




## 13th Annual Conference – Oct. 4<sup>th</sup>, 2021

<b>Presentation Title</b>	Service Value Chain – from Strategic to IT Delivery Perspectives
<b>Speaker</b>	<p>Mohammed Al Arabi</p>  <ul style="list-style-type: none"><li>- Al-Arabi has a B.Sc. in Computer and Systems Engineering,</li><li>- Will obtain a MSc. In Organization Psychology during next year.</li><li>- Has working experience for more than 30 years,</li><li>- Started his career as a Systems Engineer, computer and data network specialist, and then moved to Project Management.</li><li>- Ex-director of the Middle East to TenStep company</li><li>- Ex-director of the Middle-East / Africa PMI's PMOSIG</li></ul>
<b>Abstract</b>	<p>All for-profit companies strive to achieve their strategic goals by creating a competitive advantage for their products and/or services. Delivering value has become the companies' constant pursuit of customer satisfaction. Therefore, companies are keen to design the service value chain by studying and analyzing the operating model. It became critical to identify the processes and value streams that contribute not only to building and obtaining a new service but to delivering and supporting the existing services. Adoption of Agile methods helps not only in the field of IT services but in any exploratory product that is constantly changing as it is being built. Therefore, getting to know the different agile methods and the roles of those responsible for them is vital and important in building a software application.</p>