

Business analysis practices in Mobiltel

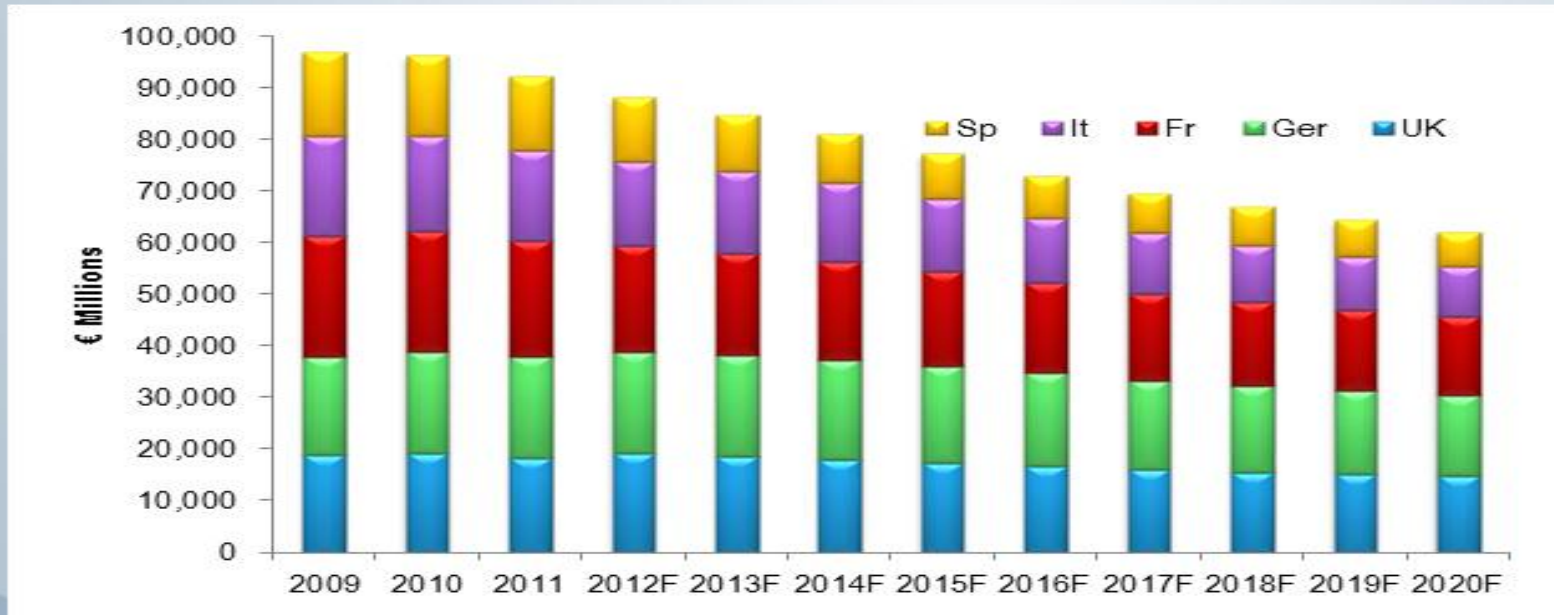
Daniel Mitev

Agenda

1. Telco market development in Europe
2. Telco market development in Bulgaria
3. Telco market main forces
4. How the trends can be changed
5. Development process
6. Where Business analysis stands today
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9. Future repositioning of business analysis

Telco market development in Europe

New analysis shows that the mobile industry's combined revenues from voice, messaging and data services in the EU5 economies (UK, France, Germany, Spain and Italy) will drop by nearly 20Bn Euros, or 4% per year, in the next five years, and by 30Bn Euros by 2020.



Telco market development in Bulgaria

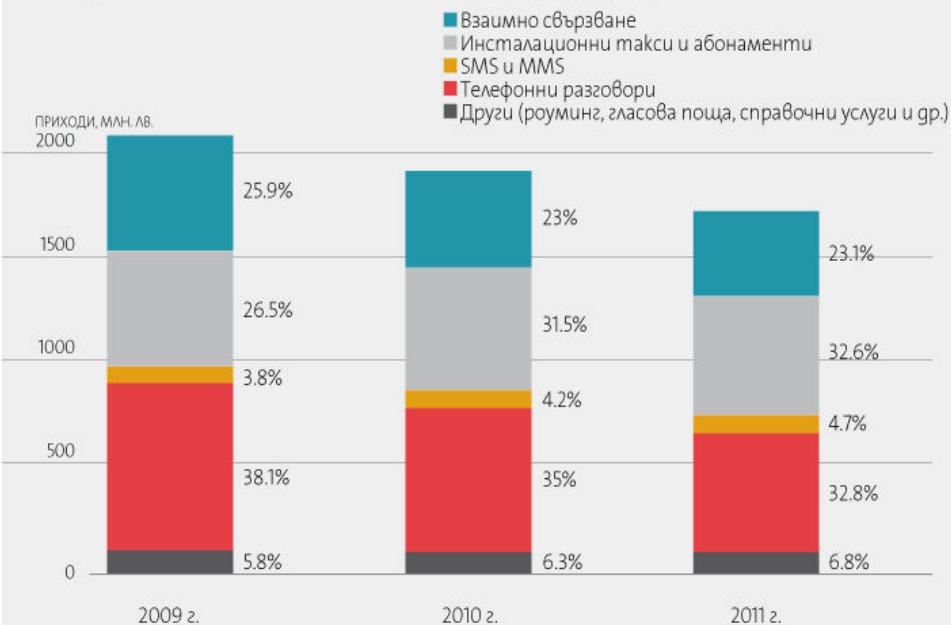
Структура на телеком пазара в България през 2011 г.



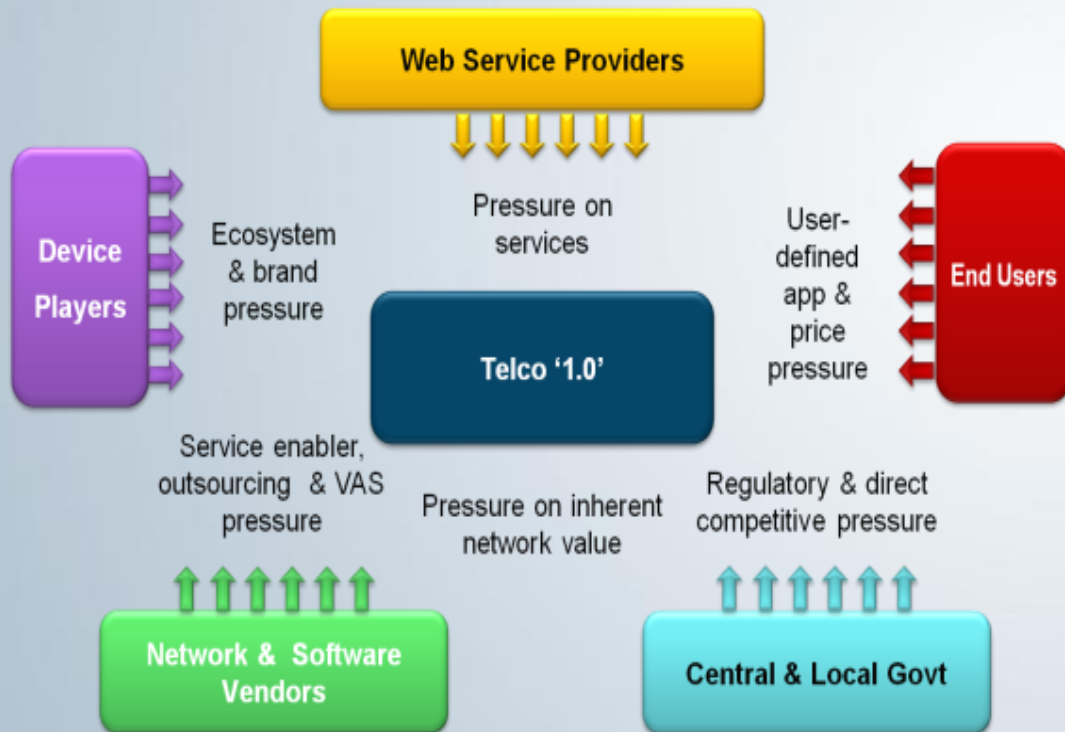
Разпределение на приходите по видове пакетни услуги през 2011 г., %



Приходи на мобилните оператори според вида услуга

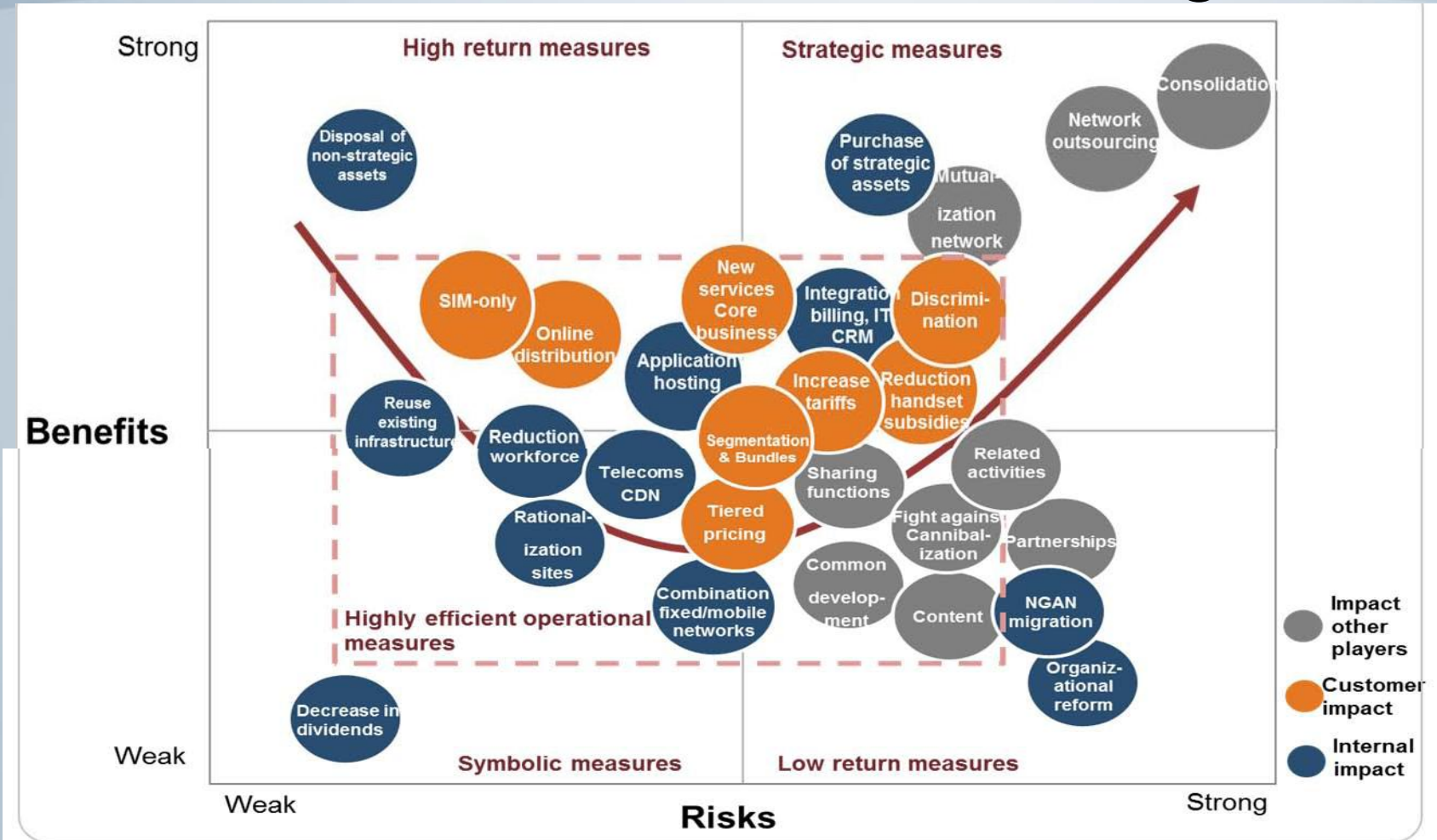


Telco market main forces

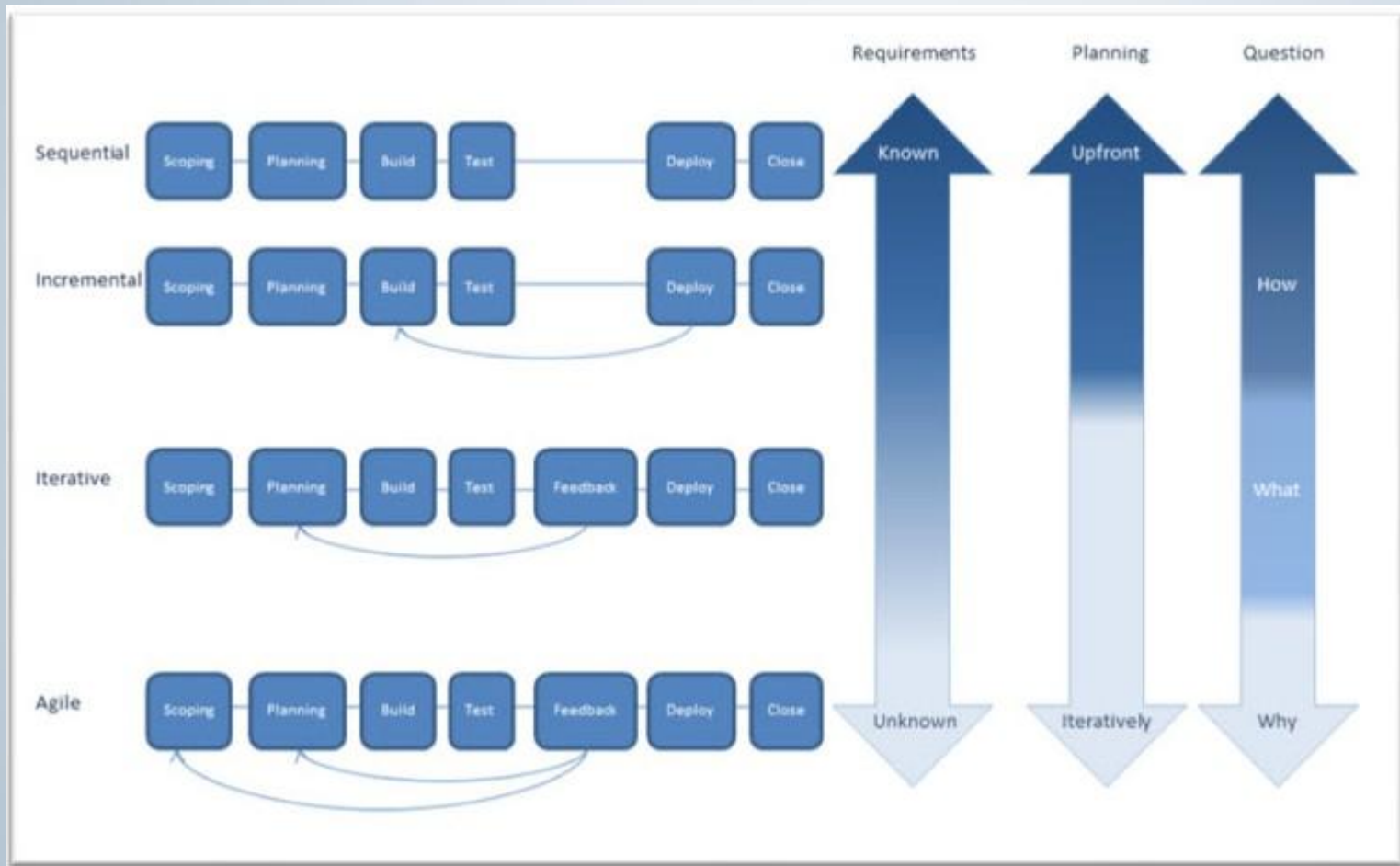


- Facing rapidly changing consumer behaviors and powerful new types of competitors;
- Investing heavily in infrastructure, without a clear payback;
- Operating under less benign regulatory environments, which constrain their actions;
- Being milked for dividends by shareholders, unable to invest in innovation.

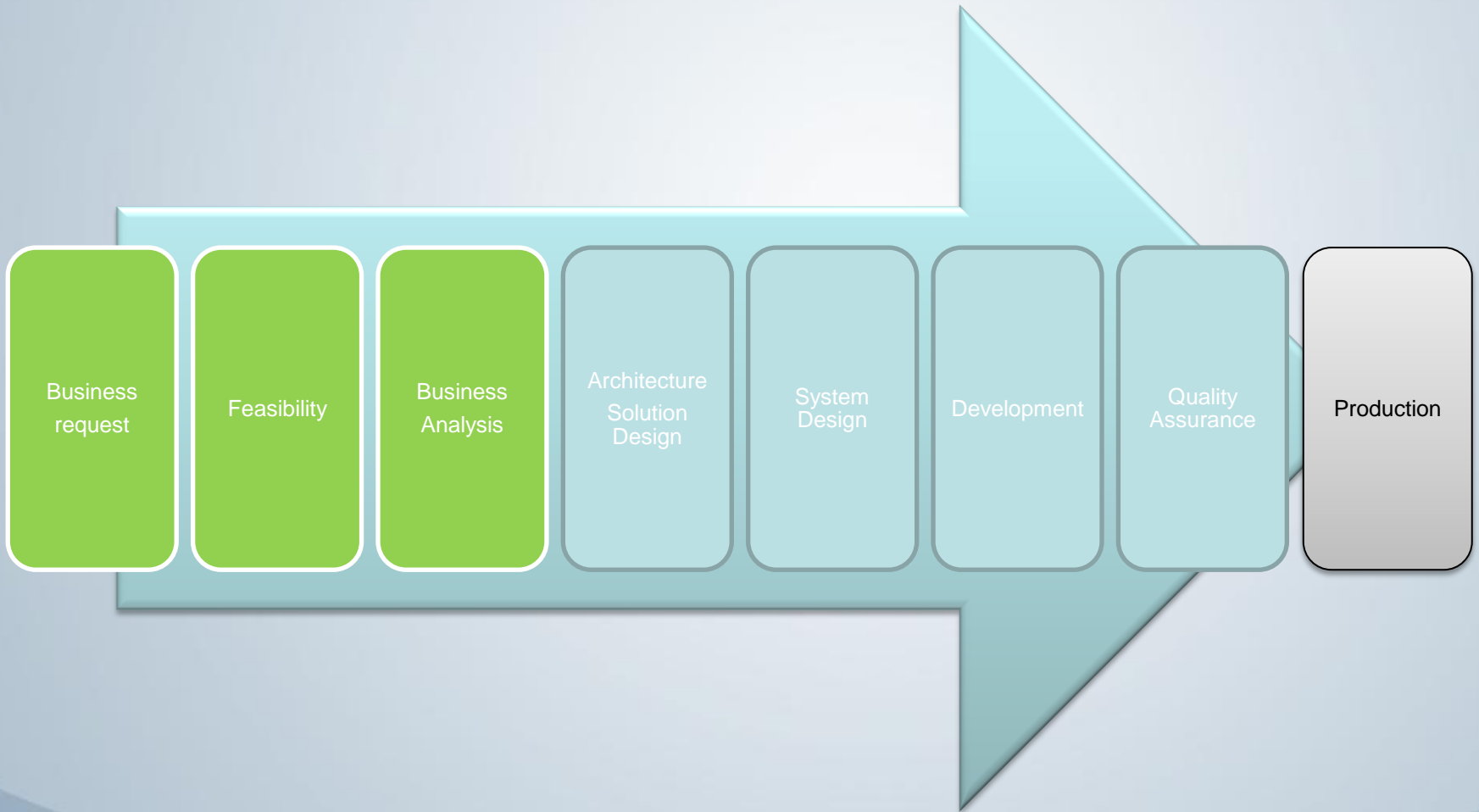
How the trends can be changed



Development process 1/2



Development process 2/2



Where business analysis stands today

BA is Reliable partner well known and accepted:

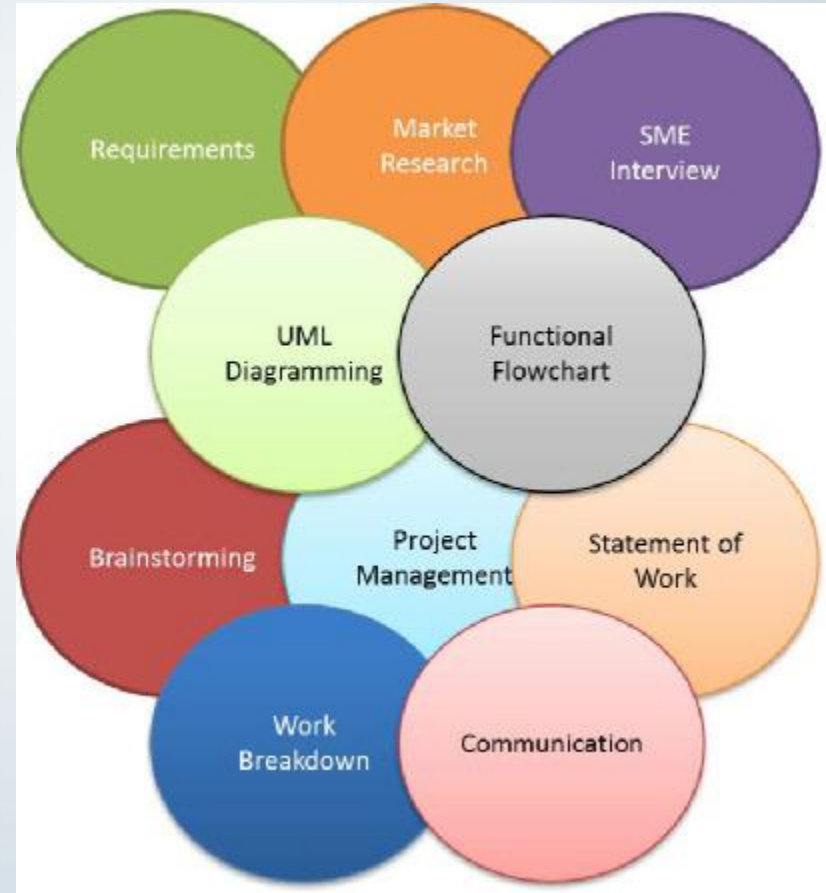
- Business Alignment
- IT alignment
- Business analysis
- Center of excellence



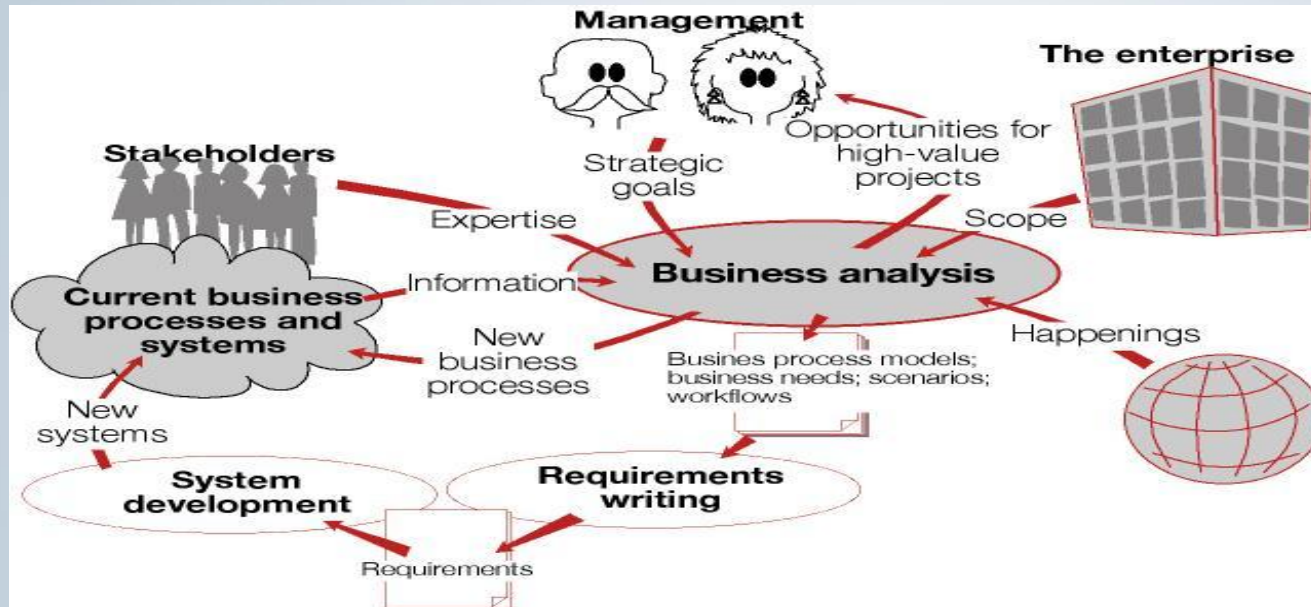
How we are doing business analysis

Below are shown some of the analysis elicitation practices used for collecting requirements from stakeholders in a project.

- Brainstorming
- Document analysis
- Focus group
- Interface analysis
- Interviews
- Workshops
- Reverse engineering
- Surveys
- User task analysis
- Process mapping
- Observation/job shadowing



Future repositioning of business analysis



To deliver additional value for the enterprise the Business analysis should further use its unique position to support and drive new initiatives:

- Creating and maintaining the business architecture
- Proactively conducting feasibility studies
- Identifying new business opportunities
- Scoping and defining new business opportunities
- Preparing the business case
- Conducting more detailed initial risk assessment

Questions and Answers