

The business within a company is creating the demand from their business roadmap. A development organization (IT department) is the solution supplier. The development organization can be 100% in-house, 100% external or a mix from internal and external. External development and external dependencies are referred to as “3rd party”. Proper demand-supply coordination is essential in bigger agile settings.

Aligned views

Expectations and limitations must be openly discussed between both parties to avoid misunderstandings

Clear roles and responsibilities

The product owner, project manager and all involved in managing the project must have a clear and common understanding of their roles and responsibilities

Controlled flow of work

The project manager sees to it that work flows from the product backlog(s) to the teams in a controlled way so they can ensure a working product every iteration

Levels and check points for demand-supply coordination

The levels for *Demand-supply coordination* are typified as follows:

- **Forming:** *Aligned views*
- **Norming:** *Clear roles and responsibilities*
- **Performing:** *Controlled flow of work*

Please find the checkpoints below.

Forming

1. The project manager ensures that there is a common understanding of the project scope and the corresponding backlog items
2. Roles and responsibilities of all positions involved in managing the project are clearly defined
3. The project manager creates an incremental product delivery scheme with demand as well as supply organizations

Norming

1. The project manager checks if there is bidirectional alignment between expectations and capabilities
2. The product backlog(s) is (are) derived from a common demand vision
3. The product backlog items have stakeholder value

Performing

1. There is an agreed product rollout and rollback strategy
2. There is a clear split between the responsibility for effectiveness (product owners manage product backlogs) and efficiency (project manager + team(s), eg. productivity)
3. The rollout and rollback strategy continuously innovates the product (eg. canary releases)

[Terug naar I4Agile](#)