To estimate the potential value for each design option and to establish which one is most appropriate to meet the enterprise’s requirements.

To identify and recommend the solution option that delivers the greatest overall potential value.

Recommendation of the most appropriate solution based on an evaluation of all defined design options.

Typically involves sponsors, project managers, subject matter experts, customers, users, and any additional stakeholders identified.

Frequently used techniques:
- Acceptance and Evaluation Criteria;
- Estimation;
- Financial Analysis;
- Metrics and KPIs;
- Risk Analysis and Management.

Refer to the BABOK Guide v3 for the complete list of techniques.

Analyze Potential Value and Recommend Solution assesses the business value of a potential solution and compares options, including trade-offs. Each option has a mix of advantages and disadvantages to consider. The potential value of a solution to a stakeholder is based on the benefits delivered by that solution, associated costs, and identified constraints.

The following resources, if they exist, can be used to transform the inputs into the outputs:
- Business Objectives;
- Current State Description;
- Future State Description;
- Risk Analysis Results;
- Solution Scope.

Consider...

There’s rarely one correct answer or one perfect solution. Every team needs to find methods for determining what to recommend as the best way forward.

Example: When deciding on how best to address a business challenge, data teams often use criteria to evaluate recommendations from analytic results that are best aligned with business needs.

See Guide to Business Data Analytics – 2.5.1 Recommend Actions

Certifications: ECBA, CCBA, CBAP – Refer to the BABOK® Guide for study purposes

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