



Demand Management Process

ITILv3 Foundations

<http://www.jasondion.com>

Demand Management

- Purpose is to identify the demand for a particular service to prevent capacity limitations
- Unmanaged demand is a cost and risk to the service provider



Major Activities

- Identify and analyze patterns of business activity (PBA)
- Analyze usage of services by different types of users and identify/document user profiles



Important Considerations

- Business have busy and slow periods
- Retailers are busier during the holiday season
- Many companies don't account for large demand and it cripples them

