# Demand management DEMM

Analysing and proactively managing business demand for new services or modifications to existing service features or volumes.

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| **Guidance Notes:**Activities may include, but are not limited to:* collaborating with the business to prioritise demand to improve business value
* developing and communicating insights into patterns of demand
* performing what-if analyses and scenario planning to develop insights and proposals to improve business value
* proposing responses to meet both short-term and long-term demand and facilitating decision-making and planning
* integrating demand analysis and planning with complementary strategic, operational and change planning processes.
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## Level 4

Performs demand management analysis and planning activities within a specific business or operational area.
Monitors patterns of demand and identifies insights and proposals to improve business value.
Identifies and assesses opportunities to prioritise or improve alignment between business demand and capacity to deliver.
Engages stakeholders to communicate insights, plans and decisions regarding business demand.

## Level 5

Implements demand management analysis and planning activities.
Provides advice to help stakeholders adopt and adhere to the agreed demand management approach. Manages the process of integrating demand management with complementary strategic, operational and change management processes.
Maintains a register of business requests and routes requests to the right place. Reports on the status of each request.
Reviews new business proposals and provides advice on demand issues. Works with business representatives to agree and implement short-term and medium-term modifications to demand.

## Level 6

Defines the approach and sets policies for discovering, analysing, planning, controlling and documenting demand for services and products.
Organises scoping and business priority setting for strategic business changes involving business policy-makers and direction setters.
Engages with and influences senior stakeholders to improve the business value delivered from new or existing services and products.
Leads the development of demand management capabilities. Leads the integration of demand management with complementary strategic, operational and change management processes.