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Demand management is a planning methodology used to forecast, plan for and manage the demand for products and services. This can be at macro-levels as in economics and at micro-levels within individual organizations. For example, at macro-levels, a government may influence interest rates to regulate financial demand. At the micro-level, a cellular service provider may provide free night and weekend use to reduce demand during peak hours. Demand management has a defined set of processes, capabilities:

**Demand management - Wikipedia**
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**Demand Management Best Practices - J. Ross Pub**
Demand Management is very important and critical process in service strategy. It helps to understand customer demand for services so that appropriate capacity can be provisioned to meet those demands. Improper demand management leads to improper use of services and resources. Hence it’s worth to analyze customer’s demand.

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Demand Management best practices help to cut through some of that noise, honing in on the important question of “what does your business need information technology to do and how do you effectively manage that in a way that still allows you to remain as fluid and as agile as possible?” “How will this particular asset purchase strategically align what we’re able to do with what our customers need from us today, tomorrow or even five years from now?”

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