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.









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

Draft	Submitted	Screening	Qualified	Approved	Completed
 A new Demand that has been created. Used by the Demand User to enter a new request. 	 A Demand that is formally ready for review. Initial information is populated for Stakeholders. Used by the Demand Manager and Demand User to collaborate on the information in the Demand record. 	 The Demand Manager initiates Assessments, if needed. Used by the Demand Manager to trigger Assessments to Stakeholders if used. If not, manually move to the Qualified state. 	 The Demand has been Qualified and is ready for Portfolio review. Qualified Demands can be seen on the Demand Workbench. Used by the Demand Manager to manually move to Qualified Stated when the Demand Assessment Results are received (if used). 	 The Demand is approved and can be converted to a Project, Change, Defect, or Enhancement creation. Used by the Demand Manger to create the appropriate record. 	 The Demand has been completed as a Project, Change, Defect, or Enhancement.
	Deferred	Demand that has	been set to Deferred (Car	nceled/On Hold).	
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