EA ITSM

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Presentation Title	The Evolution of Service Automation from Efficiency to Effectiveness
Speaker	Mohammed Al-Arabi Mohammed Al-Arabi has an IT background with 30+ years experience working as a Consultant/Trainer in management fields like; Balanced Scorecard, Project Management, Quality Management and IT Management. Mr. Al-Arabi has provided maturity assessment services. He has delivered courses and workshops to ARAMCO, Saudi Telecom, and Etisalat Misr. Mr. Al-Arabi has worked with TenStep company and PMI PMOSIG as a managing director for Middle East. Mr. Al-Arabi has authored an Arabic book in Marketing and Project management and also speaks at conferences and forums. He has obtained several professional certifications such as ITIL®, Balance Scorecard Professional, Six Sigma Black Belt, and PMP®. Mr. Al-Arabi has a Bachelor of Science in Computer & Systems Engineering.
Abstract	"Automation" is not a new term. It refers to handing off the menial tasks to computers. So that everyone can focus on the important work — work that only humans can do. But the "Robotic Process Automation (RPA)" performs a task according to predetermined logic. Then applying the "Artificial Intelligence (AI)" has become an essential element by using algorithms that enables Robot to decide what to do. Lastly the "Machine Learning (ML)" has added great value when combined with AI to be more intelligent in taking decision based on previous experiences from analyzed data.