Marafiq: Adopting a Value-Based Approach to Evaluate and Prioritize Initiatives and Investments

Marafiq Power and Water Utility Company's mission is to provide profitable and environmentally sensitive power and water services that meet customer needs at competitive and sustainable prices in support of the economic development plans for Jubail and Yanbul, Saudi Arabia. The firm is using the SAP value management approach to **explore business process improvement** and greater returns from IT investment.

Executive overview

Company
Marafiq Power and Water Utility Company

Headquarters
Jubail, Kingdom of Saudi Arabia

Industry
Utilities

Products and Services
Operation and construction of power and water systems for essential utility services

Employees
2,500

Web Site
www.marafiq.com.sa

VALUE MANAGEMENT

Objectives:
- Explore potential business process improvements and underlying financial benefits for IT investments
- Ensure business and IT collaboration for transformation initiatives
- Provide methodological framework, tools, and data points to structure these initiatives

Approach:
- Educated Marafiq on the value management discipline and best practices
- Leveraged process-centric benchmark analyses for a more "data-driven" view of challenges and gaps
- Used value management tools from SAP to baseline projects

Achievements:
- More objective prioritization of projects and capital investment options
- Greater emphasis and accountability for tracking value that projects generate
- Value-based approach adopted for multiyear IT strategic plan and road map

TOP BENEFITS ACHIEVED

19
Business areas compared with peers

8
Process areas evaluated in value road map

4
Improvement strategies implemented in procurement

"SAP's approach to value management helped us baseline current SAP® software applications and identify additional opportunities for innovation."

Adel Turkistani, Section Head, Business Applications, Information Technology Department, Marafiq Power and Water Utility Company

CMP17697 (12/03)