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COURSE BROCHURE

Advanced IT Demand and Business Relationship Management Training Course

17 – 28 January 2027
Dubai

Advanced IT Demand and Business Relationship Management Training Course

Ref: 384_13605 **Date:** 17 – 28 January 2027 **Location:** Dubai **Fees:** 8500 GBP

IT Demand and Business Relationship Management is a 2-week advanced training course for IT business relationship managers, IT planners and portfolio managers who shape, rank and balance requests from the business, and who leave with an IT Demand and Capacity Plan for the coming planning cycle. Cloud subscriptions, citizen developers and automation requests now reach IT faster than budgets and teams can absorb them. Jupiter Prime Training delivers this course on IT Demand and Business Relationship Management.

Why IT Demand and Business Relationship Management Matters Now

Three forces shape IT demand today: business units that buy software-as-a-service directly and expect IT to integrate it, consumption-based cloud bills that rise with every new workload, and scarce engineering talent that cannot serve every request at once. An IT function that manages demand well shapes requests early, steers spending toward the services that matter and keeps trust with business leaders; one that only reacts drowns in backlog and shadow IT. The course rests on Control Objectives for Information and Related Technologies COBIT 2019 for managed relationships and portfolio decisions, and on the Information Technology Infrastructure Library ITIL 4 for its relationship management and capacity practices.

Who Gains Most from IT Demand and Business Relationship Management

- Business relationship specialists who represent IT to business unit leaders
- IT planners who forecast workload, skills and infrastructure needs
- Portfolio specialists who rank requests and allocate delivery capacity
- Cloud and software asset specialists who track consumption and licence use
- Service owners who balance new demand against support commitments

An IT leadership group that sends its relationship, planning and portfolio specialists together gains most, because demand shaping, ranking and capacity must use the same scoring logic.

IT Demand and Business Relationship Management Capabilities

Participants learn to turn a noisy queue of requests into a forecast, a ranked pipeline and a capacity picture business leaders can trust.

- Assess business relationship maturity with each unit and set engagement goals — business unit heads
- Calculate demand forecasts from business plans, trends and seasonal patterns — IT planners
- Design an intake process that captures requests with consistent detail — portfolio boards
- Apply value scoring to rank competing requests transparently — investment committees
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Weigh cloud and SaaS consumption against budget and architecture limits — finance partners
- Build a capacity balancing plan that matches supply to ranked demand — delivery managers

Key IT Demand and Business Relationship Management Terms

- Demand management — the practice of anticipating, shaping and controlling requests for IT services so supply and spending stay aligned.
- Business relationship manager — the role that represents IT to a business unit and translates its goals into service demand.
- Demand intake — the single front door through which business requests for IT work are captured, clarified and logged.
- Value scoring — a weighted method for rating requests on strategic fit, benefit, urgency and risk so they can be ranked.
- Capacity balancing — matching available people, platforms and budget to ranked demand over a planning period.
- Shadow IT — technology bought or built by business units outside the agreed IT intake and support arrangements.

IT Demand and Business Relationship Management Day by Day

Day 1: The Changing Shape of IT Demand

- Demand Pattern Diagnosis — Project, Service, Change and Consumption Requests
- Shadow IT Discovery — Mapping Software Bought Outside IT
- Backlog Health Check — Age, Volume and Abandonment Rates
- Stakeholder Expectation Survey — What Business Units Want From IT
- Demand Management Maturity Baseline — Where Practice Stands Today

Day 2: Business Relationship Management

- ITIL 4 Relationship Management Practice — Purpose and Key Activities
- Relationship Maturity Model — Order Taker to Strategic Partner
- Business Unit Account Plans — Goals, Pain Points and Opportunities
- Executive Engagement Rhythm — Quarterly Reviews and Roadmap Sessions
- Trust Repair Techniques — Recovering From Missed Commitments

Day 3: Demand Forecasting Methods

- Business Plan Translation — Converting Strategy Into IT Workload
- Trend and Seasonal Forecasting — Using Historical Request Data
- Scenario Forecasts — Growth, Merger and Cost-Cut Cases
- Patterns of Business Activity — Linking Volumes to Service Load
- Forecast Accuracy Tracking — Learning From Variance

Day 4: Intake Governance and Request Shaping

- Single Front Door Design — Channels, Forms and Triage Rules
- Request Shaping Conversations — Problem Before Solution
- Idea to Proposal Templates — Minimum Information for Assessment
- Fast Track Criteria — Small Changes That Skip Full Review
- COBIT 2019 Managed Relationships Objective — Accountability for Intake Decisions

Day 5: Value Scoring and Prioritisation

- Weighted Scoring Models — Strategic Fit, Benefit, Urgency and Risk
- Cost of Delay Estimation — Ranking by Lost Opportunity
- Mandatory Versus Discretionary Requests — Separating Non-Negotiable Work
- Prioritisation Forum Design — Who Decides and How Often
- Transparent Ranking Communication — Explaining Why Requests Wait

Day 6: Cloud and SaaS Consumption Demand

- Consumption Forecasting for Cloud — Workload Growth and Elasticity
- FinOps Practices — Showback, Chargeback and Cost Accountability
- SaaS Portfolio Rationalisation — Overlapping Subscriptions and Licences
- Software Asset Tracking — Usage Versus Entitlement
- Consumption Guardrails — Budgets, Alerts and Approval Thresholds

Day 7: Capacity Planning and Supply Balancing

- Skills Capacity Mapping — People Available by Role and Team
- Infrastructure Capacity Models — Compute, Storage and Network Headroom
- ITIL 4 Capacity and Performance Practice — Matching Resources to Demand
- Supplier and Contractor Flex — Scaling Supply Up or Down
- Demand and Supply Gap Scenarios — Defer, Fund or Decline

Day 8: Portfolio Alignment and Funding

- Portfolio Kanban — Visualising Work From Request to Live Service
- Funding Models for Demand — Annual Projects Versus Persistent Teams
- Run Versus Change Balance — Protecting Support While Building New
- Retirement and Decommission Decisions — Freeing Capacity From Old Systems
- Demand Performance Measures — Lead Time, Throughput and Satisfaction

Day 9: Sector Cases and Demand Behaviour

- Healthcare Demand Case — Clinical Systems and Regulatory Updates
- Retail Demand Case — Seasonal Peaks and Digital Channel Requests
- Demand Influencing Tactics — Service Catalogues and Self-Service Options
- Behavioural Nudges for Requesters — Reducing Low-Value Requests
- Escalation and Dispute Handling — Resolving Priority Conflicts Between Units

Day 10: Practising the IT Demand and Capacity Plan

- Forecast Review — Testing Assumptions Against Business Plans
- Intake and Scoring Walkthrough — Applying the Model to Live Requests
- Capacity Gap Challenge — Peer Scrutiny of Supply Options
- Prioritisation Forum Simulation — Defending Rankings to Business Leaders
- IT Demand and Capacity Plan Completion — Ready for Leadership Approval

Applying IT Demand and Business Relationship Management After the Course

- Rescore the current backlog with the weighted value model and publish the ranked list with reasons to business unit leaders.
- Draft an account plan for one business unit and agree a quarterly roadmap session with its leadership team.

IT Demand and Business Relationship Management Questions FAQ

What is IT Demand and Business Relationship Management and why does it matter now?

IT Demand and Business Relationship Management is the practice of shaping, forecasting and ranking business requests for IT while keeping strong partnerships with business units. It matters now because cloud, SaaS and automation requests grow faster than IT budgets and teams.

Which roles gain most from IT Demand and Business Relationship Management training?

Business relationship specialists, IT planners, portfolio specialists, cloud and software asset specialists and service owners gain most. Each controls part of the path from business request to delivered service.

How does IT Demand and Business Relationship Management differ from a project portfolio course?

IT Demand and Business Relationship Management starts earlier, at the moment business needs appear. A project portfolio course manages approved investments; this course covers relationship building, forecasting, intake, value scoring, cloud consumption and capacity balancing before and alongside portfolio choices.

What do you bring back from IT Demand and Business Relationship Management training?

You bring back a demand and capacity plan for your IT function, with forecasts, a scoring model, an intake design and options for closing supply gaps.

IT Demand and Business Relationship Management: The Way Forward

The IT Demand and Capacity Plan first informs the next prioritisation forum, where business leaders and IT agree which requests proceed, wait or stop. Relationship managers and planners use it to set expectations and secure supply. After its first use, revisit the forecast assumptions and cloud consumption trends, since both move quickly as business plans and subscriptions change.