

Streamlined Demand Management Through Separation of Value and Delivery for Major Telecommunications Enterprise

The challenge of mixed responsibilities and vague demands

A major telecommunications enterprise faced the challenge that business demands were being captured in Jira as epics, with business teams submitting tickets with only limited descriptions of the underlying business problems. As a result, data product managers had to continuously follow up to clarify requirements and gain a proper understanding of what was actually needed.

Business teams were not actively contributing to Jira, which led to vague and cluttered demands. This resulted in fragmented information and made it difficult to assess the actual business value of proposed initiatives. At the same time, development teams were overwhelmed by a constant influx of new tickets and lost focus on the epics that needed to be delivered.

The root cause was clear: demand management, product management, and delivery management were all mixed together in one place. This created unnecessary complexity and slowed down the teams, making it difficult to distinguish between strategic prioritization and tactical execution.

Separating management for clarity and focus

The mixing of value management and delivery management in a single tool created friction at every stage. Business teams found Jira unintuitive for expressing their needs, leading to low engagement and poor quality demand submissions. Data product managers spent valuable time chasing clarifications instead of evaluating opportunities and building products. Development teams couldn't focus on execution because they were constantly interrupted by new, poorly defined tickets.

These challenges highlighted the need for a fundamental separation of concerns – distinguishing between capturing and qualifying business value on one hand, and managing technical delivery on the other. The organization needed a solution that would make it easy for business teams to articulate their problems, give product managers the tools to assess and prioritize value, and allow development teams to focus on executing well-defined work.

Implementing Mindfuel for value-driven demand management

The organization implemented [Mindfuel](#) to separate value management and product management from delivery execution. They started by capturing demand with AI support in Mindfuel's platform, which helped business teams articulate their problems more completely and reduced the burden of filling out complex forms.

Mindfuel enabled them to triage demand types into the right channels, ensuring that different types of requests were handled appropriately. The platform provided structure for properly qualifying business problems and value, giving product managers the information they needed to make informed decisions without endless follow-up conversations.

With clear visibility into qualified demands, they could prioritize the most important demands based on business value and strategic alignment. Once priorities were set, they defined clear work items within Mindfuel and synchronized them to Jira, creating a cleaner handoff to development teams. This separation meant that Jira could focus on what it does best – managing technical delivery – while Mindfuel handled strategic value management.



Mindfuel has given us the clarity we were missing. Business teams now have a space where they can easily express their needs, and our development teams can focus on execution instead of deciphering vague tickets.

Data Product Management Leader, Major Telecommunication Enterprise

Impact across the organization

The implementation of Mindfuel delivered significant improvements in how the organization managed demand and delivered value.

Improved business contribution: The more convenient UI in Mindfuel increased engagement from business teams, resulting in better quality demand submissions and fewer follow-up cycles. Business stakeholders found it easier to articulate their problems and contribute to the prioritization process.

Clearer responsibilities: By separating value management in Mindfuel from delivery management in Jira, the organization established clearer responsibilities between product management and delivery management. Product managers could focus on understanding business problems and prioritizing value, while development teams could focus on execution.

Faster time-to-value: Value-driven prioritization ensured that teams focused on doing the right things, not just doing things right. By working on well-qualified, high-value demands instead of reacting to a flood of unclear tickets, the organization achieved faster time-to-value and delivered more impact with the same resources.

The telecommunications provider's success demonstrates how Mindfuel can transform demand management by separating strategic value decisions from tactical delivery execution. By providing the right tools for each stage – from demand capture to value assessment to delivery – they've created a more efficient workflow where everyone can focus on what matters most.

If you're ready to streamline your demand management and separate value from delivery, [reach out to us](#) and discover how Mindfuel can transform your workflow.