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Experience the Service Revolution



Capturing and Managing Ideas with Demand Management

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Agenda

Lab Logistics

Plug-in Validation

Overview of Idea and Demand Management

Short Demonstrations of Idea and Demand Management

Begin the Labs

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Lab Logistics

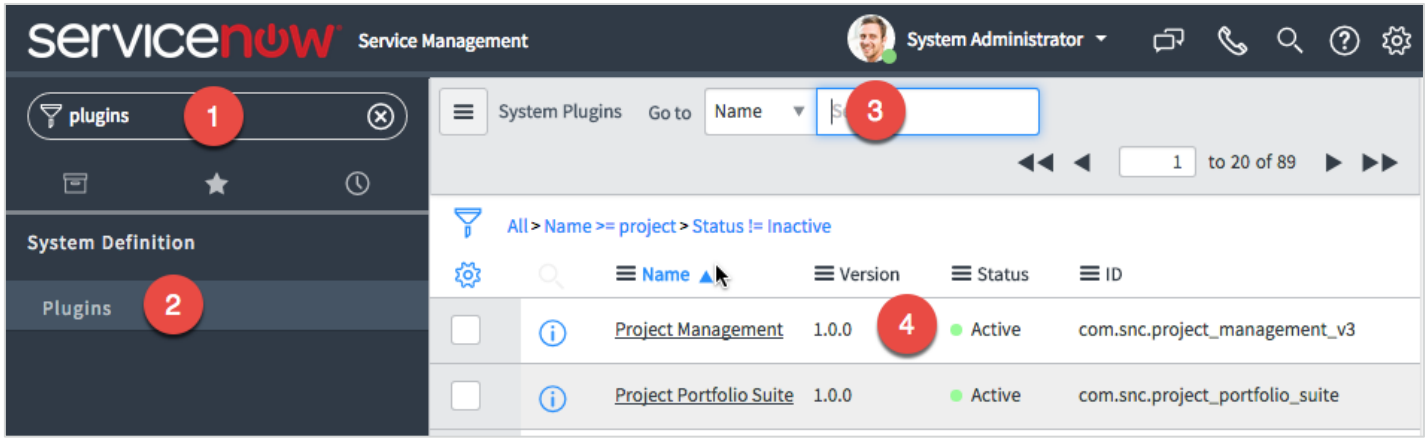
- Everyone has their OWN instance.
- Each instance is on the Geneva version.
- The lab guides and presentations will be available for download after the conference.
- A demo will precede each lab to provide an understanding of the associated lab that follows.
- Once each lab starts, they are completely self-paced. Lab Gurus are available to assist you if you need some assistance.
- Instances will be decommissioned a few hours after the end of the lab.

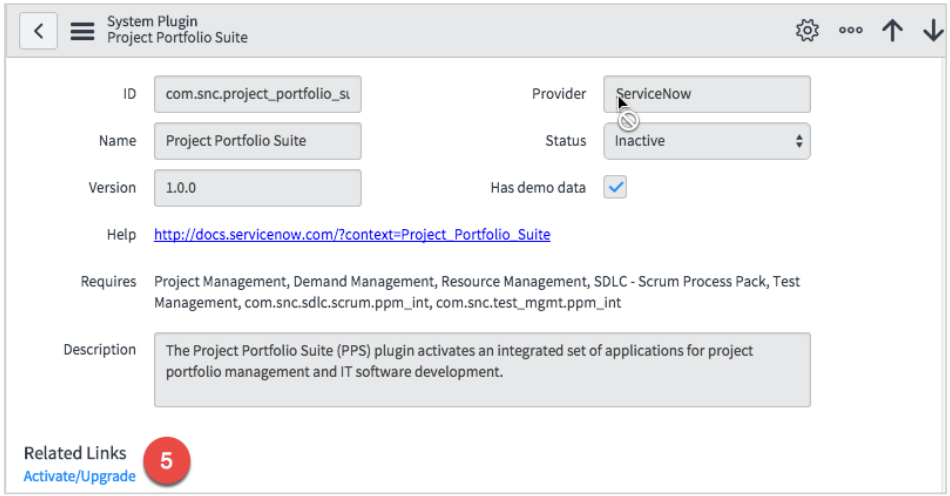
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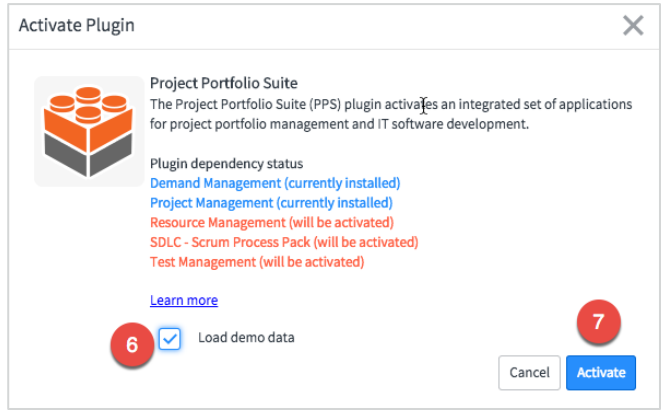
Plug-ins Installed on Your Lab Instance

Be sure to load the demo data when available by checking the box!

- Project Portfolio Suite
  - Project Management
  - Demand
  - Resource Management
  - SDLC-Scrum Process Pack
- Collaboration







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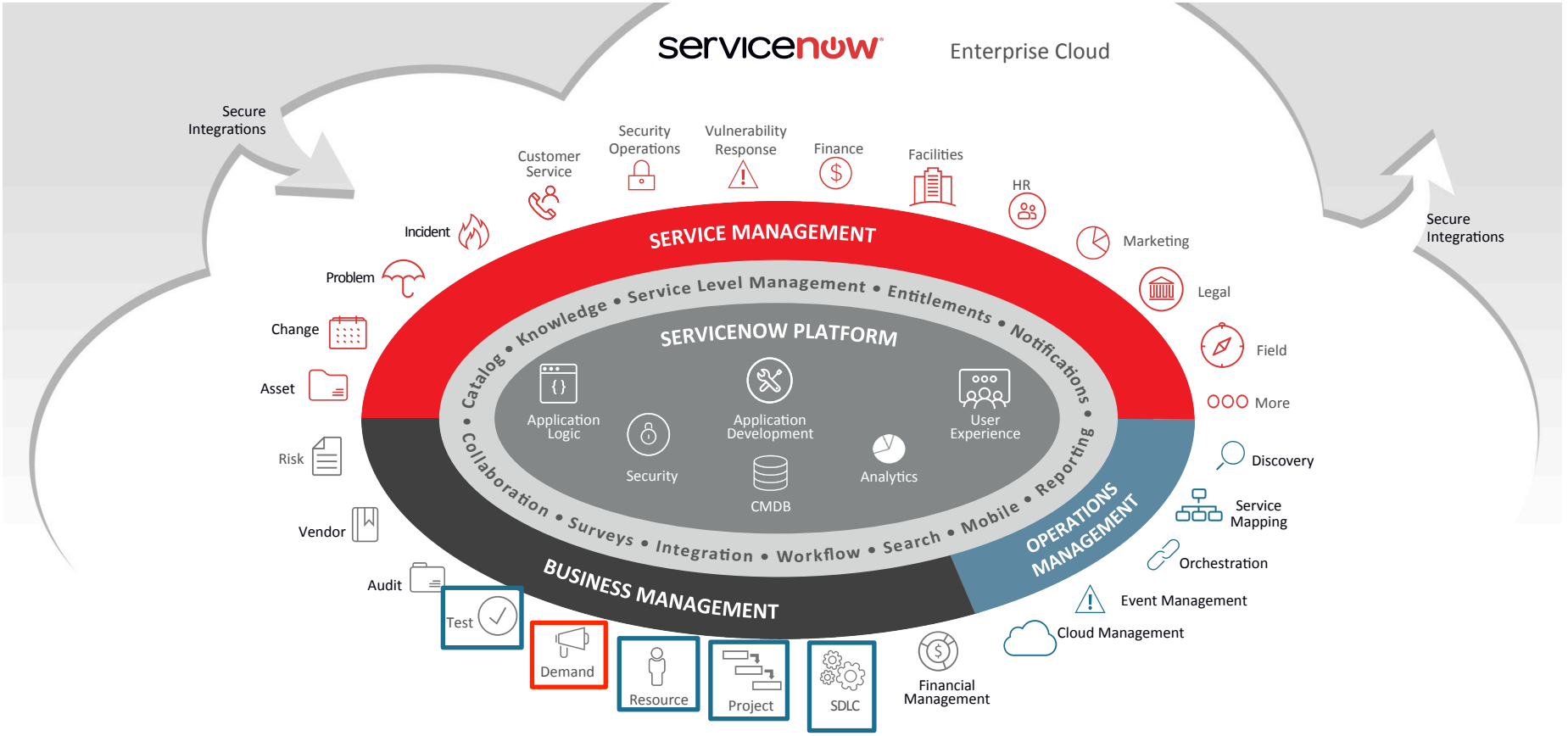
Demand Management: What Is It?

Demand Management: Is a process used in both the business and IT which enables stakeholders to collect ideas and requests, requirements, as well as the evaluation of requests from the business & strategic initiatives and determine the priority based on the organization's goals.

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Single Data Model: Truly integrated Idea and Demand Management

Analytics, Financial Mgmt., Catalog, CMDB, Surveys, Incident, Problem, Change and any other app can all integrate

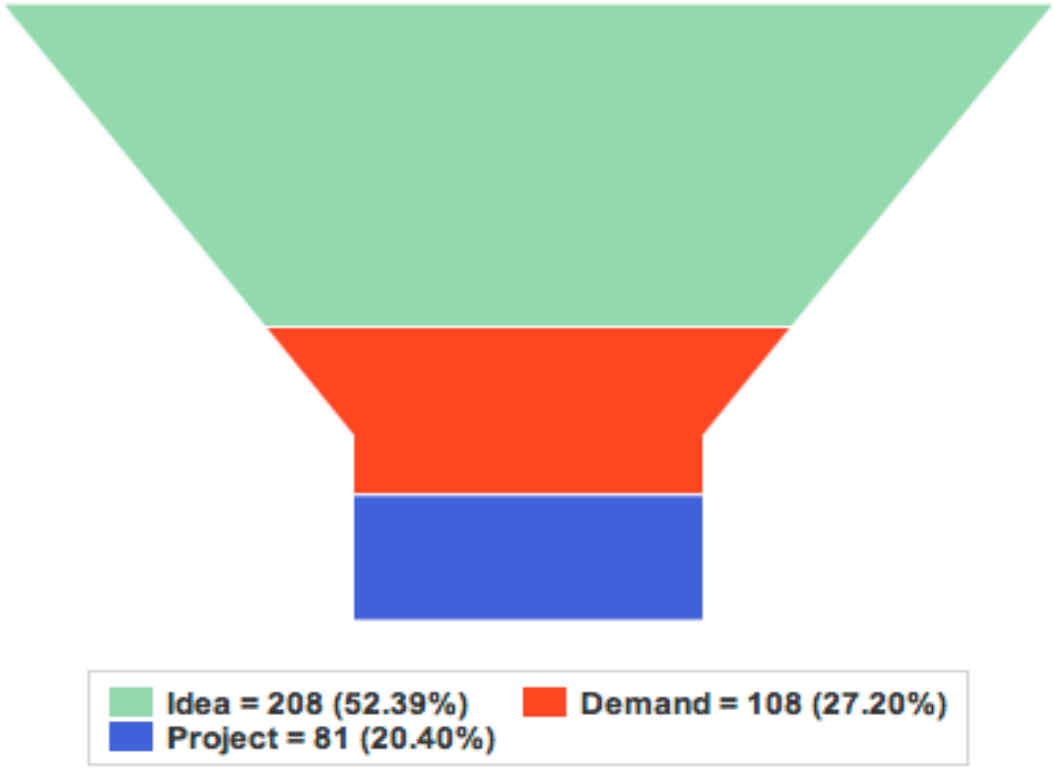


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Ideation Overview

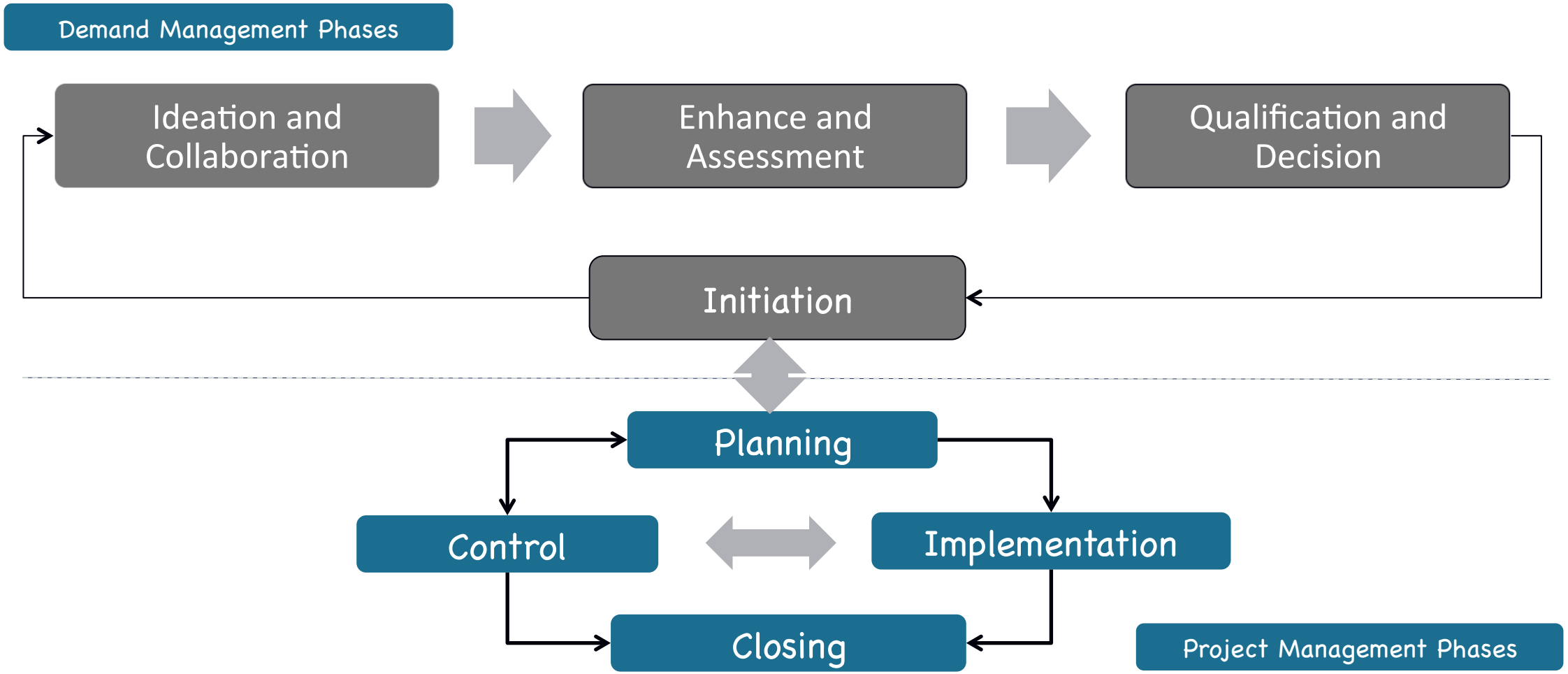
- Ideation is the idea submission and tracking from initial proposal through demand and actualization

Idea Creation → Idea Decision → Demand Creation → Demand Decision



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Demand Overview



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Ideation and Demand Management

Instructor Led Exercises

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Ideation and Demand Management Lab

Instructor Led Exercises

- Lab 1 – Portfolio Management
- Lab 2 – Ideation and Collaboration
- Lab 3 – Demand Management
- Lab 4 – Demand Assessment
- Lab 5 – Demand Workbench and Roadmap
- Lab 6 – Configuring Demand Management

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Top Takeaways

1. Centralizes strategic requests and automates the steps in the investment decision process.

2. Business requests are initiated from within a service catalog and routed with demand workflow where IT can view resource availability during the delivery period, tie requirements to deliverables, and weigh the risks and impact of each decision or route.

3. Provides a single system of record allowing data and processes to be shared across all applications. This creates a distinct audit trail and gives IT visibility across all applications for a comprehensive view of demand and status.

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Take the Survey

Please take a moment to complete a session survey in the Knowledge16 app.

Thank You

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Demand Management: Where Does It Add Value in an Organization?

- Any organization that is looking to add more automation to their idea/demand process
  - Streamline Stakeholder input
  - Automation of Scoring
  - Get processes out of spreadsheets (just use them for calculations)
- Need to provide visibility into demand
- Desire to implement a Stage-Gate process
- Disconnected Demand and Project processes
- Desire to open up ideation/demand process outside of Business leaders

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Demand Management: Why It Matters?

- Visibility into ALL demand through a SINGLE intake mechanism
- Demand Management is a business process that can benefit from automation
- ServiceNow can provide project governance through workflow and implementation of stage-gates which enables earlier “Should we (kill)” decisions
- Visibility into ALL demand through a SINGLE intake process helps ensure the work that is being considered will serve the business goals
- As the process evolves, ServiceNow is agile to evolve

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Demand Management: What Are the Benefits?

- Earlier Cancellation Decisions save money – achieve tangible value on the ability to cancel potential projects early by making better fact based/objective decisions
- Process Efficiency saves money – achieve tangible value on time savings
  - Reduction in back and forth conversations that waste time
  - Automation saves time
- Easy configuration & customization for Business process workflow saves money
  - Faster time to market
  - Lower overall TCO for solution

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