Agile With SoftEd – The Value Life Cycle

Discover – is a fast cycle to validate assumptions and enhance our understanding of the elements flowing from our portfolio. Here we are learning and improving with customer insights to define future value

Deliver – elaborating the learnings from Discover in order to deliver tangible, valuable outcomes that are again validated by the customer for learning and improving.

Portfolio – ideas, insights and the organizations strategic vision to service their customers needs now and into the future. A large collection of work that is broken down into smaller elements so that we can quickly learn the value provided.

Operate – is the usual business function where we are constantly looking to add progressive customer value and where many ideas and insights are generated.