

# ITIL® Poster Series #19

## Patterns of Business Activity



The services we provide enable a business activity, and the business activity then generates the business outcome. It is important therefore to understand any patterns in the business activity, so that we can deliver services that meet the required outcomes.

From your own experience in your organization, you will recognize that activities tend to form patterns if they are repeated frequently enough. These interactions form something recognizable and therefore, potentially predictable. The more we can predict the likely patterns of business activity, the better we can be prepared to ensure the levels of capacity and availability meet the requirements of the customer outcome. In this way we will increase the levels of satisfaction with our services, and be seen to deliver value

Business activity covers the use of customer assets such as people, processes and applications, and the interactions between customers, suppliers, partners and other stakeholders. Capturing and analyzing patterns of business activity is a key factor in determining strategies that allow us to deliver services to meet customer demands.

Once a pattern of business activity (PBA) has been identified, we should attempt to understand the profile of the PBA and document it. The following details should be captured:

### Classification

This identifies the type of PBA, and may reference its origins (user or automated), the type and impact of the outcomes that are supported, and the workload associated.

### Attributes

Frequency, volume, location, duration.

### Requirements

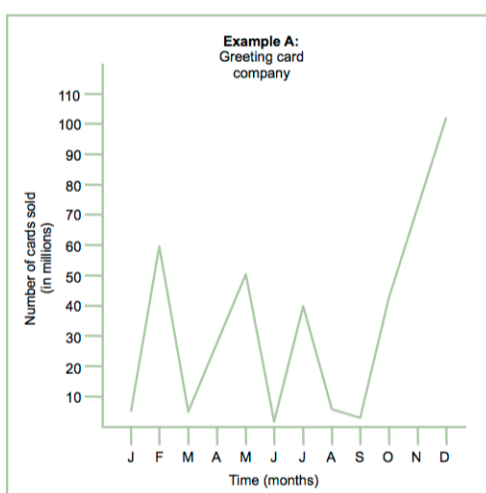
Performance, security, availability, privacy, tolerance for delays. Some of these could be classed as the warranty considerations.

### Service Asset Requirements

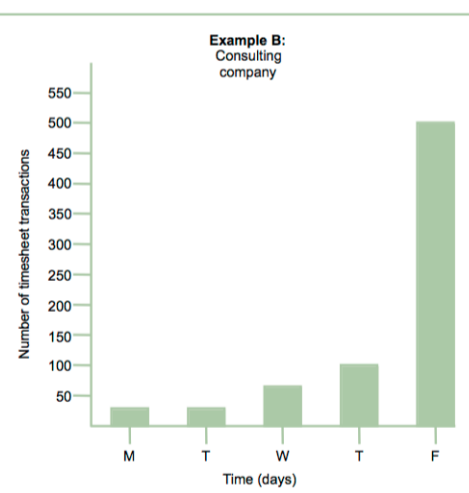
Used by design teams for the capture and understanding of what is required to support a specific PBA, in terms of resource and capability. This level of detail is important in the understanding of meeting the requirements for demand, as long as the actual requirements remain within a given forecast.

## Patterns of Business Activity Examples

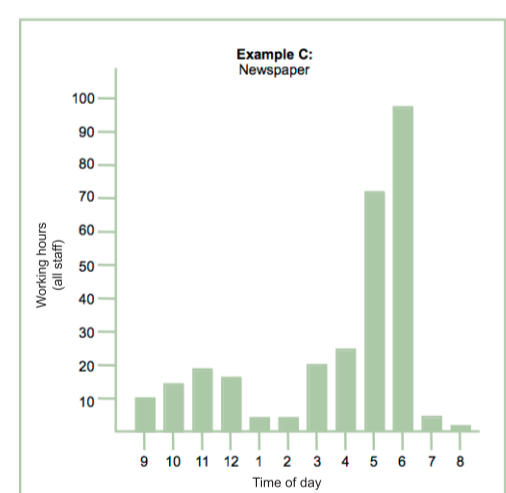
from three different organizational models



In the first, we can see an annual approach to pattern recognition. The greetings card company shown in example A will have customers buying according to major holidays or events. The IT service provider must recognize the impact of this activity on IT system usage, and provide sufficient capability to enable the business to meet its peaks. Decisions must be made about carrying spare capacity at non-peak times, or how the workload will be balanced at peak times, for a cost effective provision of service.



In the second example, we are shown a weekly pattern of activity, for the use of time sheet recording. This is obviously an important system, as it directly relates to the billing of external customers for services, so ensuring this can be managed and provided cost effectively. It may be possible in this instance to work with the business to encourage different behaviors from its staff to enable a smoother PBA for the system, perhaps encouraging a daily entry of time allocated. In this way, we can meet the business outcome, but with the cooperation of the business in keeping the need for spare capacity manageable.



In the third example, we have a daily pattern to review. The workload of the business will not alter, as it is concerned with a print deadline. This is a pattern that will require the resources required to be available to match the requirement.

