

Demand Management Success Map

An overview of implementing, maintaining, and getting maximum value from Demand Management



Now Value: Envision Success Foundations: Critical inputs for successful implementation and maintenance

Vision and value

Outcome – Prioritize demands and achieve alignment with business strategies

Sample KPIs

- % / \$ Demands moved to Approved
- % of Demands aligned to Portfolio/Programs
- # / \$ Demands by Program/Portfolio
- # / \$ Demands raised by Business Capability
- % of Demand converted to Project

Governance

Special roles added to governance team

- CMDB owner** – Owns CMDB access, use, and maintenance
- Service owners** – Provide requirements for demand and project processes
- Technical owners** – Technical maintenance for implemented applications

Foundational ServiceNow apps

Implement prior to or with Demand Management

Incident Problem Change

CMDB Request Project Management

OCM and enablement

Owners and users of Demand application are informed and provided an enablement plan.

Implementation roles

General

- Executive sponsor
- Platform owners (business and technical)
- Process owners
- Business process analyst
- Technical resources (sys admin, developer, tester, architect)
- Security

Trained in PPM applications

- Service owner
- Project manager
- Demand manager
- Finance manager
- PPM sys admin

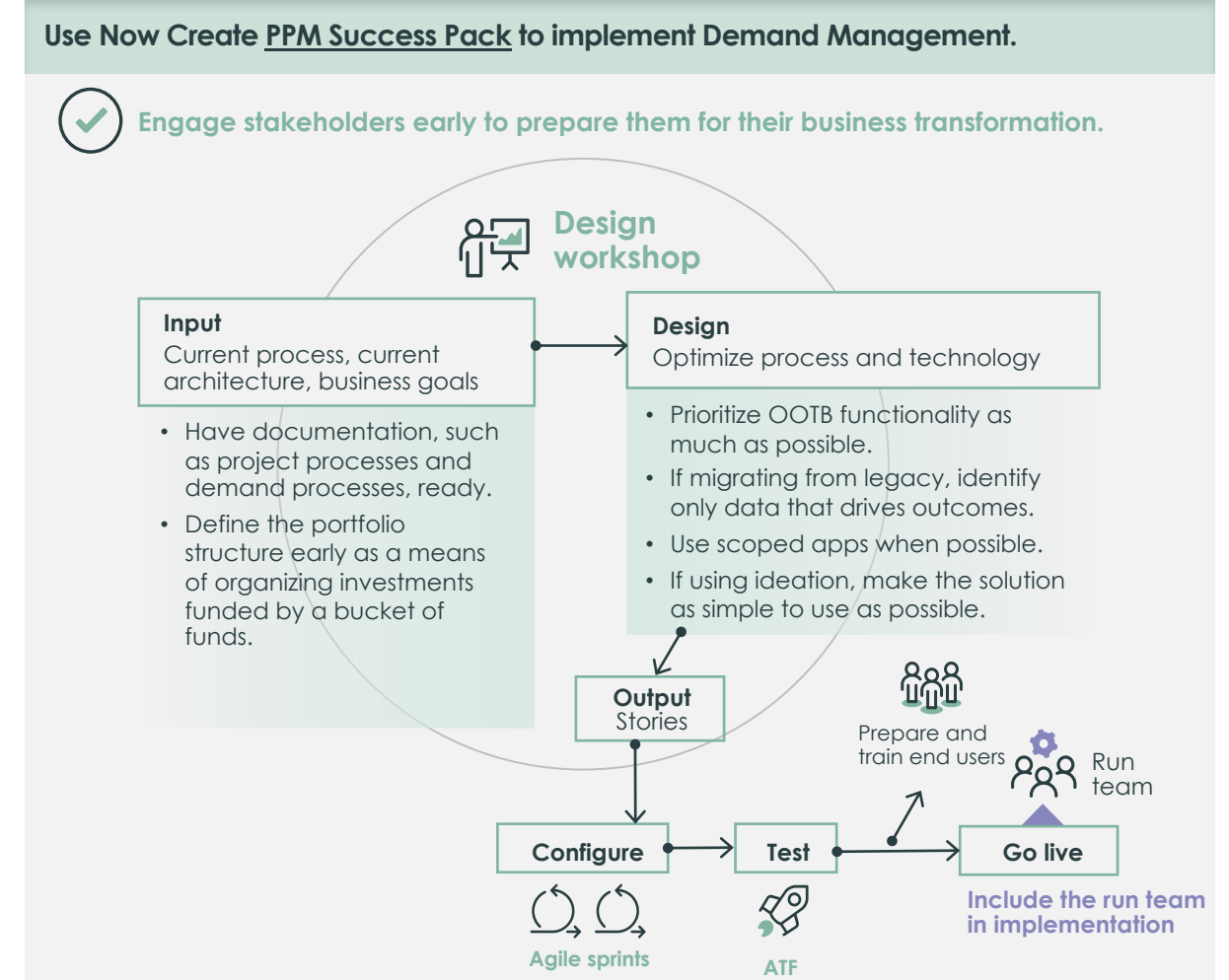
Skills and expertise

- ITSM and PPM applications in scope
- Sources: Now Expert Services, Now-certified PPM Partner, Now-certified internal employees (combination of sources recommended)

Project planning

- Prepare for an agile approach
- Plan for the target value from Demand Management

Now Value: Create Implement: Implementation activities and best practices



Now Value: Validate Run: Plan and execute Now Platform® maintenance

Run roles

- CMDB owner
- Demand process owner
- PPM sys admin
- Platform owner

Platform and application health

- Perform CMDB health checks.
- Use PPM dashboards.
- Plan continual improvement management.

Improvement management

- Use ideation.
- Create a long-term roadmap
- Use WSJF (Weighted Shortest Job First).
- Establish an agile release management process.

Enhancements

Check for new apps related to PPM released via the Now Store quarterly.

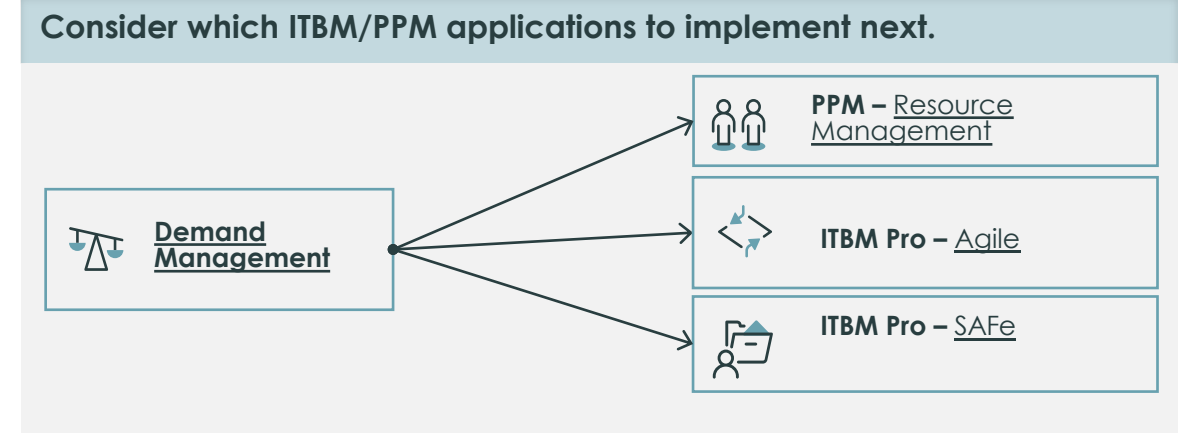
Upgrades

- Prioritize OOTB options to ease upgrades.
- Stay current on releases (N-1).

Assess value

- Use value dashboards.
- Track adoption metrics.
- Track business case and value realization.

Now Value: Champion Optimize and Expand: Maximize value from your ITBM/PPM licenses—increase value from the Now Platform®



Consider which Now Platform products to implement next.

Demand → Innovation Management, SAFe, Investment Funding

Create a product-centric view of IT and align strategy and value to support an agile organization.

Demand → Application Portfolio Management (APM)

Identify the critical applications and manage their entire lifecycles.

Demand → DevOps

Accelerate frequency of releases through the change automation approval process and reduce release risk.

Demand → Software Asset Management (SAM)

Rationalize software in your environment to reduce low-value applications.

* Foundational applications for the listed outcome only, other outcomes enabled by ITBM/PPM may require different foundational applications.

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