

Chapter 6.9

The Role of the Business Analyst in Green ICT

Adriana Beal
Beal Projects, USA

ABSTRACT

This chapter presents the role of business analysts in the green initiative of an organization. As corporations become more environmentally conscious, business objectives such as decreasing energy use and producing fewer emissions require adjustments in processes and rules governing how ICT solutions are designed and implemented. For example, optimizing the process of buying an airline ticket from a green perspective might require changing the rules for online purchase and designing an ICT solution to switch the process to a paperless, secure electronic ticketing system. The entire optimization of a process such as pas-

senger ticketing requires analysis of the solution, its alternatives and its associated risks. This is what a business analyst does. In the past decade, the role of business analysts has rapidly evolved in multiple directions to encompass activities such as business evaluation, risk management, process modeling, dealing with metrics and measurement and undertaking acceptance testing of solutions. This chapter discusses how business analysts can provide an invaluable contribution to the process of developing environmentally sound ICT practices within and around the organization. Organizations need to get their green credentials in order (Information Age, 2007). They also need to take a strategic, long term view of the environmental factors affecting their business. A business analyst, as discussed here, helps bring together myriad

DOI: 10.4018/978-1-60960-472-1.ch609

variables into a cohesive and comprehensive plan to address the various long-term and strategic aspects of greening ICT processes in the broad context of the corporation, the industry and the overall business ecosystem.

INTRODUCTION

Business analysts play a pivotal role facilitating organizational changes. As corporations become more environmentally conscious, business objectives such as decreasing energy use and producing fewer emissions require adjustments in processes and rules governing how ICT solutions are designed and implemented. For example, optimizing the process of buying an airline ticket from a green perspective might require changing the rules for online purchase and designing an ICT solution to switch the process to a paperless, secure electronic ticketing system. The entire optimization of a process such as passenger ticketing requires analysis of the solution, its alternatives and its associated risks. This is what a business analyst does. In the past decade, the role of business analysts has rapidly evolved in multiple directions to encompass activities such as business evaluation, risk management, process modeling, dealing with metrics and measurement and undertaking acceptance testing of solutions. This chapter discusses how business analysts can provide an invaluable contribution to the process of developing environmentally sound ICT practices within and around the organization. Organizations need to get their green credentials in order (Information Age, 2007). They also need to take a strategic, long term view of the environmental factors affecting their business.

A business analyst, as discussed here, helps bring together myriad variables into a cohesive and comprehensive plan to address the various long-term and strategic aspects of greening ICT processes in the broad context of the corporation, the industry and the overall business ecosystem.

THE ROLE OF THE BUSINESS ANALYST IN GREEN ICT

Business analysis is the discipline of identifying business needs and determining solutions to fulfill those needs. Thus, business analysis is essential to the process of turning a corporation's vision and strategy in reality. Such analysis ensures the alignment of organizational needs with the capabilities delivered, helping avoid the common issue of disconnectedness between what a solution team builds and what the business needs.

For companies in the process of establishing more environmentally sound practices, and particularly green ICT initiatives, a well developed business analysis capability can be instrumental to realizing successful outcomes. This because of the shift in perception of business leadership (HBR, 2009): what is a good, optimized, green business process is also an efficient business process that is good for the organization's bottom line. Business analysts (BAs), regardless of the actual job title, can help organizations devise a broad green ICT strategic direction, develop and shape specific actions in pursuit of this direction, and support measuring and reporting to ensure that the expected results can be seen, evaluated, and realized. BAs can work at varying levels, focusing entirely on the evaluation of business alternatives (irrespective of the underlying technical solutions), or analyzing the situation from the point of view of a software system. The role of a BA is vital in understanding and converting business needs for Green ICT into requirements and process models for the system.

ENTERPRISE ANALYSIS OF GREEN ICT

At the enterprise level, "going green" creates the need to analyze the current state of an organization from an environmental perspective. Such analysis makes it possible to identify gaps in organizational

7 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:

www.igi-global.com/chapter/role-business-analyst-green-ict/51774

Related Content

Mitigation of Seismic Accelerations by Soft Materials Embedded in the Ground

Andrew J. Brennan, Assaf Klarand S. P. Gopal Madabhushi (2019). *Recent Challenges and Advances in Geotechnical Earthquake Engineering* (pp. 117-140).

www.irma-international.org/chapter/mitigation-of-seismic-accelerations-by-soft-materials-embedded-in-the-ground/210247

Incentive-Based Scheduling for Green Computational Grid

Low Tang Jungand Ahmed Abba Haruna (2021). *Role of IoT in Green Energy Systems* (pp. 272-293).

www.irma-international.org/chapter/incentive-based-scheduling-for-green-computational-grid/272399

Eco-Innovation and IT Technologies for Sustainable Development of Health and Recreational Tourism of Serbia

Gordana Petar Djukic, Ilic S. Biljanaand Goran R. Milovanovi (2022). *Disruptive Technologies and Eco-Innovation for Sustainable Development* (pp. 171-190).

www.irma-international.org/chapter/eco-innovation-and-it-technologies-for-sustainable-development-of-health-and-recreational-tourism-of-serbia/286443

The Impact of COVID-19 on Hotel Guests' Sustainable Practices

Faranak Memarzadehand Shiva Jahani (2022). *International Journal of Environmental Sustainability and Green Technologies* (pp. 1-16).

www.irma-international.org/article/the-impact-of-covid-19-on-hotel-guests-sustainable-practices/304820

A New Model for Cultivating Sports Basketball Professionals Based on Ecological Environment Impact

Wei Qiuand Maciej Szlagor (2025). *International Journal of Agricultural and Environmental Information Systems* (pp. 1-15).

www.irma-international.org/article/a-new-model-for-cultivating-sports-basketball-professionals-based-on-ecological-environment-impact/393051