ITSM PORTAL Column 2011

Is Demand – like Supply – a Service domain or not?

We're all quite used to the Demand-Supply model, where we see **Supply** as "the provider", *which makes Supply a service domain*.

But what about the **Demand** domain? *Is that a service domain?* And is it the same as "the Business" or is it an element of Information Management – servicing the Business?

If it is a service domain, then who is the customer? And what is the "service"? And what agreements are being made about that service? And who with? How do we call that agreement? Who provides that service anyway? And what happens if the service is disrupted? Or if someone wants to change this service?

If you think Demand is *not* a service domain, then what is the difference between Business and Demand?

I've set up a few discussions in LinkedIn groups, to see what people think. Your response to this column would be very welcome as well.

What could the answers be? Lets have a quick look at the both options.

NO - Demand is not a service domain
That woud mean it's part of "the Business". Which would reserve "Information Management" as the exclusive domain of Supply. Demand would be limited to specifying the business requirements for information support and managing its delivery. The same woud then have to go for Logistics, for Catering, for Facilities Management, for Financial Management, and for all other secundary activities of the organization that support its primary functions. Specifying and manging the delivery of all of these support functions would be <u>part of the core business</u>.
Is that a realistic perception? Personally, I think it would be in direct conflict with the basic paradigm of <u>Primary versus Secundary</u>.

YES - Demand is a service domain
OK - if we follow this one - then we obviously should have service agreements with customers. That customer can only be "the Business". Together with Supply we then have three domains in a service chain. In combination with the management paradigm, this leads to the SAME (Strategic Alignment Model Enhanced), a model that applies the laws of Separation of Duties to a secondary domain, Information Management, servicing a primary domain, 'the Business".
If we follow this option, we should see agreements between Demand and the Business, and between Demand and Supply. Big question here is: is there an agreement between Business and Supply, or is that agreement covered by the agreement between Business and Demand? You can read about this issue in an ITSM Libary book on Service Agreements. Does the Business-Demand agreement cover delivery of services, and if not, what *does* it cover? Your comments are welcome!

If we see Demand as a service domain, then - apart from an agreement with a customer - we would have to be able to specify who delivers that service.... What is that organization? Does it report on its achievements? And is that reporting part of the service agreement Management Process? Does the organization use tooling to handle all incoming calls? And what are those calls?

If we see demand as a service domain, then - can we have disturbances of the service? And is there a management process in place to solve these disturbances? And can we change the service? And can we request predefined objects, quantities, data changes, etc.?

These - and other - questions need to be answered if we want to get in control of the Information Management domain. Most popular frameworks and reference models like ITIL or COBIT don't really help us here. They're focusing on sub-sections and provide only partial answers.

This is the domain of the good old **Business IT Alignment** problem area..... The Dutch have been educated in solving this - their own way - for the last 10-15 years. I have seen very little of that across the Dutch borders. It would be great to see some opinions on this, either in the LinkedIn discussions or here at the ITSM Portal.