

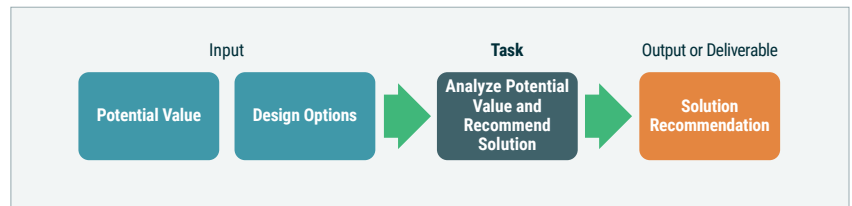
# Analyze Potential Value and Recommend Solution

## Reference (Guidelines and Tools)

The following resources, if they exist, can be used to transform inputs into outputs:

- Business objectives
- Current state description
- Future state description
- Risk analysis results
- Solution scope

## Task Inputs and Outputs



## Purpose or Need

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



## Value

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



## Solution

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



## Techniques

Frequently used techniques:

- [Acceptance and evaluation criteria](#)
- [Estimation](#)
- [Financial analysis](#)
- [Metrics and KPIs](#)
- [Risk analysis and management](#)

Refer to the [BABOK Guide](#) for the complete list of techniques.



## Stakeholder

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



## Description of Change

This task 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.

## Consider...

When implementing big ideas, proactively own the solutions you propose while staying objective.

Example: In a strategic planning session, actively guide discussions by highlighting long-term impacts and short-term benefits. Balance your vision with stakeholder input to ensure decisions align with both immediate needs and future goals, fostering a collaborative environment that drives comprehensive solutions.

See [Guide to Business Data Analytics – 3.19 The Big Idea](#)

Certifications: ECBA, CCBA, CBAP – Refer to the [BABOK Guide](#) for study purposes