



IT Demand Management in the Modern Environment Course

9 – 13 November 2026
Barcelona (Spain)



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Introduction:

Understanding what resources are required and at which points is critical if IT resources are to support an organization effectively in a prudent economic manner. Inadequately planning can result in inefficient use of resources, lack of commercial capacity, and the inability to harness commercial growth opportunities effectively. IT leaders now place effective IT demand management on their factual requirements rather than relying on a simple guess or over capacity.

This IT information technology demand management course will assist organizations in understanding how to effectively predict customer demand for services using demand elasticity and review the best models for understanding patterns of business activity about services by international frameworks.

Targeted Groups:

- Capacity Managers.
- Availability Managers.
- Change Management Personnel.
- Security Administrators.
- Applications Support Staff.
- IT Operations Managers.
- Network Control and Operation Personnel.
- Business Continuity Managers.
- Security Managers.
- Service Portfolio Managers.
- Supplier Relationship Managers.

Course Objectives:

By the end of this IT information technology demand management course, the participants will be able to:

- Understand and define service design in planning and optimization and lifecycle context.
- Define processes across the service lifecycle regarding Capacity management.
- Understand Availability management as a capability to realize successful service design.
- Define IT service continuity management as a capability to support business continuity management.
- Implement Information security management as part of the overall corporate governance framework.
- Define planning, protection, and optimization roles and responsibilities.
- Appreciate Technology and implementation considerations.
- Consider appropriate organizational roles and commercial considerations.

Targeted Competencies:

Upon the end of this IT information technology demand management training, the target competencies will be able to:

- Capacity Management.
- Availability Management.
- IT Service Continuity Management ITSCM.
- Information Security Management.
- Demand Management.

IT Demand Management in a Modern Business Landscape:

Participants in the IT information technology demand management course gain a comprehensive understanding of IT demand management, its definition, process flow, roles, responsibilities, and best practices. This program equips IT professionals, including IT demand managers, with the tools needed to navigate the complex landscape of information technology demand.

By exploring the IT demand management process in depth, participants learn how to handle information technology demand within organizations efficiently, optimizing resource allocation and aligning IT services with business objectives.

The IT information technology demand management course underscores the importance of effective demand management in today's dynamic IT environment. It offers actionable insights to enhance operational efficiency and strategic decision-making.

Course Content:

Unit 1: Planning Capacity and Optimisation:

- An Overview of Planning and Opsonization Management
- The Value of Capacity Management and Optimisation to the Business
- The Role of Service Design Optimisation
- Key Service Design and Optimisation Principles

Unit 2: Capacity Management:

- An Overview of Capacity Management
- Capacity Management Principles and Best Practice Techniques
- Business Process Engineering for End-to-End Process Flow
- Design Components, Strategies, and Operational Activities
- Benefits and Business Management Value

Unit 3: Availability Management:

- An Overview of Availability Management
- Availability Management Principles, Analytics, and Best Practice Techniques
- Design Components, Strategies, and Operational Activities
- Benefits and Business Management Value

Unit 4: IT Service Continuity and Security Management:

- An Overview of IT Service Continuity
- IT Service Continuity Management Principles, Strategies, and Best Practice Techniques
- Measurement Models and Matrices
- Information Security Management for Principles of Demand Management
- Information Security Strategy and Best Practice Techniques

Unit 5: Successfully Implementing Demand Management:

- Detailed Analytical Review of Demand Management Principles
- How to effectively plan the entire process
- Stages to successful implementation.
- Organizational Roles and Responsibilities
- Commercial and Governance considerations
- Continual Process Improvement
- The Future Trends in IT Quality Management

Conclusion:

Participants of this IT demand management course in the modern environment emerge equipped with a profound grasp of IT demand management, encompassing its process flow, roles, and responsibilities. They gain a clear understanding of information technology demand and its strategic alignment with organizational goals.

In this training, participants will learn that with knowledge of best practices and tools, including the IT demand management process, attendees are empowered to optimize resource allocation, enhance service delivery, and ensure IT investments align with business priorities.



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This IT demand management course illuminates the critical role of IT demand managers in orchestrating effective demand management strategies within today's dynamic IT landscapes, enabling organizations to achieve operational excellence and strategic competitiveness.