

# Business Analysis for the New Economy

## Enabling Technology Plays Key Role in Realizing the BA Value Proposition

The Business Analysis Leadership Consortium (BALC) positions its collaboration with eDev Technologies and comprehensive application, inteGREAT™, as a role model and benchmark for an effective enabling partnership with a world-class requirements definition, integration, and knowledge management platform — essential for realizing the BA Value Proposition.

eDev Technologies understands that “technology for the sake of technology” is not a winning proposition for customers. Enabling technology adds values *only* when it enables a better result, is adopted on a

sustainable basis, and contributes to measurable productivity gains and quality of outcome — guiding principles for inteGREAT.

Like other requirements management tools that support application development lifecycle, inteGREAT automates much of the manually intensive and error-prone administrative workload associated with the mechanics of requirements documentation, change control, traceability, and sharing. However, inteGREAT excels in its approach that is simple, intuitive, logical, and comprehensive — making it very

easy to adopt and realize immediate benefit. Built-in definition capability — to help derive content that is complete, accurate, and unambiguous — also makes inteGREAT stand out.

The inteGREAT™ configuration-driven capability and customizable user interface wizards allows underlying functionality, fundamentals, and inherent methods to be adapted, enabled and accessed in a manner that aligns with *any* methodology, best practice and project context. inteGREAT facilitates enterprise reuse of requirements specifications — ensuring consistency across all projects — and data sharing with SharePoint®, Word®, Excel®, Visio®, Project®, Visual Studio® Team Foundation Server and HP Quality Center.

Enabling technology like inteGREAT makes it feasible to establish project discipline and governance on an enterprise level and *deliver value with optimal efficiency* — allowing more time and key talent to focus on the discovery and definition of solutions that *optimize value* — **the ultimate BA value proposition**.

