

# DEMAND MANAGEMENT



## PURPOSE

- Understand, anticipate and influence customer demand for services and to work with capacity management to ensure the service provider has capacity to meet this demand.
- Ensure that services are designed, tested and delivered to support the achievement of business outcomes.



## TRIGGERS

- A request from a customer for a new service, or change to an existing service (initiated through business relationship management and service portfolio management)
- A new service is being created to meet a strategic initiative
- A service model needs to be defined and patterns of business activity and/or user profiles must be defined
- Utilization rates are causing potential performance issues, or a potential breach of an SLA
- Exception occurred to forecast patterns of business activity.



## KEY TERMS

- **USER PROFILES (UP)** characterize different typical groups of users for a given service.
- **PATTERNS OF BUSINESS ACTIVITY (PBA)** represent the way that users in different user profiles access a service over the course of a given time period.
- **ACTIVITY-BASED DEMAND MANAGEMENT** helps to understand and plan demand based on customer business activities



## INPUTS

- Policies, standards and practices defined by legislation, regulators and enterprise financial managers
- Generally Accepted Accounting Practices (GAAP) and local variations
- Data sources with financial information (Supplier database, CMS, service portfolio, customer agreement portfolio, application and project portfolio)
- Service portfolio

## Demand Management

- Identify sources of demand forecasting
- Analyze and codify Patterns of business activity
- Match User profiles (UP)
- Manage activity based demand
- Develop differentiated offerings
- Manage operational demand

- Patterns of Business Activity (PBA)
- User Profiles (UP)
- Service packages
- Service Level Packages (SLP)



## OUTPUTS

- User profiles
- Patterns of business activity formally documented and included in the service and customer portfolios
- Policies for management of demand when resources are over utilized
- Policies for high & low utilization
- Documentation of options for differentiated offerings