

SERVICE STRATEGY - DEMAND MANAGEMENT

“Balancing Service Capacity with Business Demand for Maximum Value”

Schedule

Venue	Fees
In-House	ASK FOR THE QUOTATION

► **Available delivery methods:** In-House Training

Introduction

Demand Management is a critical process in ITIL® Service Strategy that aims to understand, anticipate, and influence customer demand for services. This course explores strategies for aligning service capacity with dynamic business needs, using patterns of business activity (PBA) and user profiles to guide resource allocation and planning. Participants will gain a practical understanding of how to forecast demand, manage resources, and shape customer behavior to ensure efficient and cost-effective service delivery.

Objectives

By the end of this course, participants will be able to:

- Understand the purpose and scope of Demand Management within ITIL Service Strategy.
- Identify and analyze Patterns of Business Activity (PBA).
- Apply user profiles to align services with demand patterns.
- Collaborate with Capacity Management to ensure service performance.
- Influence and shape demand to optimize service usage.
- Develop a Demand Management Plan tailored to business objectives.

Why Attend

This course is essential for professionals looking to:

- Improve service availability while controlling costs.
- Align IT service provision with actual business needs.
- Predict and prepare for fluctuating service demand.
- Enhance strategic decision-making with data-driven demand insights.

Target Audience

- IT Service Managers and Strategists
- Capacity and Demand Planners
- Business Relationship Managers
- ITIL Practitioners and Consultants
- Enterprise Architects
- Project and Program Managers

Individual Benefits

- Ability to align IT resources with business priorities
- Enhanced forecasting and planning skills
- Strategic insight into service usage trends
- Recognition as a key contributor to IT-business alignment

Organizational Benefits

- Reduced service inefficiencies and overprovisioning
- Optimized resource utilization and cost control
- Improved responsiveness to market and business fluctuations
- Enhanced customer satisfaction through tailored service delivery

Instructional Methodology

- Interactive lectures and visual presentations
- Hands-on activities using demand planning tools
- Group exercises and business case simulations
- Real-world case studies from various industries
- Assessments and knowledge checks

Course Outline

DETAILED 5-DAY COURSE OUTLINE (CUSTOMIZABLE)

Training Hours: 7:30 AM – 3:30 PM

Daily Format: 3–4 Learning Modules | **Coffee Breaks:** 09:30 & 11:15 | **Lunch Buffet:** 01:00 – 02:00

Day 1: Foundations of Demand Management

Module 1: Overview of ITIL® Service Strategy and the Role of Demand Management (07:30 – 09:30)

Module 2: Key Principles and Objectives of Demand Management (09:45 – 11:15)

Module 3: Patterns of Business Activity (PBAs): Concepts and Significance (11:30 – 01:00)

Module 4: Activity: Mapping PBA in Your Organization (02:00 – 03:30)

Day 2: Understanding and Influencing Demand

Module 1: User Profiles and Demand Drivers (07:30 – 09:30)

Module 2: Techniques for Influencing and Shaping Demand (09:45 – 11:15)

Module 3: Aligning Demand with Service Portfolio and Service Level Agreements (11:30 – 01:00)

Module 4: Case Study: Demand Planning in a Seasonal Business (02:00 – 03:30)

Day 3: Capacity and Demand Collaboration

Module 1: Role of Capacity Management in Demand Planning (07:30 – 09:30)

Module 2: Demand-Capacity Balancing Techniques (09:45 – 11:15)

Module 3: Forecasting Methods and Demand Analysis Tools (11:30 – 01:00)

Module 4: Workshop: Building a Demand Forecast Model (02:00 – 03:30)

Day 4: Strategic Integration and Technology Support

Module 1: Demand Management and Business Strategy Alignment (07:30 – 09:30)

Module 2: ITSM Tools and Dashboards for Demand Monitoring (09:45 – 11:15)

Module 3: Data Collection, Analytics, and Visualization (11:30 – 01:00)

Module 4: Simulation: Responding to a Demand Spike (02:00 – 03:30)

Day 5: Review, Assessment, and Implementation Planning

Module 1: Review of Key Concepts and Practices (07:30 – 09:30)

Module 2: Knowledge Assessment and Group Feedback (09:45 – 11:15)

Module 3: Action Plan: Implementing Demand Management in Your Organization (11:30 – 01:00)

Module 4: Final Q&A, Wrap-Up and Certificate Distribution (02:00 – 03:30)

Certification

Participants will receive a **Certificate of Completion** upon full participation and successful completion of the final assessment. The course supports progression toward **ITIL® Service Strategy certifications**.

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