

Embedded Business Analysis Capability

An on-demand, scalable business-analysis capability embedded into transformation teams, products, programs, and operating functions where domain understanding and execution discipline are critical.

CORE SIGNAL

Business analysis creates leverage when it becomes an embedded institutional capability - translating intent into decisions, requirements, models, controls, tests, and operational outcomes.



THE MANDATE

Why This Practice Matters

Financial-services change requires analysts who understand both the business domain and the system consequences of every decision. Generic documentation capacity is not enough.

EXECUTIVE QUESTIONS

- 1 Do analysts have the authority, access, domain fluency, and methods required to challenge unclear demand?
- 2 Can every requirement be traced to a business need, control, design decision, test, and accepted outcome?
- 3 Which analysis capabilities should be centralized, embedded, standardized, or sourced flexibly?
- 4 How will knowledge, quality, and institutional capability remain after individual assignments end?

WHO WE SUPPORT

Capital-markets transformation teams

Product and platform organizations

Regulatory and risk programs

Operations and data functions

Consulting and delivery partners

CORE CAPITAL MARKETS

ENTERPRISE ADVISORY

THE CAPABILITY MAP

Six Capabilities That Define the Practice

A structured view of the business, technology, data, control, and operating-model capabilities required to execute reliably.



01 Domain-Aligned Analysis

Deploy analysts fluent in products, trade lifecycle, risk, regulation, operations, data, and platforms.

02 Requirements Engineering

Create traceable business, functional, data, control, integration, and non-functional requirements.

03 Process & Operating-Model Analysis

Map current and target workflows, ownership, hand-offs, controls, exceptions, and service levels.

04 Data & Systems Analysis

Define source-to-target mappings, lineage, interfaces, decision rules, reconciliations, and data quality.

05 Testing & Readiness

Translate requirements into test conditions, acceptance evidence, operational readiness, and adoption.

06 Capability Governance

Establish methods, standards, templates, coaching, quality review, and communities of practice.

THE PROBLEM LANDSCAPE

Where Institutions Lose Control

The recurring failure patterns that create operational risk, delivery friction, hidden cost, and weakened executive confidence.



01 Analysts as Note-Takers

BA capacity is used for meeting minutes rather than problem diagnosis, design, and decision support.

02 Domain Learning Too Late

Analysts enter delivery without enough product, regulatory, operational, or platform context.

03 Artifact Inconsistency

Requirements and models vary by individual, weakening traceability, quality, and reuse.

04 Solutioning Before Analysis

Teams commit to a design before validating the problem, workflow, data, and control implications.

05 Weak Acceptance Logic

Requirements do not translate into measurable acceptance criteria and evidence.

06 Capability Churn

Knowledge leaves with contractors because standards, repositories, coaching, and ownership are absent.

MDMI DIAGNOSTIC LENS

We measure business analysis by the quality of decisions and execution it enables - not by the volume of documents it produces.

THE ADVISORY OFFER

What MD Market Insights Delivers

Modular services that can be deployed independently or combined into a sequenced transformation program.



01

Embedded BA Squads

Provide experienced analysts aligned to programs, products, workstreams, and operational domains.

02

BA Capability Assessment

Evaluate skills, methods, roles, artifacts, governance, tools, and delivery effectiveness.

03

Standards & Playbooks

Create practical frameworks for requirements, process, data, controls, testing, and traceability.

04

Quality Assurance & Peer Review

Review analysis outputs for completeness, consistency, feasibility, and decision readiness.

05

Coaching & Capability Development

Develop analysts, leads, product partners, and stakeholders through structured practice.

06

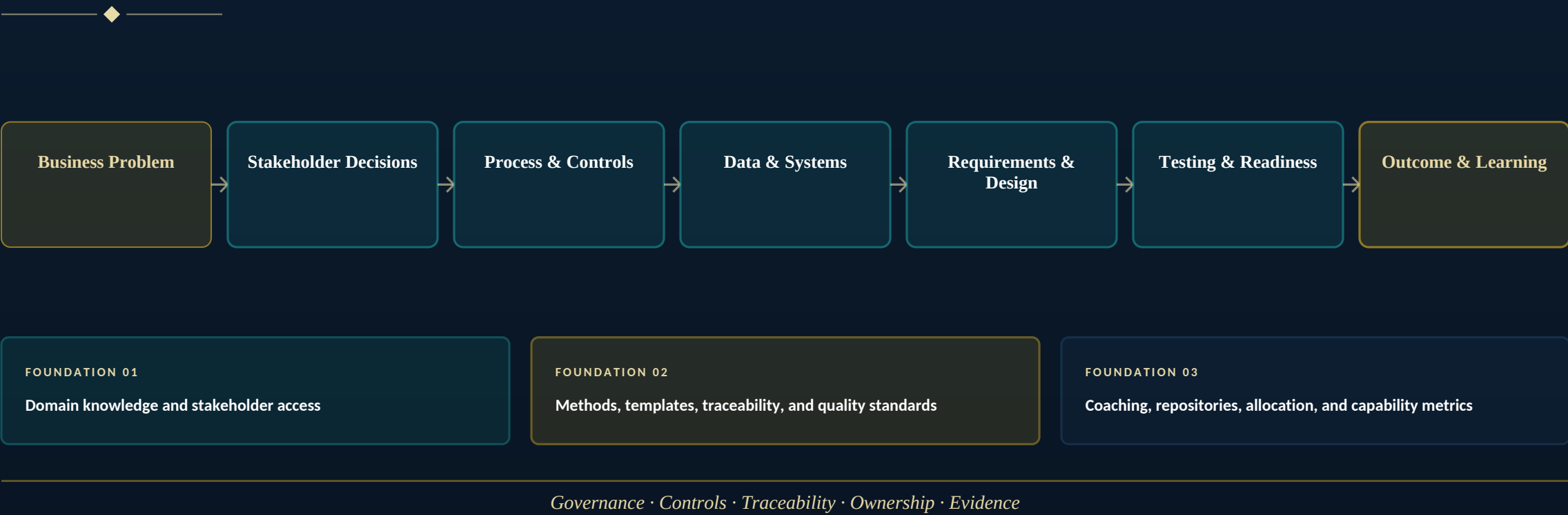
BA Operating Model

Define role families, demand intake, allocation, communities, career paths, metrics, and knowledge management.

THE SYSTEM VIEW

From Strategy to Controlled Execution

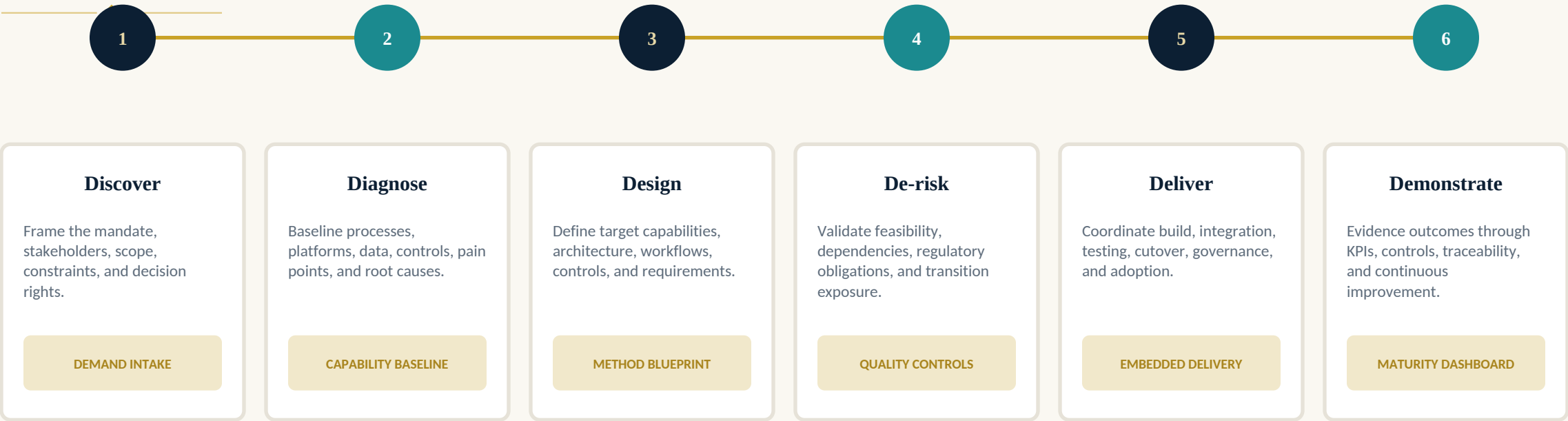
The practice is designed as an end-to-end system: decisions, workflows, platforms, data, controls, and outcomes must operate as one chain.



THE MDMI METHOD

A Six-Phase Path from Ambition to Adoption

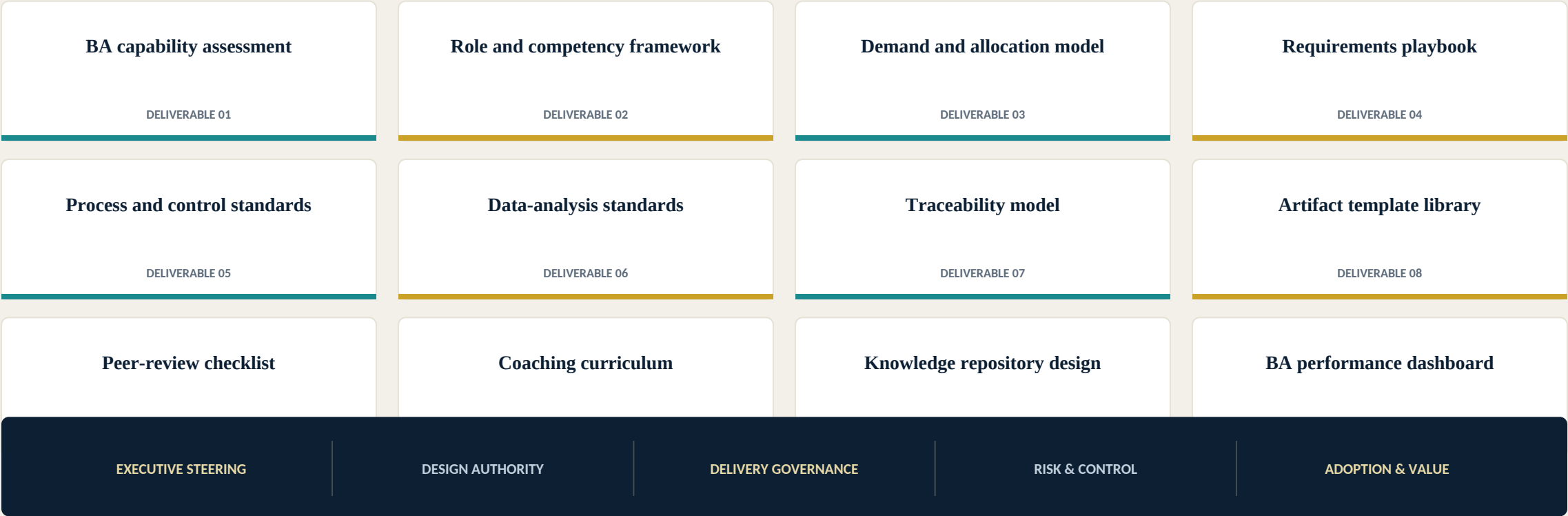
A disciplined method that converts executive intent into implementable decisions, tested capabilities, operational readiness, and measurable value.



THE WORK PRODUCT

Decision-Grade Artifacts, Not Shelfware

Every artifact is designed to drive a decision, control execution, transfer knowledge, or evidence an outcome.



THE VALUE CASE

Representative Use Cases and Success Measures

Illustrative applications showing how the practice converts complex institutional problems into controlled, measurable outcomes.



01

Transformation BA Pod

Embed senior analysts across platform, data, operations, risk, and regulatory workstreams.

02

Requirements Recovery

Reconstruct incomplete scope, decisions, dependencies, acceptance criteria, and traceability in a troubled program.

03

BA Centre of Excellence

Build standards, governance, coaching, communities, repositories, and measurable capability maturity.

04

Product Analysis Capability

Integrate discovery, process, data, controls, requirements, experimentation, and product metrics.

SUCCESS MEASURES

Requirement acceptance rate

Rework caused by ambiguity

Traceability coverage

Defects linked to requirements

Decision turnaround time

Stakeholder confidence

Analyst utilization

Capability maturity

BUILD THE NEXT MOVE

Turn Complex Change into Controlled Execution.

MD Market Insights embeds experienced, practitioner-led business analysis into the work itself - strengthening decisions today while building a more durable institutional capability for tomorrow.

OPTION 01

Diagnostic Sprint

Rapid baseline, critical risks, priority decisions, and a sequenced action plan.

OPTION 02

Advisory Workstream

Focused design or delivery support for a defined capability, platform, or control domain.

OPTION 03

Transformation Partner

End-to-end support from strategy and architecture through implementation and adoption.

