

Managing Now Platform demand

Frequently asked questions

Definition

What is “demand management”?

Demand management is a foundational capability needed to support increased adoption of ServiceNow®. It is a process to facilitate consistent decision-making for all ServiceNow requests – be it for new products, or enhancements.

Traditional demand management includes the following:

- A centralized intake model that answers the “why, what, who, and when” questions about business requests for the Now Platform®. This intake model should provide enough information to the right stakeholders to make an investment decision.
- An objective, methodical approach to evaluating, prioritizing, and approving demands to be added to the ServiceNow roadmap. This generally includes an analysis of each demand’s value/impact, risk, effort, and alignment to business priorities.

Organizations can take demand management to the next level by:

- Proactively shaping demand to align with company objectives. In other words, moving from a “wait and assess” approach to proactively anticipating and shaping requests for ServiceNow capabilities.
- Applying agile practices to increase the velocity with which demands are evaluated and acted upon.

What is the value of effective demand management?

Getting this right allows your organization to work on what matters most at the right time. The payoff of a well-designed demand management process is significant—you’ll be able to make informed investments in ServiceNow, thereby improving the quality of services and capabilities you offer through the Now platform. You can achieve this with greater visibility into where and how ServiceNow fits into your organizations’ goals, increased collaboration between teams, and a streamlined process to evaluate investments.

What's the difference between “demand management” and a “demand board”?

Demand management is the process by which you make decisions about what ServiceNow features and capabilities to invest in and when.

A *demand board* generally includes the Platform owner, Platform architect, demand owner(s), and business liaisons. This group leads portfolio governance and ensures that the ServiceNow roadmap aligns with the key vision set by your executive steering board. The most important, consequential decisions about demands should be brought to the demand board.

See additional information about setting up a demand board within our [Governance Basics Success Workbook](#).

Who should be involved in demand management?

Keep the number of people involved in the demand management process to a minimum. Roles that are involved generally include:

- Demand requestors (Now Platform users, service owners, business liaison, etc.). These are the people who submit requests.
- Business and technical stakeholders who provide input about demands before decisions are made.
- Demand owners who evaluate and approve demands
- A demand board which provides governance and strategic direction

Process / Implementation

When is the right time to introduce a demand management process?

Your demand management strategy should begin when you decide to use ServiceNow. While you're capturing requirements for your initial implementation, start thinking about how you'll gather ongoing requests for the ServiceNow capabilities that support your changing business needs.

If you already have a demand management strategy in place, you may need to update it based on your goals for ServiceNow and digital transformation. Even though you might have a solid intake method and objective evaluation process, you can evolve your demand management practices to include continuous demand shaping and to apply agile practices to increase the speed with which you make decisions. It's never too late for either of these.

What do I need to get started with demand management?

- Identify your executive sponsor, key IT and business partners, and other SMEs to help create your platform demand strategy and demand management process. Ideally, your demand

management process will be created after you have an executive steering board in place to ensure that your practices align to your overall strategy.

- An understanding of your organizations' top strategic priorities and roadmap to achieve them.
- A system of record to track and document demand activities and stakeholders that should be involved in building and managing ServiceNow governance. ServiceNow's [IT Business Management](#) suite offers all of the capabilities necessary to effectively manage demand.

Do I need to be able to shape demand from the get-go?

No. While it would be great to immediately get high-quality requests already aligned to your business outcomes, this usually does not happen right from the start, or even shortly after.

Proactively shaping demand is a great next step after your foundational demand management processes—a simple intake model and an objective, methodical way to evaluate and act on demands—is in place. Make sure that your “bread and butter” processes work well before moving on to demand shaping.

For more information about demand shaping, see the demand board section within our [Governance Basics Success Workbook](#).

Related resources

How can ServiceNow help?

Start by watching our [short overview video](#) to get smart fast (the description includes links to additional resources). In addition to our [Demand management for the Now Platform resources](#) on the Customer Success Center, ServiceNow's Customer Outcomes group has deep experience in helping customers design and implement a demand management process. Contact your Account Executive for more information.