

Product Success Starts With Analysis

Product Ownership Analysis (POA) is a discipline, with a set of practices, processes, and procedures that assists teams to create and deliver exceptional products and services, for their customers and stakeholders, with proven practices cultivated from a range of domains.



Certificate in Product Ownership Analysis (IIBA®-CPOA)

IIBA's Product Ownership Analysis certification program recognizes the integration of Business Analysis and Product Ownership with an Agile mindset to maximizing value. The program provides the opportunity to acquire essential POA concepts needed to navigate the challenges associated with creating successful products.

POA Program Resources

The POA program, including IIBA's Guide to Product Ownership Analysis and Digital Access resources, provide a foundational understanding of the standards of practice, techniques, case studies, and the POA framework. Plus, the POA Digital Access features interactive knowledge checks aligned to the program framework, quizzes, and more!



[IIBA.org/CPOA](https://www.iiba.org/CPOA)

Who is Product Ownership Analysis for?



IIBA's Certificate in Product Ownership Analysis (IIBA®-CPOA) benefits professionals who:

- Work as Product Owners
- Work as Business Analysis Professionals
- Support Product Owners in their work
- Execute Product Ownership related work
- Those considering a Product Owner career path

Exam Coverage

The IIBA®- CPOA exam includes questions pertaining to the domains as discussed in the Guide to Product Ownership Analysis.

- Apply Foundational Concepts
- Cultivate Customer Intimacy
- Engage the Whole Team
- Make an Impact
- Deliver Often
- Learn Fast
- Obsess About Value

Exam Structure

- 90 minutes
- 60 multiple choice, knowledge-based questions
- Available online

Take Your Product to the Next Level

Did you know Product Owner job growth is projected to be **24% in the US alone**?¹ And **36% of Business Analysis professionals** are looking to transition from a Business Analyst role to a Product Owner role?²

Product Ownership Analysis empowers today's professionals with the standards, practices, techniques, and competencies to keep pace with the Agile approach while creating value.

Get started today!

[IIBA.org/CPOA](https://iiba.org/CPOA)

Sources:

1. LinkedIn 2020 Emerging Jobs Report
2. 2020 IIBA Global Business Analysis Salary Survey