



DEMAND MANAGEMENT

Learn how Alfabet from Software AG helps ensure the success of your demand management practice.

The challenge

There is a continual stream of business demands for IT services and support. These range from major transformational programs down to simple application enhancement requests. Keeping on top of this stream of demands is a challenging task, which is made even more complicated by the politics of the organization. Demands can be conflicting, and political pressure sometimes means the wrong requests get attention. Demands are also in a constant state of change.

This makes it essential to have a robust, effective and efficient demand management practice, which:

- Provides current and reliable information on demands and their status
- Enables duplication and conflicts between demands to be identified early
- Ensures that demands are assessed with sufficient due diligence in order to deliver reliable implementation plans
- Has a transparent and auditable approval process that leads to business-aligned IT plans

Key benefits

- Single source of information for all demands
- Stakeholder portals with details on demands and their status
- Consolidation of demands leading to reduced effort
- Consistent quality of demand documentation and information
- Stage gate approval workflows for good IT governance
- Architecture analysis to facilitate demand fulfillment planning
- Alignment of demand approval to business priorities

Six steps to success

Establishing a robust, effective and efficient demand management practice requires the right approach. These six steps will help ensure success:

- Establish a central repository for all demands; this enables stakeholders to understand business needs, demand status and to create an IT plan
- Ensure that demands are described in enough detail so that reliable plans can be created
- Document the architectural impact to avoid implementation conflicts and identify duplication early
- Assign demand responsibility based on, for example, business area or organization
- Ensure responsibilities are known and understood
- Introduce stage gate processes for enforcement of standards for demand documentation, assessment and approval

Alfabet—the standard solution for demand management

Demand transparency

A central inventory for demands provides IT stakeholders with the information required to assess the demand and create an IT strategy and plan. Business stakeholders have transparency on the status of their demands. Demands are captured using wizards and workflows, ensuring they are documented with a consistent quality and categorized accordingly.

Impact analysis

During demand capture, impacted capabilities, processes, applications, technologies and information objects are documented. This facilitates the analysis of the impacts of the demands. Similar demands are identified automatically, which supports demand consolidation. This reduces implementation effort and avoids conflicts during project execution.

Business alignment

Demands are associated to the strategies they support and the business capabilities they impact. Business alignment is facilitated with KPIs, such as value contribution, cost and architectural impact. Portfolio diagrams and other analytical techniques ensure that the demands leading to the best business outcome are approved.

Life-cycle management

Stage gate workflows ensure that each step of demand fulfillment planning is done thoroughly. Demands are associated with the implementing projects for transparency and impact analysis. To facilitate analysis and planning of large strategic demands, such demands can be broken down into smaller operational demands.

Integrated approach

Demand management on its own delivers significant benefits. It is, however, more effective when integrated with other IT disciplines. For example:

- Project portfolio management integration ensures that project status changes are known to the demand sponsors and that changes to demands are known to project managers
- Application portfolio management integration gives application owners an overview of demands impacting their applications facilitating application road mapping
- Integration with strategy and business capability management supports assessment and alignment of demands to business needs

Alfabet delivers support for these IT disciplines in a tightly integrated solution. Alfabet also provides a framework that supports rapid integration to other systems at the data and process levels. This guarantees the full benefits of integrated IT portfolio management.

Fast path to value

Software AG is a quick enabler of demand management, providing customers with the tools needed to take the steps to demand management success effectively and efficiently, namely:

- A standard solution for demand management: Alfabet
- A proven demand management methodology—available out-of-the-box
- Templates to implement roles, such as business analyst, application owner, project manager and many more
- Standard demand status reports for IT management and other key stakeholders
- Best-practice workflow templates for demand approval processes
- Framework for rapid integration to other management systems, e.g., Project Portfolio Management (PPM) systems



Take the next step

To learn more, talk to your Software AG representative today and visit www.softwareag.com.

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