[Organization logo]

[Organization name]

DEMAND MANAGEMENT PROCESS

Code:	
Version:	
Date of version:	
Created by:	
Approved by:	
Confidentiality level:	

Change history

Date	Version	Created by	Description of change
	0.1	20000Academy	Basic document template

Table of contents

1. Purpose, scope and users

The aim of this document is to define the purpose, scope, principles, and activities of the Demand Management process.

The scope of the Demand Management process encompasses all services currently running in the live environment.

Users of this document are all employees of [organization name], as well as all external parties who have a role in the SMS.

Commented [20A3]: Please insert the name of your company.

2. Reference documents

- ISO/IEC 20000-1:2018, clauses 7.5.4. e), 8.2.4
- Capacity Management Process
- Incident Management Process
- Business Relationship Management Process
- Service Design and Transition Process

Commented [20A4]: You can find a template for this document in the ISO 20000 Documentation Toolkit folder "08_Supply_Demand_Processes/ 08.3_Capacity_Management".

Commented [20A5]: You can find a template for this document in the ISO 20000 Documentation Toolkit folder "10_Resolution_Fulfilment_Processes/ 10.1_Incident_Management".

Commented [20A6]: You can find a template for this document in the ISO 20000 Documentation Toolkit folder "07_Relationship_Agreement_Processes/ 07.1_Business_Relationship_Management".

Commented [20A7]: You can find a template for this document in the ISO 20000 Documentation Toolkit folder "09_Service_Design_Build_Transition_Processes/ 09.2_Service_Design_and_Transition".

3. Process overview

[Organization name] uses the Demand Management process to understand current and future customer demand for services and to communicate the demand to the Capacity Management process.

Objectives of the Demand Management process:

- To monitor current demand patterns and forecast future demand for services
- To communicate the identified demand patterns to the Capacity Management process
- To identify and process, together with Capacity Management, any capacity-related incidents

Commented [20A8]: These are recommended objectives; you can include additional objectives or delete some according to your company practices.

4. Process activities

Commented [20A9]: This is a high-level process description. It should be adapted depending on the actual situation.

4.1. Demand forecasting for operational services

For each service currently in the live environment, the Demand Manager requests from the Business Relationship Manager(s) to review the current forecasted demand pattern for the service provided to [organization name] customers on a monthly basis.

Commented [20A10]: You can adapt the frequency according to your company practices.

New services are identified via the Service Design and Transition Process.

If the newly identified service is created at the request of an existing or prospective customer, the ~~Demand Manager requests the corresponding Business Relationship Manager to engage with the customer in order to estimate an initial demand forecast for this service.~~

If the newly identified service is developed at the initiative of the organization ~~(without any customer or prospective customer being involved in the design process), the Demand Manager, together with the Planning and Design Coordination Manager and the Capacity Manager, will estimate an initial~~ demand forecast for the service.

4.2.   Interfacing with Capacity Management

~~Once new demand patterns for new or existing services have been identified and/or communicated by the Business Relationship Manager(s), the Demand Manager will assist Capacity Management by~~ updating the Capacity Plan with the new information.

Commented [20A11]: You can find a template for this document in the ISO 20000 Documentation Toolkit folder "08_Supply_Demand_Processes/ 08.3_Capacity_Management".

The new information obtained will be included by the Demand Manager in the relevant sections in the Capacity Plan.

4.3.   Forecast validation

The Demand Manager requests from Capacity Management to prepare the Capacity Management ~~Report describing actual consumption for each operational service every six months. The information in this report will be compared with the existing demand forecasts, and any deviation will be analyzed. The results of the analysis will be:~~

Commented [20A12]: Please adjust the frequency according to your company practices.

- ~~used to improve future forecasts~~
- ~~reported back to Capacity Management~~

Commented [20A13]: These are only recommendations. You can delete or include additional elements according to your company practices.

5.   Roles and responsibilities

[Job title] assigns the Demand Manager role.

Commented [20A14]: Please insert the appropriate job title according to your organization practices, e.g.: IT Manager, Service Manager, etc.

Responsibilities of the Demand Manager:
- Overall responsibility for the Demand Management process
- Coordinates with other Service Management roles
- ~~Plans and manages tools needed to support the Demand Management process~~
- ~~Responsible for reporting and managing information~~
- ~~Together with Business Relationship Management, forecasts and documents demand patterns for all operational services~~
- ~~Communicates the identified demand patterns to Capacity Management~~
- ~~Together with Business Relationship Management, anticipates situations where demand for a service will exceed the capacity to deliver it and notifies the Capacity Management process~~

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6.   Measurement and reporting

The Demand Manager is responsible to:

- Define and review [annually] the Critical Success Factors (CSFs) that support the current SMS
- Based on measurements, identify any aspects that require improvement

Whenever the SMS objectives are updated in the SMS Plan, the Demand Manager reviews and

> **Commented [20A16]:** You can change the frequency according to your company practices.

> **Commented [20A17]:** You can find a template for this document in the ISO 20000 Toolkit folder "13_Management_Review".

> **Commented [20A18]:** You can change the frequency according to your company practices.

> **Commented [20A19]:**

> **Commented [20A20]:** You can change the frequency according to your company practices.

7.   Managing records kept on the basis of this document

Record name	Storage location	Person responsible for storage	Controls for record protection	Retention time
[Metrics Reports]	[tool name]	Demand Manager	Demand Manager	Reports are kept for [3 years].

> **Commented [20A21]:** This refers to metrics reports defined in section 6.2.
>
> Please adjust the name of the record according to your company practices.

> **Commented [20A22]:** Please alter this record to match what you already have in your company. If you do not have a similar record, you can create a new one in the format that suits you best.

> **Commented [20A23]:** You can adapt the retention period according to your company practices.

8.   Validity and document management

This document is valid as of [date].

The owner of this document is [job title], who must check and, if necessary, update the document at least once a year.

> **Commented [20A24]:** Please insert the appropriate job title according to your organization practices, e.g.: CEO, CIO, IT Director, IT Manager, Service Manager, etc.

> **Commented [20A25]:** This is only a recommendation; adjust the frequency according to your company practices.

[Job title]
[Name]

_____
[Signature]

> **Commented [20A26]:** Only necessary if the Procedure for Document and Record Control prescribes that paper documents must be signed.