

# Analyze Potential Value and Recommend Solution



## Purpose or Need

To estimate the potential value for each design option and to establish which one is most appropriate 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 v3** 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

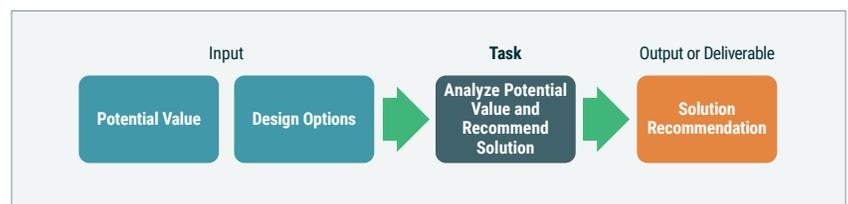
Analyze Potential Value and Recommend Solution assesses the business value of a potential solution and compares options, including trade-offs. Each option has a mix of advantages and disadvantages to consider. The potential value of a solution to a stakeholder is based on the benefits delivered by that solution, associated costs, and identified constraints.

## Reference (Guidelines and Tools)

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

- Business Objectives;
- Current State Description;
- Future State Description;
- Risk Analysis Results;
- Solution Scope.

## Task Inputs and Outputs



## Consider...

There's rarely one correct answer or one perfect solution. Every team needs to find methods for determining what to recommend as the best way forward.

Example: When deciding on how best to address a business challenge, data teams often use criteria to evaluate recommendations from analytic results that are best aligned with business needs.

See [Guide to Business Data Analytics](#) – 2.5.1 Recommend Actions

Certifications: ECBA, CCBA, CBAP – Refer to the **BABOK® Guide** for study purposes

© 2022 International Institute of Business Analysis.