

BOA – Business Opportunity Assessment Process

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Abstract

The Information Management Division of Ortho-McNeil Pharmaceutical has developed a core process called Business Value Assessment. This process is comprised of three subprocesses: Business Opportunity Assessment, Business Solution Assessment and Business Value Realized. The overall process provides governance and consistency to a formalized approach.

The purpose of the Business Opportunity Assessment is to identify the appropriate information for a particular initiative to begin the process of formulating it into a deliverable project. The information gathered in this step of the process is refined and augmented as the assessment process continues.

The information about the opportunity is gathered in partnership with the business client. The information addresses several key areas about a business problem or opportunity. The types of information gathered serve to depict a clear objective of the opportunity and business goals to support the objective.

The opportunity is reviewed to determine its alignment to the company strategic plan. The target audience is defined. The business objective(s) are clearly stated and a situation analysis is performed. The benefit to the business is identified. High level estimates for funding requirements are determined. The organization is reviewed to assess readiness in terms of process, technology, skills, etc. Other initiatives are investigated to uncover any opportunities to leverage existing process or systems. Security requirements are also defined.

The Business Information Requirements (BIR's), information within the business process, are identified. The Business Capabilities (BC's), the capabilities that the system should provide are identified. High level Functional Requirements (FR's) are also defined. After all of the high-level information gathering has been completed, the BOA sub-process has been completed.