

agile and business analysis

Agile and Business Analysis have become essential components in today's fast-paced, ever-evolving business landscape. As organizations strive to deliver value quickly and adapt to changing market demands, integrating agile methodologies with robust business analysis practices offers a competitive edge. This synergy enables teams to identify stakeholder needs accurately, prioritize features effectively, and ensure project success through iterative development cycles. In this article, we delve into the relationship between agile and business analysis, exploring their core principles, benefits, best practices, and how they work together to drive organizational success.

Understanding Agile and Business Analysis

What is Agile?

Agile is a flexible project management and product development methodology that emphasizes iterative progress, collaboration, and customer feedback. Originating from the software development world, agile promotes adaptive planning and continuous improvement, enabling teams to respond swiftly to change. Unlike traditional waterfall approaches, agile breaks projects into smaller, manageable units called sprints, typically lasting 2-4 weeks, allowing for frequent reassessment and course correction.

What is Business Analysis?

Business analysis involves identifying organizational needs, assessing business processes, and defining solutions that deliver value. Business analysts act as bridges between stakeholders and development teams, gathering requirements, analyzing business problems, and recommending effective solutions. Their role is crucial in ensuring that project outcomes align with strategic objectives and stakeholder expectations.

The Intersection of Agile and Business Analysis

Traditionally, business analysis was associated with detailed upfront requirements gathering. However, in agile environments, business analysis evolves into an ongoing, collaborative process. Agile business analysts work closely with stakeholders throughout development cycles, continuously refining requirements and ensuring alignment with business goals. This dynamic approach fosters flexibility, stakeholder engagement, and rapid delivery of value.

Core Principles of Agile and Business Analysis

Agile Principles

- Customer collaboration over contract negotiation
- Responding to change over following a fixed plan
- Delivering working solutions frequently
- Emphasizing individuals and interactions
- Continuous attention to technical excellence and good design

Business Analysis Principles in Agile

- Embrace change as an opportunity
- Collaborate with stakeholders regularly
- Prioritize requirements based on value
- Maintain a flexible, just-in-time approach to analysis
- Focus on delivering business value incrementally

Benefits of Integrating Agile and Business Analysis

- **Enhanced Flexibility:** Agile allows for rapid adjustments based on stakeholder feedback, while business analysis ensures these changes are well-understood and aligned with business objectives.
- **Improved Stakeholder Engagement:** Continuous collaboration fosters a better understanding of needs, reducing misunderstandings and increasing stakeholder satisfaction.
- **Faster Delivery of Value:** Iterative cycles enable teams to deliver usable features quickly, providing immediate benefits and opportunities for refinement.
- **Reduced Risks:** Early and frequent feedback helps identify potential issues sooner, minimizing costly rework and project failures.
- **Better Requirement Management:** Just-in-time analysis and ongoing refinement lead to more accurate and relevant requirements.

Best Practices for Business Analysts in Agile Projects

1. Collaborate Closely with Stakeholders

Effective communication and ongoing engagement are vital. Business analysts should facilitate regular meetings, workshops, and demonstrations to gather insights and validate requirements.

2. Prioritize Requirements Based on Value

Use techniques like MoSCoW (Must have, Should have, Could have, Won't have) to identify the most critical features, ensuring the team focuses on delivering high-value functionality first.

3. Adopt a Just-in-Time Approach

Rather than extensive upfront documentation, analyze requirements as needed during each sprint, allowing for flexibility and responsiveness to change.

4. Use Visual Tools and Models

Employ user stories, acceptance criteria, process diagrams, and prototypes to communicate requirements clearly and facilitate shared understanding among team members.

5. Embrace Continuous Learning and Improvement

Regular retrospectives and feedback loops help identify areas for process improvement, ensuring the analysis remains effective and aligned with project goals.

Key Business Analysis Techniques in Agile

1. User Stories

User stories describe features from the perspective of end-users, emphasizing the value and functionality needed. They are lightweight and easily adaptable.

2. Backlog Grooming

Regularly reviewing and prioritizing the product backlog helps ensure the team works on the most valuable items, maintaining alignment with business priorities.

3. Acceptance Criteria

Clear acceptance criteria define when a user story is complete, providing shared understanding and guiding development and testing.

4. Impact Mapping

Impact mapping visualizes the relationship between goals, actors, and deliverables, helping to align features with strategic objectives.

5. Stakeholder Analysis

Identifying and understanding stakeholders' needs and influence ensures that analysis efforts are targeted and effective.

Challenges and Solutions in Agile Business Analysis

Challenges

- Incomplete or evolving requirements
- Balancing stakeholder expectations with team capacity
- Maintaining clear communication among diverse teams
- Managing scope creep in iterative cycles
- Ensuring consistent understanding across the team

Solutions

- Implement continuous stakeholder engagement to keep requirements aligned
- Use prioritization techniques to manage scope effectively
- Maintain transparent communication channels, such as daily stand-ups and demos
- Leverage visual tools and documentation to ensure shared understanding
- Encourage a culture of adaptability and learning within the team

The Future of Agile and Business Analysis

As organizations increasingly adopt digital transformation strategies, the integration of agile and business analysis is expected to evolve further. Emerging trends include:

- Greater emphasis on collaborative, cross-functional teams
- Use of AI and automation tools to streamline analysis and requirements management
- Adoption of hybrid methodologies combining traditional and agile approaches
- Enhanced focus on customer-centricity and continuous value delivery

This convergence will empower organizations to be more responsive, innovative, and aligned with their strategic goals.

Conclusion

Integrating agile and business analysis creates a powerful framework for delivering value in complex, dynamic environments. Agile methodologies promote flexibility, rapid delivery, and stakeholder engagement, while business analysis ensures that requirements are well-understood, prioritized, and aligned with organizational objectives. By adopting best practices and leveraging effective analysis techniques, teams can navigate the challenges of modern project management, reduce risks, and achieve sustained success. Embracing this synergy is essential for organizations aiming to stay competitive and responsive in today's fast-changing business landscape.

Frequently Asked Questions

What is the role of a business analyst in an Agile environment?

In an Agile environment, a business analyst acts as a bridge between stakeholders and development teams, gathering and clarifying requirements, prioritizing features, and ensuring that the product delivers value aligned with business goals through iterative feedback and collaboration.

How does Agile methodology influence business analysis practices?

Agile methodology emphasizes iterative development, collaboration, and flexibility, which shifts business analysis from detailed upfront documentation to continuous engagement, ongoing requirement refinement, and adaptive planning to better respond to changing business needs.

What are the key skills a business analyst should have

for Agile projects?

Key skills include strong communication and facilitation abilities, adaptability, stakeholder engagement, a solid understanding of Agile principles, requirement elicitation and prioritization, and the ability to work collaboratively within cross-functional teams.

How do user stories function within Agile business analysis?

User stories are concise, value-focused descriptions of features from the end-user perspective, used by business analysts to capture requirements incrementally, facilitate collaboration, and enable iterative development and testing.

What challenges do business analysts face in Agile projects?

Challenges include managing evolving requirements, balancing stakeholder expectations, maintaining clear communication within fast-paced teams, and ensuring continuous stakeholder engagement throughout the project lifecycle.

How can business analysis improve project success in Agile frameworks?

Effective business analysis ensures clear understanding of requirements, prioritizes features based on value, promotes stakeholder collaboration, and facilitates adaptation to change, all of which contribute to delivering products that meet business objectives and increase project success rates.

What tools are commonly used by business analysts in Agile projects?

Common tools include Jira, Trello, Confluence, Azure DevOps, and other collaboration platforms that support backlog management, user story creation, sprint planning, and real-time communication to streamline Agile business analysis activities.

How does continuous feedback in Agile impact business analysis deliverables?

Continuous feedback allows business analysts to refine requirements, adapt priorities, and improve solutions iteratively, leading to better alignment with stakeholder expectations and increased flexibility to respond to changing business environments.

Additional Resources

Agile and Business Analysis: A Deep Dive into Modern Methodologies and Practices

In today's fast-paced, competitive business environment, organizations are constantly seeking ways to deliver value more rapidly, adapt to changing market conditions, and foster innovation. Among the myriad methodologies that have emerged to meet these demands, agile has become a dominant paradigm. Central to the successful implementation of agile frameworks is business analysis—the discipline that bridges the gap between strategic objectives and actionable project deliverables. This article explores the intricate relationship between agile and business analysis, examining how they complement each other, the challenges faced, and best practices for integration in contemporary organizations.

Understanding Agile: An Overview

Agile is a set of principles and practices that emphasize flexibility, collaboration, customer-centricity, and iterative development. Originally rooted in the software development industry, agile methodologies have since permeated various sectors, including marketing, manufacturing, and healthcare.

The Manifesto for Agile Software Development

Published in 2001, the Agile Manifesto laid the foundation for modern agile practices with four core values:

- Individuals and interactions over processes and tools
- Working software over comprehensive documentation
- Customer collaboration over contract negotiation
- Responding to change over following a plan

Accompanying these values are twelve guiding principles that advocate for frequent delivery, continuous improvement, and embracing change.

Popular Agile Frameworks

Several frameworks operationalize agile principles, including:

- Scrum
- Kanban
- Lean
- Extreme Programming (XP)
- SAFe (Scaled Agile Framework)

While each has unique features, they share common themes of incremental delivery, team empowerment, and continuous feedback.

The Role of Business Analysis in Agile Environments

Business analysis (BA) traditionally focuses on eliciting, analyzing, and documenting requirements to guide project development. In traditional Waterfall projects, BA activities are often front-loaded, with comprehensive documentation produced early. Agile, however, demands a shift in approach, emphasizing flexibility, collaboration, and just-in-time analysis.

Evolution of Business Analysis in Agile

In agile contexts, business analysis becomes an ongoing, iterative activity that aligns with sprint cycles and product increments. The BA's role expands beyond static documentation to include:

- Facilitating stakeholder communication
- Prioritizing and refining requirements (user stories)
- Clarifying acceptance criteria
- Supporting product backlog grooming
- Ensuring value delivery aligns with business goals

This evolution requires BAs to adopt new skills and mindsets, such as adaptability, active participation in team ceremonies, and continuous stakeholder engagement.

Key Differences Between Traditional and Agile Business Analysis

Aspect	Traditional Business Analysis	Agile Business Analysis
Documentation	Extensive upfront documentation	Lightweight, just-in-time documentation
Requirements Gathering	Complete requirements upfront	Evolving requirements through iterations
Stakeholder Engagement	Periodic, often at project start	Continuous, ongoing collaboration
Role Focus	Specification and analysis	Facilitation, coaching, and collaboration
Change Management	Controlled, change is formalized	Embraces change as a natural part

Integrating Business Analysis into Agile Frameworks

Successfully embedding business analysis into agile workflows requires understanding the specific practices and artifacts associated with each framework.

Agile User Stories and Acceptance Criteria

One of the central artifacts in agile is the user story—a lightweight description of a feature from an end-user perspective. Business analysts often facilitate the creation and refinement of user stories, ensuring they capture clear value and are testable.

A typical user story format is:

As a [user], I want [feature], so that [benefit].

Acceptance criteria define the conditions under which a story is considered complete, guiding development and testing.

Product Backlog Refinement

BAs play a vital role in backlog grooming sessions, helping prioritize stories based on business value, dependencies, and risk. They assist in clarifying requirements, estimating effort, and ensuring stories are well-understood before sprint planning.

Facilitating Stakeholder Collaboration

Agile BAs serve as liaisons between stakeholders and development teams, translating high-level business needs into actionable stories and vice versa. They foster transparency, manage expectations, and ensure that evolving business priorities are reflected in the product.

Continuous Value Delivery

Unlike traditional approaches where analysis culminates early, agile business analysis is ongoing. BAs continually reassess priorities, gather feedback, and adapt requirements to maximize delivered value.

Challenges Faced by Business Analysts in Agile Adoption

While integrating business analysis into agile workflows offers numerous benefits, it also presents challenges that organizations and professionals must navigate.

1. Shifting Mindsets and Roles

Traditional BAs may find it difficult to transition from comprehensive documentation to facilitating collaboration and just-in-time analysis. Resistance to change, lack of understanding of agile principles, or organizational inertia can impede this shift.

2. Balancing Flexibility and Clarity

Agile's emphasis on adaptability can sometimes lead to ambiguity or scope creep. BAs must strike a balance between flexibility and maintaining clarity on requirements to prevent confusion or misalignment.

3. Managing Stakeholder Expectations

Stakeholders accustomed to detailed specifications may struggle with the iterative, less-documented nature of agile. BAs need to educate and manage expectations effectively.

4. Skill Gaps

Agile BAs require a diverse skill set, including facilitation, negotiation, technical understanding, and emotional intelligence. Organizations may face challenges in training or hiring personnel with these competencies.

5. Tool and Process Adaptation

Adapting traditional BA tools (e.g., detailed requirement documents, traceability matrices) to agile-compatible formats requires flexibility and innovation.

Best Practices for Effective Business Analysis in Agile Projects

To maximize the synergy between agile and business analysis, organizations should consider adopting best practices that foster collaboration, clarity, and agility.

1. Embrace a Collaborative Approach

- Engage stakeholders early and often.
- Foster an environment of open communication.
- Use visual tools like story maps and user journey diagrams.

2. Focus on Value-Driven Requirements

- Prioritize features based on business value.
- Continuously reassess priorities throughout the project.

3. Facilitate Continuous Backlog Refinement

- Regularly review and adjust the backlog.
- Ensure stories are well-defined and testable.

4. Develop a Shared Understanding

- Use acceptance criteria, examples, and prototypes to clarify requirements.
- Encourage team discussions and collaborative refinement.

5. Invest in Skill Development

- Train BAs in agile methodologies and facilitation skills.
- Promote cross-functional knowledge to better understand technical constraints.

6. Leverage Appropriate Tools

- Use agile project management tools (e.g., Jira, Azure DevOps).
- Incorporate visual collaboration tools to enhance communication.

7. Promote a Culture of Adaptability

- Celebrate learning from failures.
- Encourage experimentation and continuous improvement.

Conclusion: The Symbiotic Relationship of Agile and Business Analysis

The integration of agile principles into business analysis practices represents a significant evolution in how organizations deliver value. Rather than being a rigid process, agile business analysis is a dynamic, collaborative, and iterative discipline that aligns closely with modern organizational needs.

By embracing the flexible, stakeholder-centric approach of agile frameworks, business analysts can become vital catalysts for innovation, ensuring that projects are not only delivered faster but also more closely aligned with evolving business objectives. Conversely, agile teams benefit from the structured, analytical insights that BAs provide, enabling more informed decision-making and risk mitigation.

As organizations continue to navigate an increasingly complex landscape, the synergy between agile and business analysis will be crucial for sustained success. Mastering this relationship requires a willingness to adapt, a commitment to continuous learning, and a focus on delivering genuine value at every iteration.

In summary, understanding and effectively implementing business analysis within agile frameworks is essential for organizations aiming to stay competitive and responsive. As both disciplines evolve, their integration promises a more adaptable, transparent, and value-driven approach to project delivery—one that is well-suited for the challenges of the 21st century.

[Agile And Business Analysis](#)

agile and business analysis: Business Analysis Defined Thomas and Angela Hathaway, 2014-03-01 WHAT IS THIS BOOK ABOUT? Business Analysis in the Real World A Buddhist proverb warns, “Be mindful of intention. Intention is the seed that creates our future.” In a very real sense, this statement expresses the reason for business analysis. This discipline is really all about choosing and defining a desired future because without intention (expressed in business analysis terms, “requirements”), no future is more or less desirable than another. In reality, every organization does some form of business analysis whether it uses the term or not. For many (especially larger organizations), it is an extremely structured, managed process while others thrive on change and

only do business analysis when and as needed. The perception that business analysis is only needed to develop IT solutions is inaccurate. Actually, it is a critical component of any change initiative within an organization whether software is involved or not. Current Business Analysis Techniques and Methods The book defines how business analysis is currently practiced. The authors provide insight into this fast-growing field by distinguishing strategic, tactical, and operational business analysis. It provides surveys of what Business Analysts really do and what business analysis techniques people use most often when they are the one “wearing the BA hat”. You will learn what “requirements” really are and what different types of requirements exist. Because many requirements define future information technology (IT) solutions, the authors share their experience on how Waterfall, Iterative, Agile, and Experimental (aka “Chaotic”) Software Development methodologies impact the business analysis responsibility. Who Needs Business Analysis Skills? Although the field of Business Analysis offers great career opportunities for those seeking employment, some level of business analysis skill is essential for any adult in the business world today. Many of the techniques used in the field evolved from earlier lessons learned in systems analysis and have proven themselves to be useful in every walk of life. We have personally experienced how business analysis techniques help even in your private life. We wrote this book for everyday people in the real world to give you a basic understanding of some core business analysis methods and concepts. If this book answers some of your questions, great. If it raises more questions than it answers (implying that it piqued your curiosity), even better. If it motivates you to learn more about this emerging and fascinating topic, it has served its purpose well. WHO WILL BENEFIT FROM READING THIS BOOK? Many distinct roles or job titles in the business community perform business needs analysis for digital solutions. They include: - Product Owners - Business Analysts - Requirements Engineers - Test Developers - Business- and Customer-side Team Members - Agile Team Members - Subject Matter Experts (SME) - Project Leaders and Managers - Systems Analysts and Designers - AND “anyone wearing the business analysis hat”, meaning anyone responsible for defining a future digital solution TOM AND ANGELA’S (the authors) STORY Like all good IT stories, theirs started on a project many years ago. Tom was the super techie, Angela the super SME. They fought their way through the 3-year development of a new policy maintenance system for an insurance company. They vehemently disagreed on many aspects, but in the process discovered a fundamental truth about IT projects. The business community (Angela) should decide on the business needs while the technical team’s (Tom)’s job was to make the technology deliver what the business needed. Talk about a revolutionary idea! All that was left was learning how to communicate with each other without bloodshed to make the project a resounding success. Mission accomplished. They decided this epiphany was so important that the world needed to know about it. As a result, they made it their mission (and their passion) to share this ground-breaking concept with the rest of the world. To achieve that lofty goal, they married and began the mission that still defines their life. After over 30 years of living and working together 24x7x365, they are still wildly enthusiastic about helping the victims of technology learn how to ask for and get the digital (IT) solutions they need to do their jobs better. More importantly, they are more enthusiastically in love with each other than ever before!

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BA, and what are the limits of their responsibility? How can they help my team increase velocity and/or quality? People managers and supervisors will discover: How the BA fits into the Agile team and SDLC Crucial skills and abilities a BA will need to be successful in Agile How to get the team and the new BA off on the right foot How to explain the BA's value proposition to others How adding a BA can solve problems in an established team Executives and directors will find answers to critical questions: In an Agile world, are BAs a benefit or just a cost to my organization? How do I get value from a BA in the transition to Agile? Can I get more from my development team by using the BA as a force multiplier? What expectations should I be setting for my discipline managers? With a foreword by Barbara Carkenord, *The Agile Business Analyst* is a must-read for any analyst working in an Agile environment. Fresh insights, practical recommendations, and detailed examples, all presented with an entertaining and enjoyable style. Leyton shares his experience, mentoring his reader to be a more effective analyst. He has hit a home run with this book! --Barbara Carkenord, Director, Business Analysis/RMC Learning Solutions Leyton does a great job explaining the value of analysis in an Agile environment. If you are a business-analysis practitioner and need help figuring out how you add value to your team, you'll find this book valuable. --Kupe Kupersmith, President, B2T Training

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better project outcomes.

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changes within an agile approach---including when to use Journey Maps, Value Stream Mapping, Personas, Story Maps, BPMN, Use Cases and other UML models. Renowned author and consultant Howard Podeswa teaches best practices drawn from agile and agile-adjacent frameworks, including ATDD, BDD, DevOps, CI/CD, Kanban, Scrum, SAFe, XP, Lean Thinking, Lean Startup, Circumstance-Based Market Segmentation, and theories of disruptive innovation. He offers a comprehensive agile roadmap for analyzing customer needs and planning product development, including discussion of legacy business analysis tools that still offer immense value to agile teams. Using a running case study, Podeswa walks through the full agile product lifecycle, from visioning through release and continuous value delivery. You learn how to carry out agile analysis and planning responsibilities more effectively, using tools such as Kano analysis, minimum viable products (MVPs), minimum marketable features (MMFs), story maps, product roadmaps, customer journey mapping, value stream mapping, spikes, and the definition of ready (DoR). Podeswa presents each technique in context: what you need to know and when to apply each tool. Read this book to Master principles, frameworks, concepts, and practices of agile analysis and planning in order to maximize value delivery throughout the product's lifecycle Explore planning and analysis for short-term, long-term, and scaled agile initiatives using MVPs and data-informed learning to test hypotheses and find high-value features Split features into MMFs and small stories that deliver significant value and enable quick wins Refine, estimate, and specify features, stories, and their acceptance criteria, following ATDD/BDD guidance Address the unique analysis and planning challenges of scaled agile organizations Implement 13 practices for optimizing enterprise agility Supported by 175+ tools, techniques, examples, diagrams, templates, checklists, and other job aids, this book is a complete toolkit for every practitioner. Whatever your role, you'll find indispensable guidance on agile planning and analysis responsibilities so you can help your organization respond more nimbly to a fast-changing environment. Register your book for convenient access to downloads, updates, and/or corrections as they become available. See inside book for details.

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Thomas and Angela Hathaway, 2019-07-15
WHAT IS THIS BOOK ABOUT? Communicate Business Needs in an Agile (e.g. Scrum) or Lean (e.g. Kanban) Environment Problem solvers are in demand in every organization, large and small, from a Mom and Pop shop to the federal government. Increase your confidence and your value to organizations by improving your ability to analyze, extract, express, and discuss business needs in formats supported by Agile, Lean, and DevOps. The single largest challenge facing organizations around the world is how to leverage their Information Technology to gain competitive advantage. This is not about how to program the devices; it is figuring out what the devices should do. The skills needed to identify and define the best IT solutions are invaluable for every role in the organization. These skills can propel you from the mail room to the boardroom by making your organization more effective and more profitable. Whether you: - are tasked with defining business needs for a product or existing software, - need to prove that a digital solution works, - want to expand your User Story and requirements discovery toolkit, or - are interested in becoming a Business Analyst, this book presents invaluable ideas that you can steal. The future looks bright for those who embrace Lean concepts and are prepared to engage with the business community to ensure the success of Agile initiatives.
WHAT YOU WILL LEARN Learn Step by Step When and How to Define Lean / Agile Requirements Agile, Lean, DevOps, and Continuous Delivery do not change the need for good business analysis. In this book, you will learn how the new software development philosophies influence the discovery, expression, and analysis of business needs. We will cover User Stories, Features, and Quality Requirements (a.k.a. Non-functional Requirements - NFR). User Story Splitting and Feature Drill-down transform business needs into technology solutions. Acceptance Tests (Scenarios, Scenario Outlines, and Examples) have become a critical part of many Lean development approaches. To support this new testing paradigm, you will also learn how to identify and optimize Scenarios, Scenario Outlines, and Examples in GIVEN-WHEN-THEN format (Gherkin) that are the bases for Acceptance Test Driven Development (ATDD) and Behavior Driven Development (BDD). This book presents concrete approaches that take you from day one of a change initiative to the ongoing acceptance testing in a continuous delivery environment. The authors introduce novel and innovative ideas that augment tried-and-true techniques for: - discovering and capturing what your stakeholders need, - writing and refining the needs as the work progresses, and - developing scenarios to verify that the software does what it should. Approaches that proved their value in conventional settings have been redefined to ferret out and eliminate waste (a pillar of the Lean philosophy). Those approaches are fine-tuned and perfected to support the Lean and Agile movement that defines current software development. In addition, the book is chock-full of examples and exercises that allow you to confirm your understanding of the presented ideas.
WHO WILL BENEFIT FROM READING THIS BOOK? How organizations develop and deliver working software has changed significantly in recent years. Because the change was greatest in the developer community, many books and courses justifiably target that group. There is, however, an overlooked group of people essential to the development of software-as-an-asset that have been neglected. Many distinct roles or job titles in the business community perform business needs analysis for digital solutions. They include: - Product Owners - Business Analysts - Requirements Engineers - Test Developers - Business- and Customer-side Team Members - Agile Team Members - Subject Matter Experts (SME) - Project Leaders and Managers - Systems Analysts and Designers - AND “anyone wearing the business analysis hat”, meaning anyone responsible for defining a future IT solution
TOM AND ANGELA’S (the authors) STORY Like all good IT stories, theirs started on a project many years ago. Tom was the super techie, Angela the super SME. They fought their way through the 3-year development of a new policy maintenance system for an insurance company. They vehemently disagreed on many aspects, but in the process discovered a fundamental truth about IT projects. The business community (Angela) should decide on the business needs while the technical team’s (Tom)’s job was to make the technology deliver what the business needed. Talk about a revolutionary idea! All that was left was learning how to communicate

with each other without bloodshed to make the project a resounding success. Mission accomplished. They decided this epiphany was so important that the world needed to know about it. As a result, they made it their mission (and their passion) to share this ground-breaking concept with the rest of the world. To achieve that lofty goal, they married and began the mission that still defines their life. After over 30 years of living and working together 24x7x365, they are still wildly enthusiastic about helping the victims of technology learn how to ask for and get the IT solutions they need to do their jobs better. More importantly, they are more enthusiastically in love with each other than ever before!

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