

# PROCESS DESCRIPTION

## Demand Management

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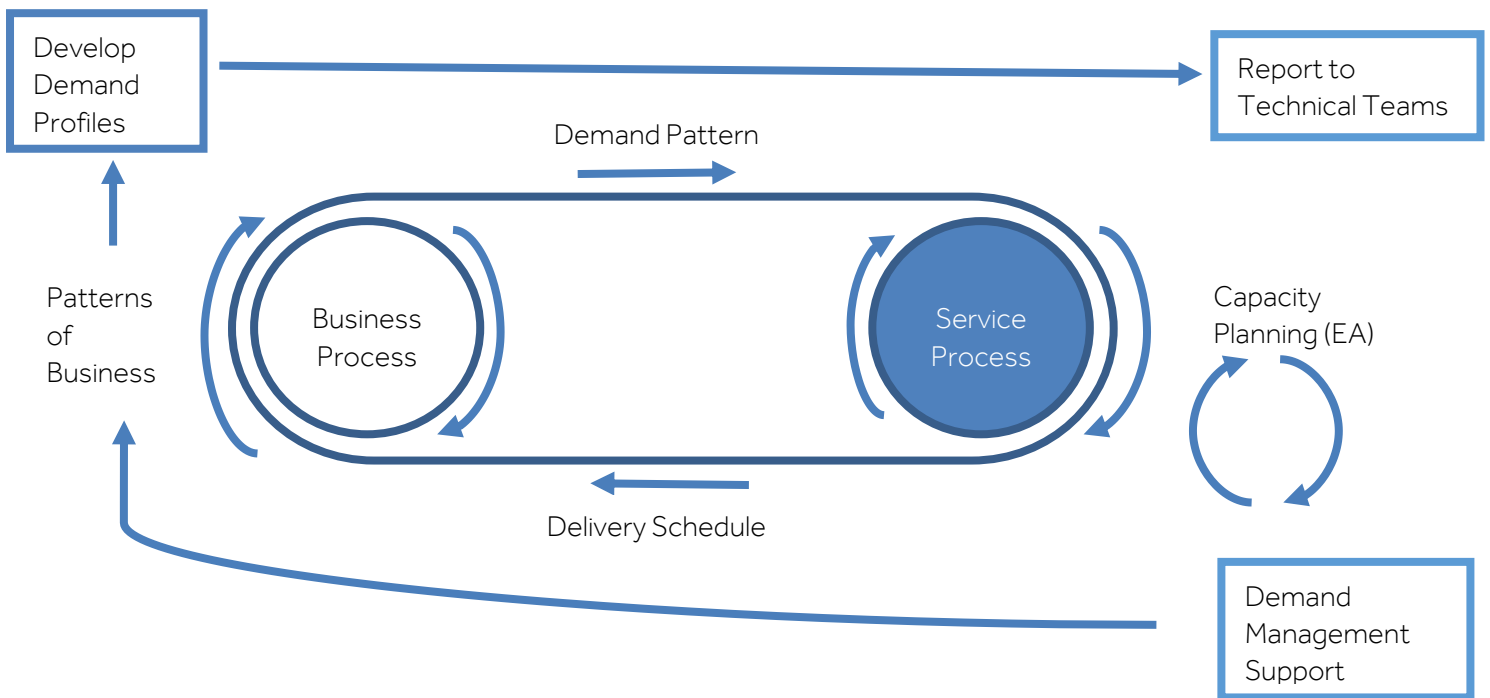
# PURPOSE

This document is a description of the Demand Management process, designed to give actors within the Process the knowledge and understanding required to carry out their duties in a controlled manner.

## Process Owner

The Process Owner for this process is Ryan Kennedy – IT Business Partner.

## High Level Overview of the Process



1

### Goals

Demand management is the process that seeks to understand, anticipate and influence customer demand for services and the provision of capacity to meet these demands. Demand management works at every stage of the lifecycle to ensure that services are designed, tested and delivered to support achievement of business outcomes and objectives.

<sup>1</sup> Axelos ITIL Service Strategy Figure 4.41 Page 251

**Objectives**

- Identify and understand patterns of business activity to show what demand will be placed on a service.
- Define appropriate user profiles which show what services different types of users use.
- Ensure that when services are designed they meet the Patterns of Business Activities (PBA's) & business objectives.
- Feed into the Capacity design process to ensure there is sufficient resources to maintain any relevant service during periods of demand.
- Anticipate and manage situations where the demand on a service will exceed the available capacity.

**Key Performance Indicators**

*Outline the Key Performance Indicators (KPIs) and the targets for the process.*

KPI/METRIC	KPI	DEFINITION
KPI	Defined patterns of business activity	Patterns of business activity exist for each relevant service
KPI	User profiles exist	Documented User Profiles exist and each profile contains a demand profile for the services used by that type of user.
KPI	Demand Calendar exists	A Calendar of Demand across Services exists and is up to date

**Interdependencies**

*Outline the interdependencies between this process and other processes. These can be internal to IT, or from other business areas.*

PROCESS	INTERNAL/EXTERNAL	DEPENDENCIES
Change Management	Internal	Works with Demand Management to assess the impact of changes on how the business uses services.
Business Relationship Management	Internal	The primary source of information about business activity.
Service Level Management	Internal	Formalises agreements in which the customer commits to levels of utilisation, and IT commits to the levels of performance.
Capacity Management	Internal	Demand Management has a two way trust with Capacity Management. This ensures the Capacity is available for the demand or the lack of capacity is managed accordingly.

## Roles and Responsibilities

ROLE	ROLE DESCRIPTION
Process Owner	The Process owner is responsible for ensuring that a process is fit for purpose and the design, and continual improvement of the process and its metrics. The Process Owner also provides a governance role for when a problem becomes blocked within the process.
Customer	The person who buys the Service and will feed in their Demand requirements to the Process.
Technical Teams	The Technical Teams are the main consumer of the Demand Forecast and PBA
Stakeholders	Stakeholders covers a multitude of teams and areas. They will feed in requirements and take part in defining the Demand Forecast when required.

*Include a RACI Chart in the Appendices*

## Checklists and Forms

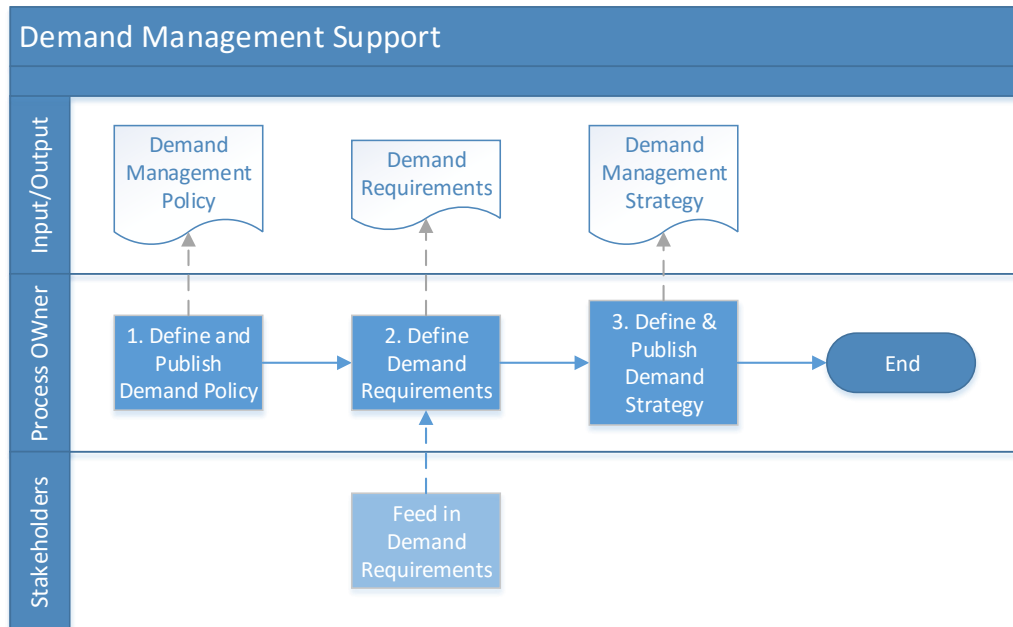
*Provide links to any checklists or supporting documents that are needed to complete the process activities.*

NAME	LINK
Supporting Documents	<a href="#">Supporting Documentation</a>
Demand Calendar	<a href="#">Demand Management Calendar</a>

# DETAILED DESCRIPTION

## Demand Management Support

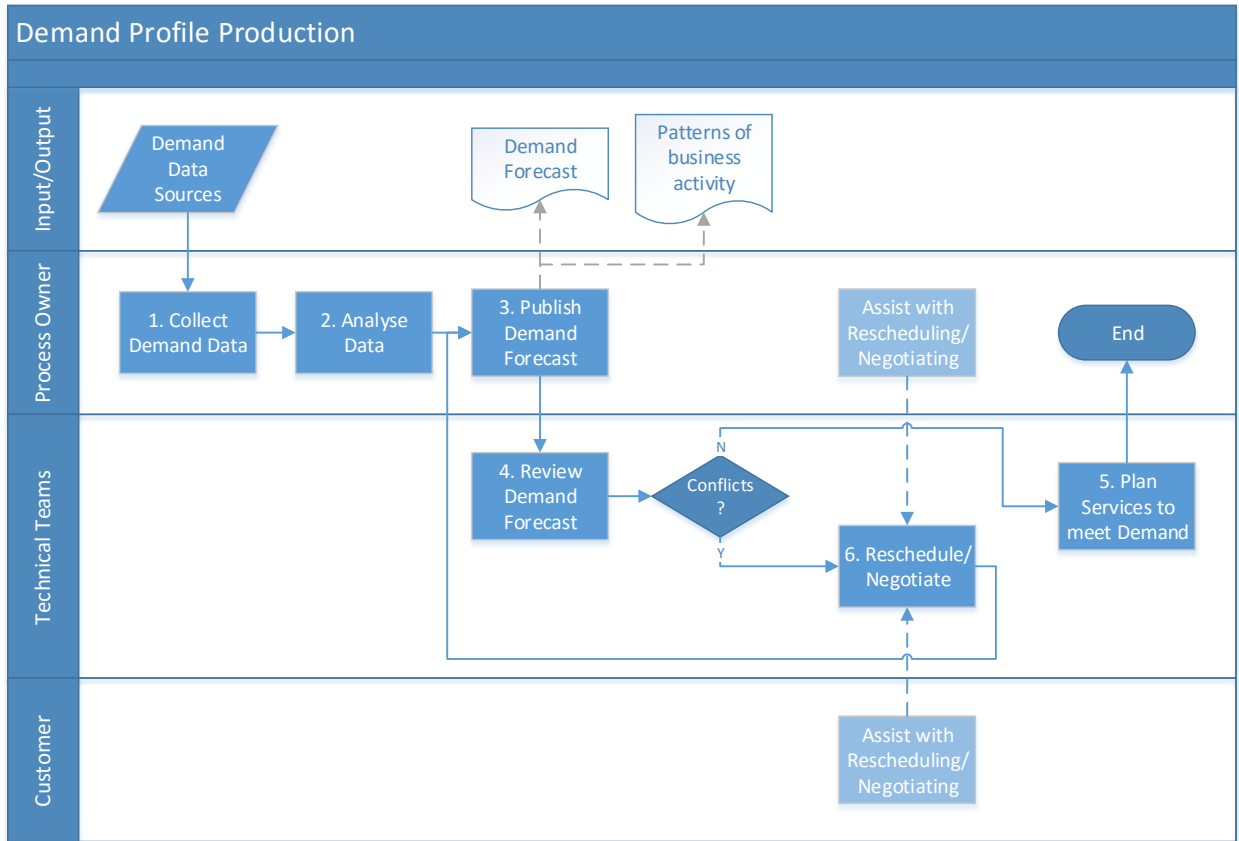
The Demand Management Support sub-process defines and publishes the Demand Management Policy and Strategy that governs the Demand activities across the IT organisation, and ensures that stakeholder requirements are recorded accordingly.



N	ACTOR	ACTIVITY DESCRIPTION	PROCESS INPUT	PROCESS OUTPUT
1	Process Owner	Define and publish the Demand Policy that outlines the rules that Demand Management adheres to.		Demand Management Policy
2	Process Owner	Collect and document the stakeholder requirements for Demand Management outputs.	Demand Requirements	Consolidated Demand Requirements
3	Process Owner	Define, document and publish the Demand Strategy that informs stakeholders of the approach that will be taken to Demand Management over the next period.	Consolidated Demand Requirements	Demand Strategy
4		Sub-Process Ends		

# Demand Profile Production

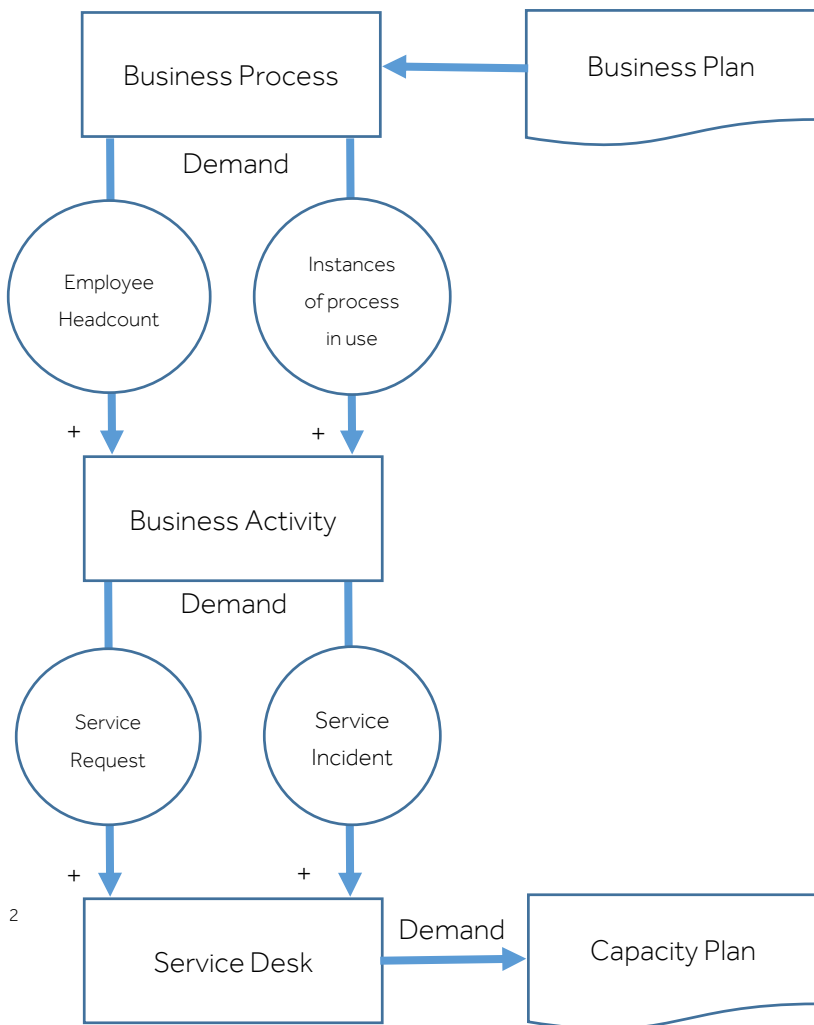
This sub-process works with customers and Technical teams to produce a Demand Forecast and Patterns of Business Activity (PBA) for the Services and Applications that IT manages on behalf of the customer.



N	ACTOR	ACTIVITY DESCRIPTION	PROCESS INPUT	PROCESS OUTPUT
1	Process Owner	Collect the Demand Data from the various sources identified in the Demand Strategy.	Demand Strategy	Demand Data
2	Process Owner	Analysis of the data and production of the Demand Forecast and PBA.	Demand Data	Draft Demand Forecast and PBA
3	Process Owner	The Demand Forecast and PBA are published to Technical Teams for review	Demand Forecast and PBA	
4	Technical Teams	Review the Demand Forecast and PBA and assess the impact on scheduled work and changes.	Demand Forecast and PBA	
		Are there any conflicts? If no go to 5. If Yes continue to 6.		

N	ACTOR	ACTIVITY DESCRIPTION	PROCESS INPUT	PROCESS OUTPUT
5	Technical Teams	With input from Demand Management and Customers, activities should be rescheduled or re-negotiated so that Demand conflicts are removed or minimised.	Demand Forecast and PBA	Finalised Demand Forecast and PBA
6	Technical Teams	The Technical teams plan their services and activities to meet the Demand forecast and PBA as part of their business as usual activities	Finalised Demand Forecast and PBA	
Process Ends				

## Activity-based Demand Management



<sup>2</sup> Axelos ITIL Service Strategy Figure 4.42 Page 252



It is very important that when implementing Demand management to monitor the customer's business to identify, analyse and classify such patterns to provide relevant information. Activity based Demand Management helps plan for both the allocation of human and technical resource especially when building a new service. The benefits of this are that we can optimize new service designs to suit the current demand patterns. The current service catalogue can also be used to map demand patterns to the appropriate services.

## CONTRIBUTORS

The following people have contributed to the production of this Process Description, either through involvement in Workshops and/or reviewing the subsequent draft descriptions.

NAME	NAME
Ryan Kennedy	Mark Collett (Review Only)

## VERSION CONTROL

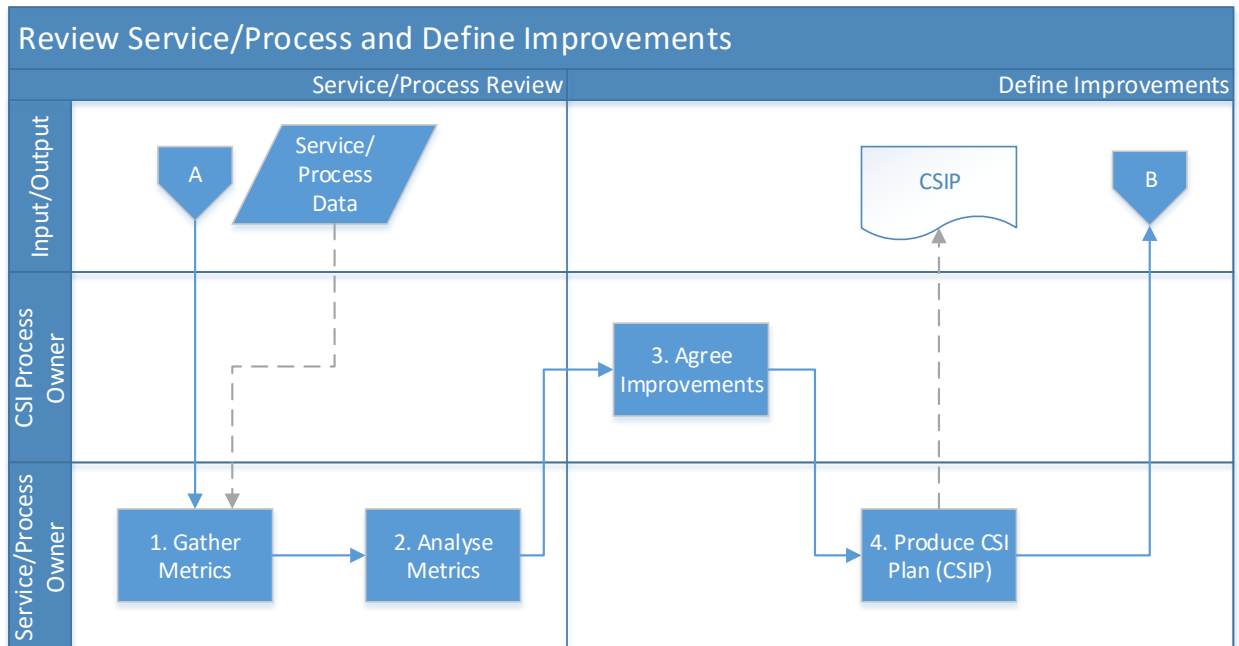
VERSION	REVIEWED	APPROVED BY	APPROVAL DATE
0.1	Workshop Group	-	-
1.0	-	John Leary	12/08/2015
2.0			

## NEXT PROCESS REVIEW

The next Process Review is scheduled for [ENTER DATE]

# APPENDIX 1

## Service Improvement Plan



The following link will take you to the current Service Improvement Plan:

[Service Improvement Plan](#)

# APPENDIX 2

## RACI Chart

*Include the RACU Chart for the process here:*

Activity	Process Owner	Customer	Technical Service Owner	Service Level Manager	Business Partner
Identify Demand Profile	A	C	I		R
Develop Demand Approach	A	I	C	I	R
Report to Technical Teams	A		I		R