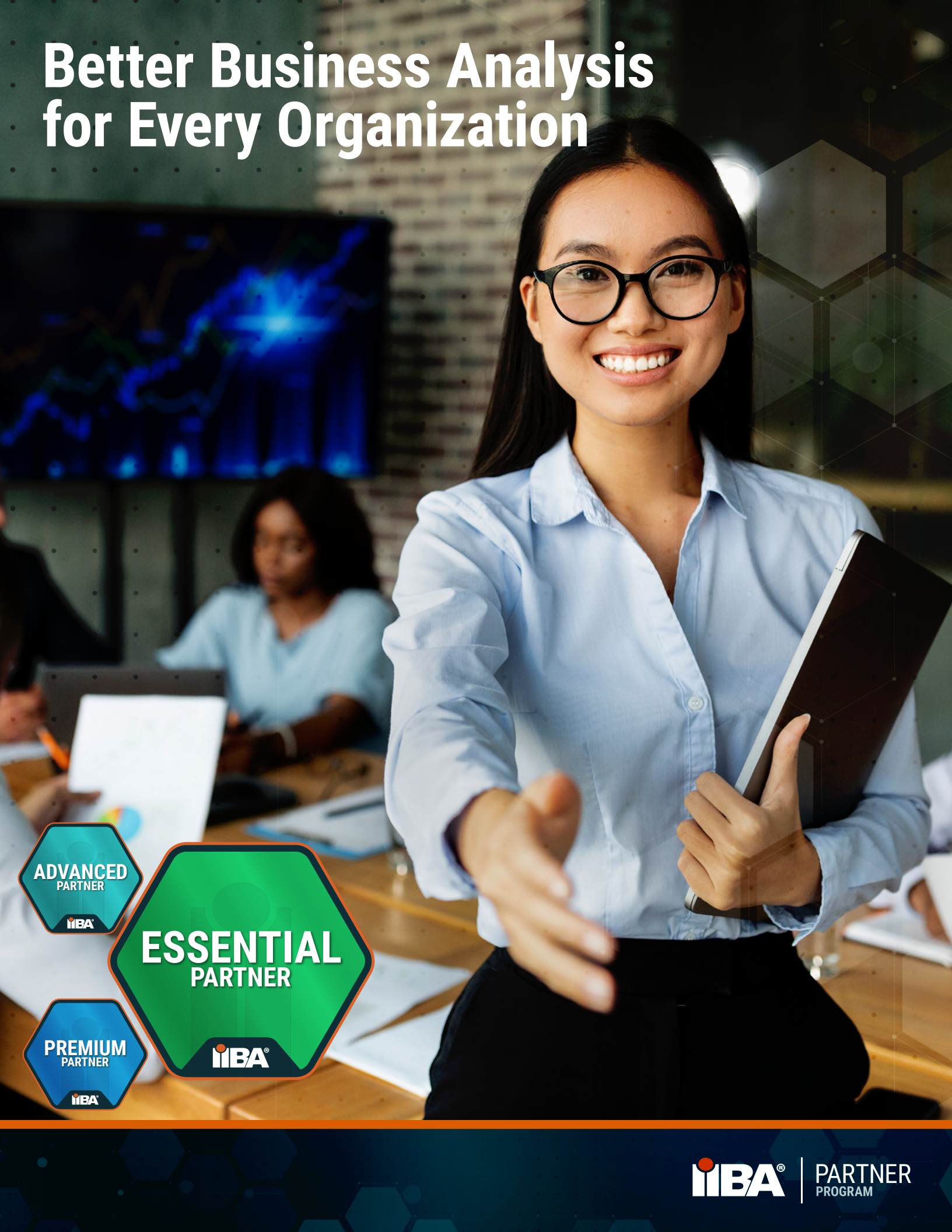


Better Business Analysis for Every Organization





WELCOME TO THE IIBA PARTNER PROGRAM

Thank you for joining IIBA's Partner Program! Welcome to a network of global organizations and leaders who, like you, are committed to driving better business outcomes and helping shape the profession's future.

This program overview outlines the benefits included in your membership. Your partner manager will contact you shortly to check in, answer any questions, provide updates on the program, and ensure that all your memberships have been activated in the system.

If you have any questions about your membership or want to update your point of contact, please don't hesitate to contact your partner manager at partners@iiba.org.

IIBA Certification and Certification Credits

Certification is key to helping your business analysis team grow professionally. IIBA's multi-level, competency-based certification program validates the expertise and skills of business analysis professionals, supporting their continuous career growth and long-term success.

As an Essential Partner, your organization is entitled to five IIBA certification credits, which can be used to purchase certification exams. Each exam requires a specific number of credits. To learn more about the redemption process and the number of credits needed for each certification, please see the [How-To Guide](#) and [FAQs](#).



Entry Certificate in
Business Analysis



Certification of Capability in
Business Analysis



Certified Business
Analysis Professional

Benefits of Certifying Your Team

- 1. Higher confidence at work:** Certification showcases your team's commitment to excellence. More than 20% of certified business analysis professionals surveyed report more confidence at work.
- 2. Productivity and performance:** Certified professionals help deliver higher-quality results by applying industry-standard techniques. Among certified business analysis professionals surveyed, 8% saw improved performance review ratings as a direct result of their certification.
- 3. Upskilling and bridging skills gaps:** Certifications equip your team with up-to-date skills, ensuring they're prepared for emerging challenges. Among certified business analysis professionals surveyed, 22% identified upskilling as a key benefit of certification, which helps align their abilities with evolving business needs and addresses critical skills gaps.
- 4. Opportunities for growth and recognition:** Certified team members often experience greater career growth and job satisfaction. Among certified business analysis professionals surveyed, 8% report opportunities for promotions, enhancing employee retention and boosting morale.¹



Certification in
Business Data Analytics



Agile Analysis
Certification



Certificate in
Product Ownership Analysis



Certificate in
Cybersecurity Analysis

Certification Preparation Materials

To assist your internal exam study groups, you have access to preparation resources, including case studies, sample questions, and self-paced e-learning modules for selected exams. More details can be found on [our website](#).

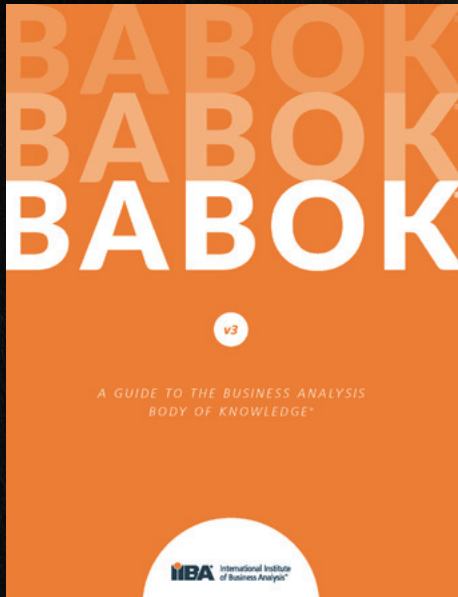
For additional information on the application and exam processes, please refer to the [Certification Handbook](#). If you have any questions about the IIBA certification program, feel free to contact us via email at info@iiba.org or by phone at 1-866-789-4422 (toll-free).

1. Source: IIBA, 2024 *Global State of Business Analysis Report: Part 2*

YOUR PARTNER PROGRAM MEMBER BENEFITS

STANDARDS, RESOURCES, AND OTHER MEMBER-EXCLUSIVE OPPORTUNITIES

PARTNER PROGRAM – ESSENTIAL PARTNER



A Guide to the Business Analysis Body of Knowledge

A Guide to the Business Analysis Body of Knowledge (BABOK Guide) is the globally recognized standard for the practice of business analysis, outlining the essential skills and knowledge for professionals in the field. It covers six key knowledge areas alongside the Business Analysis Competency Model, drawing on the collective expertise of the global business analysis community.

All IIBA members receive access to the online, interactive edition of the *BABOK Guide* in IIBA's [KnowledgeHub](#).



The Business Analysis Standard

The Business Analysis Standard delivers a streamlined, inclusive approach to understanding business analysis, presenting foundational concepts in a practical, user-friendly format. It highlights the mindset essential for value creation, offers guidance on blending agile practices into hybrid approaches, and includes business analysis task cards for real-world application—plus much more.

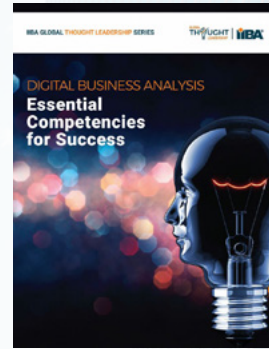
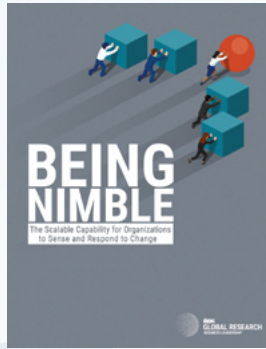
Explore a dedicated section on IIBA's website with streamlined access to standards, guides, research reports, and more—available to organizations at all membership levels. [Access now!](#)

Benchmark Reports, Global Research, and White Papers

As a program partner, you benefit from up-to-date insights on developments and benchmarks in the business analysis industry.

[IIBA Benchmark Reports](#) offer valuable insights from partners on optimizing an organization's business analysis practices. They enable you to compare your practices with those of the partner community. Each year, partners complete a comprehensive business analysis questionnaire covering various aspects of their business analysis practices. The results are compiled into exclusive reports, shared only with partners.

You also receive exclusive [research](#) and [white papers](#) on topics such as digital transformation, agile practices, and emerging technologies, providing guidance to help drive better business outcomes. Examples include *Being Nimble* and *Achieving More with Data*.



Chapter Engagement

We understand the value of connecting with business analysis professionals, leaders, and experts in your community. Your partner manager will connect you with local IIBA chapter leaders to help you start building relationships immediately.

[Chapters](#) offer opportunities to attend [local events](#), connect with peers, and participate in meetings, educational programs, and networking. Each supports ongoing professional development—a key benefit of IIBA membership.

Webinars

In addition to [members-only webinars](#) for individual business analysis professionals, the program provides live, interactive webinar forums on topics driven by business analysis leaders and communities. They cover business analysis practice fundamentals, innovative frameworks, and best practice models for understanding and delivering value in organizations. Each webinar forum is delivered by industry experts or senior leaders, followed by an opportunity for questions, friendly debate, and discussions.

Can't make a scheduled webinar? No problem. Partners can access the [webinar recording](#) within five to seven business days of the live presentation.



IIBA Career Center and Job Board

The [IIBA Career Center](#) is the top global job resource for business analysis professionals. As a program partner, you can:

- Post your open positions in front of the most qualified group of business analysis professionals in the industry
- Promote your jobs directly to candidates via the exclusive Job Flash™ email
- Search the anonymous resume database to find qualified candidates
- Manage your postings and view applicant activity easily

Partners can **post jobs and purchase resumes for free when using code Member100** at checkout.

Be sure to complete your employer profile and add a company logo so job seekers can learn about your organization.

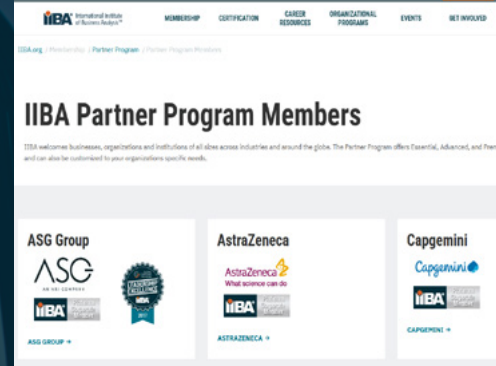


IIBA[®]
**CAREER
CENTER**

Feature on IIBA Website

Be recognized as an active member of IIBA's global partner community. All partners are eligible to display their name and/or logo on the IIBA website.

[View current Partner Program members.](#)



WHEN IT'S TIME TO RENEW

Your partner manager will contact you when your program membership is up for renewal. Please let us know if you need assistance creating a proposal for enrolment renewal or explaining the program benefits to your organization's decision-makers. We're here to help with anything you need.

