



**Georgia
Tech**



CREATING THE NEXT

Introduction to Demand Management

Overview of Demand Management

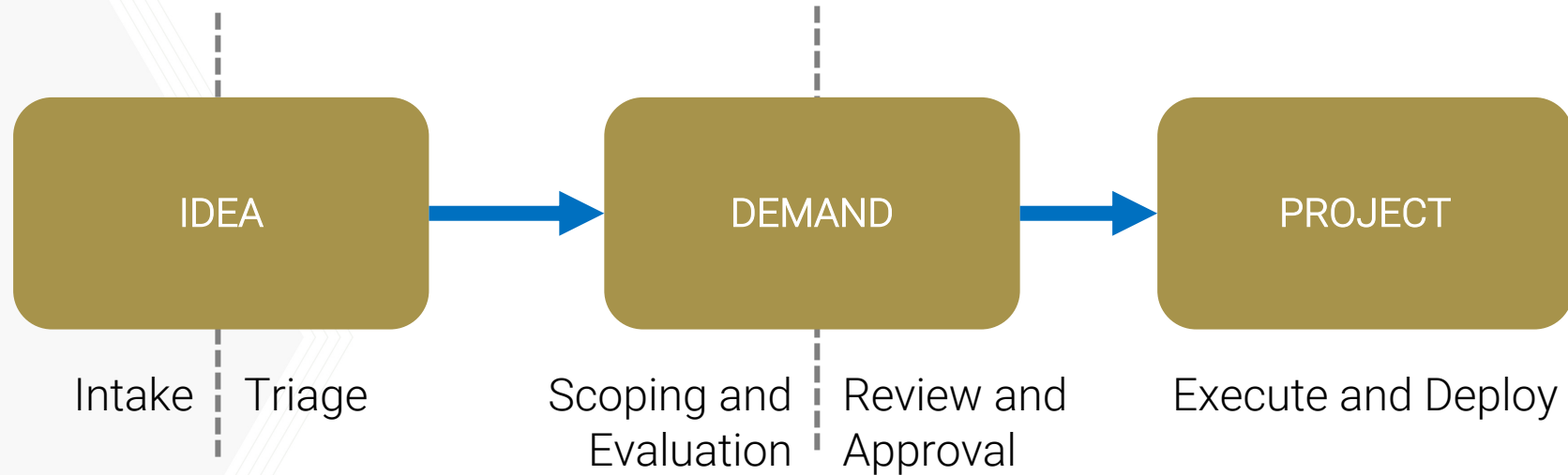
Demand Management

- Centralizes strategic requests from the business to IT and automates the steps in the investment decision process. This works for new products and services or enhancement and defect repairs to existing products and services.

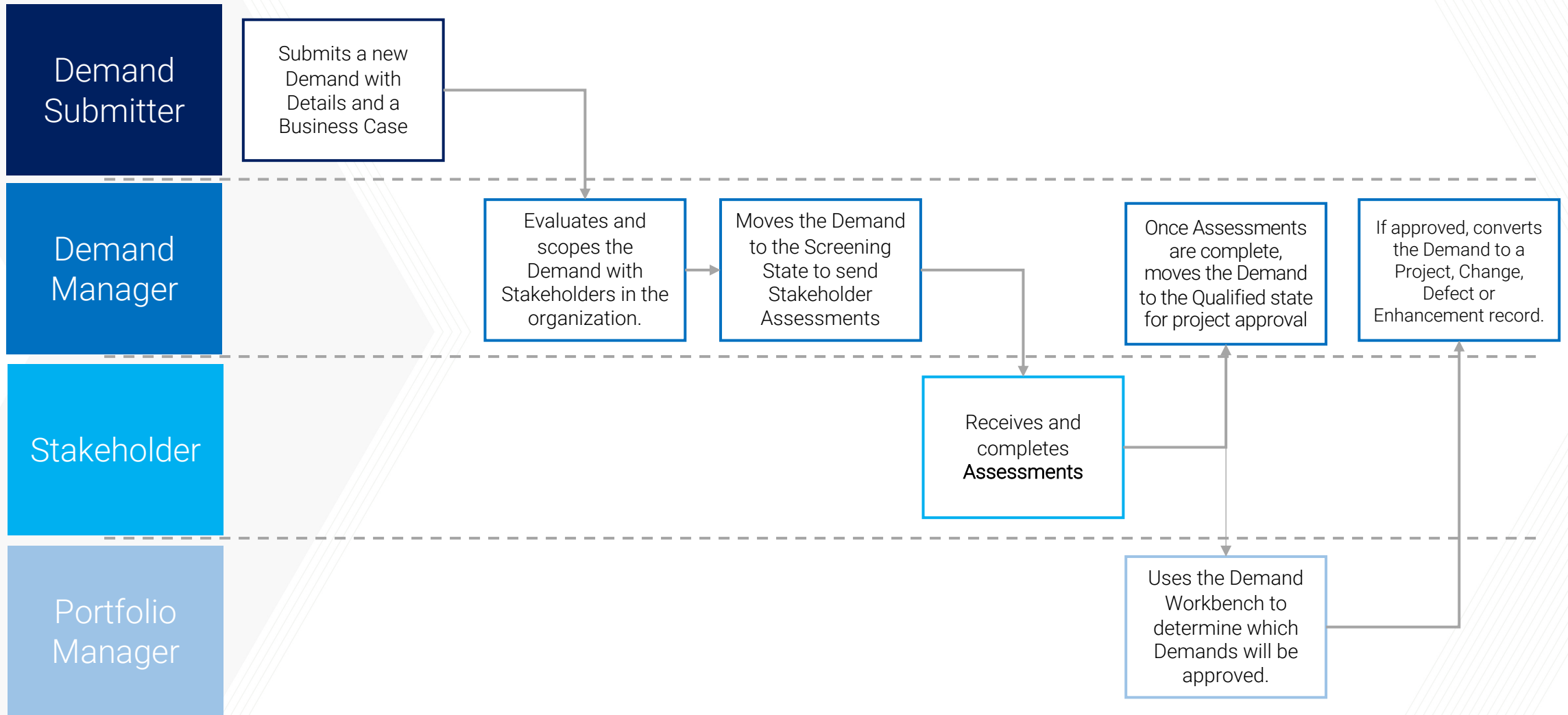
Roles

- Demand Submitter – Creates new Demands. Edits or updates the Demand until it is 'submitted'.
- Demand Manager – Approves Ideas & Demands. Enhances Demands by adding stakeholders, risks, decisions and resource plans.
- Stakeholder – assesses Demands for strategic alignment and risk.
- Portfolio Manager – reviews all Demands in a Portfolio for approval.

The Idea - Demand – Project Lifecycle



Typical Demand Request Process (1)



Typical Demand Management Process (2)

- The Business User requests a Demand by navigating to the Self-Service menu in the Platform.
- Once the Demand Submitter enters their Demand, the Demand Manager reviews the Demand in the Submitted state.
- Demand Managers will add key information in collaboration with the Business User such as the Financials, Risks, Resource Plans, Cost Plans and adding Stakeholders.
- When ready, the Demand Manager moves a Demand to the Screening state for Stakeholder Assessments. Stakeholders will take the Assessment and evaluate the Demand giving it a core based on risk, value and size.
- As the Demand moves closer to approval, the Portfolio Manager can review all Demands within the Demand Workbench. This is when the Demand is converted to a Project, Change, Enhancement or Defect and transitioned to the appropriate team.

Demand States Within ServiceNow

