ideas between our communities and to improving products and services for the benefit of all our stakeholders.”

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“Each of these new collaborations will offer our Members and the BA Community increased value, support and connections to the organization’s Members, Chapters, partners and key business stakeholders,” said Ashworth.

A backgrounder with additional details regarding each one of the new MOUs is available. Please visit www.iiba.org/MOUs.

About IIBA

IIBA is the non-profit professional association serving the growing field of business analysis. As the voice of the business analysis community, IIBA supports the recognition of the profession and works to maintain standards for the practice and certification. Through a global network, IIBA connects over 29,000 Members, over 115 Chapters and over 240 Corporate Members to unite a community of professionals to create better business outcomes. In November 2014, IIBA launched a new strategic plan, which includes two key pillars that support greater engagement with the corporate community and a network of complementary associations. www.iiba.org

About BCS, The Chartered Institute for IT

BCS, The Chartered Institute for IT, promotes wider social and economic progress through the advancement of information technology science and practice. It brings together industry, academics, practitioners and government to share knowledge, promote new thinking, inform the design of new curricula, shape public policy and inform the public. With over 75,000 members, including practitioners, businesses, academics and students in the UK and internationally, it has a proven track record in enabling business innovation and change through its training and certification programmes. BCS offers a comprehensive range of business analysis certifications from foundation through to the Business Analysis Diploma, structured to offer ongoing career-long learning and industry recognition. Worldwide, it has certified over 70,000 Business Analysts, providing a career pathway for all BAs whatever their level of experience. www.bcs.org

About Business Relationship Management Institute

BRMI is the world's first and only membership, professional development, and certification organization dedicated to serving the global BRM community. BRMI provides world-class professional membership and development programs to advance the art and discipline of BRM and help maximize Business Relationship Management capability in organizations. Business Relationship Management Institute was incorporated as a nonprofit corporation in February 2013. www.brminstitute.org

About IREB, the International Requirements Engineering Board

IREB, the International Requirements Engineering Board - a non-profit organization - is the provider of the CPRE (Certified Professional for Requirements Engineering) certification scheme. The Certified Professional for Requirements Engineering represents a carefully elaborated three level certification concept. It addresses practitioners working in Business Analysis, Requirements Engineering and Testing, who place high demands on the quality of their work. It is IREB’s declared goal to foster further education in the field of Requirements Engineering. www.ireb.org



About Sparx Systems

Sparx Systems is a global software company specializing in high performance visual modeling tools for planning, designing and constructing software-intensive corporate systems. Sparx tools are used by systems designers, corporate planners, business analysts, enterprise architects, standards developers and software engineers. Sparx modeling software is widely used in finance, defense, government, aerospace, automotive engineering, geospatial, entertainment, health, smart grid, aviation, retail and telecommunications. Over 80 per cent of Fortune 100 companies have licensed Sparx Systems flagship modeling tool Enterprise Architect. In the past decade the Sparx user-base has grown from 30,000 to more than 350,000 individuals worldwide. Sparx Enterprise Architect provides robust support for team-wide collaboration, and can scale up from single-user deployment to teams with dozens or even hundreds of collaborators - including remote collaborators. Sparx software is price competitive even when deployed across the entire development team. First developed in 1998, Sparx Systems' Enterprise Architect modeling tool was commercially released in 2000, and has enjoyed more than 15 years continuous development and growth. www.sparxsystems.com

Interviews and quotes are available. Please contact:

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IIBA® GLOBAL STRATEGIC ALLIANCES BACKGROUNDER

IIBA has signed Memorandums of Understanding with **BCS The Chartered Institute for IT**, **BRM Institute**, **IREB®** and **Sparx Systems Pty Ltd**. These new collaborative agreements will provide support, products, services and connections to practitioners and their organizations, which will help them deliver a stronger business analysis (BA) practice and achieve organizational success. By working together towards a common set of goals and priorities, these organizations will also build greater connections, support and value to corporations, government, partners and key business stakeholders.

BCS The Chartered Institute for IT

- BCS and IIBA are building on their aligned purpose and complementary portfolio to support the global BA community. Together, they will focus on promoting the value of business analysis as a globally recognized profession and discipline, as well as the role and importance of recognized certifications. Together the organizations will collaborate with governments, industry and relevant bodies to establish BA standards and good practices, foster further recognition of a global standard on business analysis and promote BCS Guide to Business Analysis.
- Key outcomes will include:
 - ✓ Development of joint events for the development of membership, community outreach and greater Chapter engagement
 - ✓ Joint Government outreach and lobbying to promote BA practice and BA certification as legislated standards
 - ✓ Joint Corporate engagement to promote the BA practice and BA certification
 - ✓ Joint Academic engagement and research to evolve the practice, discipline and profession

IREB®

- IIBA and IREB recognize that business analysis and requirements engineering are complementary professions and disciplines. IIBA and IREB will promote the value of business analysis and requirements engineering and recognized certifications. By demonstrating the value of those alignments, both organizations will bring greater clarity on how the practices can be leveraged. The organizations will work together and explore opportunities for collaboration, greater alignment in the practices terms and references, alignment in certification programs and learning activities.
- Key outcomes will include:
 - ✓ Advocate industry and government bodies to adapt business analysis and requirements engineering as standard practices and promote certifications and their alignment
 - ✓ Align certification programs to provide greater clarity on the context and purpose
 - ✓ Promote the alignment and value of the practices at conferences and special events
 - ✓ Collaborate on joint Academic engagement and research to evolve the fields



BRMI

- IIBA and BRMI will support and advance the practice and discipline of business analysis and business relationship management (BRM). Both organizations recognize the strategic alignment of the practices and how the roles of Business Analysis Professionals and BRMs are aligned and support each other. IIBA and BRMI will collaborate to mutually promote and advance the disciplines of business analysis and the business relationship management as two unique, yet highly complementary professions and practices.
- Key outcomes will include:
 - ✓ Develop BA-BRM collaboration framework using common terminology, which will bring clarity on the roles and professions
 - ✓ Collaborate on joint cross-marketing events
 - ✓ Conduct joint research and white paper development initiatives
 - ✓ Develop cross-role maturity framework and alignment of career path, including training and certification
 - ✓ Conduct outreach activities with HR organizations to promote the roles and alignment

Sparx Systems Pty Ltd.

- Sparx Systems and IIBA share similar interests and commitment in expanding the value each provide to their respective stakeholders. By supporting each other's efforts in specific areas, this new collaboration will provide greater value to IIBA Membership, Sparx Systems users and the overall business community.
- Key outcomes will include
 - ✓ The potential integration of *BABOK® Guide v3* with Sparx Systems Enterprise Architect (EA)
 - ✓ Offer access to possible references, tools and extensions to increase productivity and performance on all levels of their business activity
 - ✓ Support business analysis and related practices through IIBA Chapter events, including presentations on business architecture, process modeling, and other related techniques, as well as vendor tool demos and user group discussions
 - ✓ Joint approach to access new networks and relationships with other markets
 - ✓ Develop a strategic approach to engage academic institutions through outreach and research programs