



itSMF UK Endorsement Scheme

EXIN BCS Service Integration and Management (SIAM®) Foundation

EXIN/BCS/SCOPIISM



V 1.3

10th May 2017

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This report is provided in good faith and in the best interests of both parties, given the information available to date.

If there are any questions relating to this report please refer to itSMF UK, East Suite, 2nd Floor, Premier Gate, 21 Easthampstead Road, Bracknell, Berkshire, RG12 1JS, UK. Company Registration Number: 2661244, England & Wales.





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1 *itSMF* UK Endorsement - Overview

1.1 Declaration

This is the review and endorsement report for:

**THE EXIN BCS SERVICE INTEGRATION AND MANAGEMENT (SIAM®) FOUNDATION
PROGRAMME (SIAMF.EN)**
From EXIN / BCS / Scopism

SUMMARY CONCLUSION

Following our review, *itSMF* UK is pleased to endorse the EXIN BCS SIAM Foundation Programme.

The [EXIN BCS SIAM Foundation Programme](#) contains useful and practical content, well structured and presented. This content provides a unified source of knowledge and guidance for SIAM (Service Integration and Management), that has not previously existed. As such this can help to build best practice and a consensual approach around the understanding and delivery of SIAM. This - and the associated training and certification scheme - is a useful new asset for the IT and Service Management industry as a whole, as well as being a practical resource for individual learning and development.



This logo can be used in relation to the SIAM Foundation programme in marketing and communications collateral for a period of 2 years from the date of endorsement.

A handwritten signature in black ink, appearing to read "Barclay Rae".

Barclay Rae
CEO, *itSMF* UK

1st May 2017



1.2 The itSMF UK Endorsement Scheme

itSMF UK, the UK's leading service management user group boasting over 6,000 members, offers a certification programme for service management products and services.

This has been developed by ITSM subject matter experts in a Qualifications and Certification (Q&C) Committee. The aim of this programme is to provide leadership in service management and to ensure good service management practices are put into place.

Services bearing the *itSMF UK* stamp are judged by assessors from the *itSMF UK* to ensure an appropriate level of quality and relevance in the development of service management best practice. The *itSMF UK* scheme is designed to recognise and promote a wide range of service management related delivery.

This meets the *itSMF UK* goal to promote professionalism in service management across a broad range of disciplines, underpinned and defined within the Professional Service Management Framework (PSMF).

Any product that is put forward on the endorsement scheme will go through a thorough evaluation, with organisations being assessed on several quality criteria, checking content quality, delivery criteria and whether the product meets its overall objectives.

The endorsement scheme provides:

1. **Independent assessment** - the formal recognition offered by the *itSMF UK* demonstrates that the products reach an objectively defined and independently evaluated quality standard
2. **Industry recognition** - as the leading user organisation for service management professionals, *itSMF UK's* endorsements are widely recognised and respected



3. **Route to market** - by listing endorsed services on the *itSMF UK* website and making details available to members, it offers an excellent route to market for vendor organisations.
4. **The endorsement logo** - the distinctive 'Reviewed and Endorsed by *itSMF UK*' logo will be available only to those organisations whose products have met the requirements of the *itSMF UK* Endorsement Scheme. Members are encouraged to look out for this sign.
5. **Simplicity** - the key to the endorsement process is simplicity. This is not a detailed audit or accreditation by an exam or standards institute, it is a simple but effective process for checking key training quality and delivery criteria.

1.3 About *itSMF UK*

itSMF UK is the UK's leading association for those involved in IT service management. *itSMF UK* provides membership, events, conferences, forums, regional and special interest groups, media and sponsorship, plus thought leadership and practical guidance around service management professionalism.

Our members include over 600 organisations, ranging from large multi-national suppliers to independent consultants, employing between them more than 6,000 service management professionals.

The Professional Service Management Framework (PSMF) from *itSMF UK* is a competency model which defines a professional identity for the service management industry. Whether you're an individual practitioner or an enterprise organisation, PSMF is a way to recognise the full value of your contribution.

To find out more please go to www.itsmf.co.uk or call +44 118 918 6500.



2 The itSMF UK Endorsement – EXIN BCS SIAM Foundation

2.1 Programme Review

- *itSMF UK* reviewed all relevant documentation provided by EXIN, BCS and Scopism.
- This content is detailed in [Appendix A](#) below. In summary, this included both guidance-based content (Body of Knowledge) and relevant training and examination content (slides, training criteria, exam questions).
- This content was then discussed on various teleconference calls with relevant SIAM programme stakeholders and architects, discussing the programme and reviewing relevant documentation.
- This report is the output – this has been reviewed and endorsed internally within *itSMF UK*.
- The review confirms that *itSMF UK* are happy to endorse the SIAM programme. We will make a summary version publicly available as part of the PR and industry communications around this work.
- Endorsement criteria included:
 - Content scope
 - Positioning and audience
 - Topic content quality and relevance
 - Trainer and delegate materials
 - Course logistics – timetable and session plan
 - Relevance of practical work and materials

2.2 *itSMF UK* endorsement and publicity

Subject to confirmation with EXIN/BCS/SCOPIISM, *itSMF UK* will:

- Provide content that highlights the output from the report and which formally ‘endorses’ the programme.
- Provide marketing branded collateral to reflect the endorsement that the programme owners can use – including use of the endorsement logo
- Publicise the endorsement – via our blog, social media, *ServiceTalk* and as part of a mail-shot programme



3 Service Endorsement Review Report

Service Provider Name	EXIN / BCS / Scopism
Product or Service to be endorsed <i>NB if more than one service is being endorsed, a separate form should be used for each.</i>	EXIN BCS SIAM Foundation – body of knowledge (BoK), training certification programme <i>This review covers the BoK and the training programme, which includes criteria for Approved Training Organisations (ATOs).</i> <i>This review does not cover specific ATOs and their ability to deliver the programme.</i>
Date	1 st May 2017

1 - Organisation

	Yes	No	Insufficient Information
1.1 Endorsed by <i>itSMF</i> to run other courses?		√	
1.2 Suitable named contact?	√		

2 – SMEs/Consultants/Trainers

	Yes	No	Insufficient Information
2.1 SME/consultant/trainer(s) subject knowledge sufficient?	√		
Trainers from Approved Training Providers are expected to have appropriate levels of knowledge and experience.			

3 – Training Contents

	Acceptable	Insufficient Information
3.1 Scope	√	
3.2 Positioning and audience	√	
3.3 Topic content quality and relevance	√	
3.4 Trainer and delegate materials	√	
3.5 Course logistics – timetable and session plan	√	
3.6 Relevance of practical work and materials	√	



3.1 Assessor's General Comments:

Overview

This is a refreshingly practical approach for a service management training and certification programme.

The body of knowledge content is well structured, well written and contains a host of practical guidance, clearly based on real-life experiences.

SIAM is a new area and the content is clearly original – not in terms of radically new ideas, but in the way it provides a pragmatic perspective on multi-sourcing that is not available in such detail elsewhere.

The approach for developing the material reflects the output – based on a collaborative project using a cross section of 18 experienced SIAM practitioners.

Programme Review

The programme consists of a training course with a recommendation of 40 hours study/review. The content includes a Body of Knowledge book (BoK) which is easy to read and contains a structured approach to learning about SIAM. For a service management book this reads well as a practical guide – mostly avoiding repetition. The BoK goes through a well-thought-out programme of information and guidance on SIAM – strategy, business drivers, planning, implementation, tools etc.

The orientation of the course is set without any single essential pre-requisite qualification (e.g. like ITIL). Training and testing are set clearly at Bloom level 1 and 2, which is appropriate for Foundation level.

The training course can be taken and learned by a novice (although they would need the full 40 hours to absorb and retain the diversity of information), but the target group is those already working to some extent in an IT/ITSM environment. For those already working in service management roles – particularly involved with managed services, service delivery and service integration – this will contain familiar topics and concepts, albeit with a broad scope and multi-faceted perspective. We suggest that this programme is ideal for organisations seeking to get a broad cohort of people quickly to a shared level of useful and informed understanding around SIAM.

The programme is relevant for people working for Managed Service Providers (MSPs) and retained IT organisations alike. It is therefore a useful training option before embarking on a SIAM or similar multi-sourcing project of any sort.

The BoK is extensive and a useful resource for any service management professional. From the training course perspective it will be useful to have a summary study guide – this is planned for September 2017 release from Scopism.

The exam is 60 minutes, with 40 multiple-choice questions. The pass rate of 65% has been achieved by 92% of (48) initial candidates, with a median score of 76%. The content requires study and learning (even for experienced people) and testing relates to a clear understanding of relevant distinctions, issues, options, challenges and solutions in each area. The exam looks to be a fair test of the content at the appropriate level, and this is borne out with the initial pass results.





Supporting materials – training guides, template presentations etc. are of good quality and should assist training organisations to get started quickly in developing their own content for this programme. EXIN and BCS are experienced and trusted organisations in developing and managing programmes of this sort and the content and approach for the programme as a whole is of a high quality.

Scopism is a new organisation as a product ‘incubator’, although this has been created by highly experienced individuals from the online ITSM training community. The approach taken to achieve consensus and collaboration from a broad and varied architect group of industry players – often with varied experience and views on SIAM – is commended and was positively reflected on by participants.

The approach taken was for small groups to work on specific sections, which were then reviewed by other groups and the wider architect team.

Where there were areas of disagreement these were resolved by careful discussion and ultimately through a vote if necessary. A clear set of rules of engagement were identified at an early stage to clarify the approach and avoid misunderstanding.

A key area of focus and discussion was taxonomy – it was felt that this was important as a point of common understanding, plus also to remove any negative or potentially confusing meanings or associations.

The programme is well constructed – demonstrably aligned with the Professional Service Management Framework – and a good model for future content creation for the industry.

Final decision: ~~Accept / Conditionally Accept* / Acceptance Deferred** / Rejected***~~

Chief assessor: Barclay Rae

Signature: **Date:** 1st May 2017

THE ENDORSEMENT LOGO

As a sign of our endorsement, the endorsee is entitled to display the ‘Reviewed and endorsed by itSMF UK’ logo on materials related to the service, for a period of two years from the date above.



3.2 Assessors Detailed comments / feedback

REF	CONTENT AREA	COMMENTS	ACTIONS
3.1	Scope	<ul style="list-style-type: none"> Clearly defined – to define and build consensus around SIAM Focus on practical, experience based learning 	None
3.2	Positioning and Audience	<ul style="list-style-type: none"> Aimed at IT industry – particularly those in MSPs and those using MSPs Broad audience – can help to build clarity around SIAM for many varying agendas – sales, operations, C-level etc. 	None – may benefit from some role-based marketing in future
3.3	Topic content quality and relevance	<ul style="list-style-type: none"> Highly relevant to current industry debate and understanding around SIAM Well written and easy to understand Collaborative approach (e.g. around taxonomy) can help to build industry consensus 	None
3.4	Trainer and delegate materials	<ul style="list-style-type: none"> All found to be of a high standard Body of Knowledge Guidance is comprehensive – provides overview of relevant related areas Could benefit from having additional shorter learning guide for more experienced people 	<p>No major issues</p> <p>Planned learning guide will be a useful addition to the materials</p>
3.5	Course logistics – timetable and session plan	<ul style="list-style-type: none"> 40 hour study time is required to absorb and retain all information Experience practitioners would still need to spend 40-50% of that time to absorb the content and consolidated taxonomy etc. 	<p>None</p> <p>Review and incorporate any relevant course feedback</p>
3.6	Relevance of practical work and materials	<ul style="list-style-type: none"> At this level most of the content is around learning. BoK and standards courseware both contain good practical learning examples and content 	None

Appendix A – Documentation Provided

Programme Materials

Documents reviewed for this report as provided are shown below. Additional blogs and industry content were also referenced.

Document Title	Description of the document (including file name if submitted)
Accreditation Requirements – SIAMF (EXIN) New Changed Module	MS Excel Document Details courseware, IP guidelines and trainer requirements
Preparation Guide - Syllabus EXIN BCS Service Integration and Management (SIAM®) Foundation	Pdf file This is a useful overview of the programme – syllabus, BoK content and training / examination
Sample Exam EXIN BCS Service Integration and Management (SIAM®) Foundation	Pdf file Full test paper (40 Questions) plus answers and explanations
Accreditation Guide EXIN Accreditation manual, January 2017	Pdf file Detailed generic guide to ATO accreditation with EXIN
Body of Knowledge Scopism - EXIN BCS Service Integration and Management (SIAM®) Foundation. 16 th January 2017	Pdf file – also now published as a book via Van Haren Detailed and comprehensive guidance content – 238 pages – on SIAM
Process Guides Scopism - EXIN BCS Service Integration and Management (SIAM®) Foundation. 16 th January 2017	Pdf file Reference content for supporting processes – 79 pages
Concise Basic Training Material EXIN BCS Service Integration and Management (SIAM®) Foundation	PowerPoint file Core slide deck material for training providers – Bok 87 slides
Concise Basic Training Material EXIN BCS Service Integration and Management (SIAM®) Foundation	PowerPoint file Core slide deck material for training providers – process guides 23 slides

Appendix B – Programme Overview

EXIN BCS Service Integration and Management (SIAM®) Foundation (SIAMF.EN)

Scope

EXIN BCS SIAM® Foundation [SIAMF.EN] is a foundation level certification. It validates a professional's knowledge about bringing together multiple service providers to strive for a common goal in order to support the client organization's agreed objectives for service delivery.

This certification includes the following topics: -

- Introduction to Service Integration and Management
- Service Integration and Management implementation roadmap
- Service Integration and Management and its relation to other management practices
- Service Integration and Management roles and responsibilities
- Service Integration and Management practices
- Processes to support Service Integration and Management
- Service Integration and Management challenges and risks

Service Integration and Management (SIAM®) also has a synonym: multi-sourcing integration (MSI). Within the scope of this certification, the term Service Integration and Management (SIAM) is used.

Summary

Service Integration and Management is a methodology used to manage multiple service providers and to integrate them seamlessly to provide a single business-facing IT organization. The EXIN BCS SIAM® Foundation tests a candidate's knowledge and understanding of the terminology and the core principles. This certification covers themes such as potential benefits as well as the challenges and risks of implementing Service Integration and Management. The SIAM® certification also includes examples of implementation structures, governance, tooling and data considerations and the common processes used in a SIAM ecosystem. A candidate who successfully completes the EXIN BCS SIAM® Foundation knows how Service Integration and Management delivers business value and is able to contribute to the implementation and use of Service Integration and Management in an organization.



Context

The EXIN BCS SIAM® Foundation [SIAMF.EN] certificate is part of the EXIN BCS SIAM® qualification program.

Target group

This certification is aimed at professionals worldwide who have an interest in the practices of Service Integration and Management or want to implement this methodology in an organization and in particular professionals who are already working with IT Service Management processes. Furthermore this SIAM® certification is intended for providers that want to implement and manage Service Integration and Management models. More specifically, the following roles could be interested: Chief Strategy Officers (CSOs), Chief Information Officers (CIOs), Chief Technical Officers (CTOs), Service Managers, Service Provider Portfolio Strategists/Leads, Managers (e.g. Process Managers, Project Managers, Change Managers, Service Level Managers, Business Relationship Managers, Program Managers and Supplier Managers), Service Architects, Process Architects, Business Change Practitioners and Organizational Change Practitioners.

Requirements for certification

Successful completion of the EXIN BCS SIAM® Foundation exam. A Service Integration and Management (SIAM®) Foundation training is the recommended preparation for the certification exam. Also recommended is knowledge of IT Service Management terminology, for instance through the EXIN IT Service Management based on ISO/IEC 20000 certification.

Examination details

Examination type : Computer-based or paper-based multiple-choice questions

Number of questions : 40

Pass mark : 65% (26 of 40)

Open book/notes : No

Electronic equipment/aides permitted : No

Time allotted for examination : 60 minutes

The Rules and Regulations for EXIN's examinations apply to this exam.



Bloom level

The EXIN BCS SIAM® Foundation certification tests candidates at Bloom Level 1 and Level 2 according to Bloom's Revised Taxonomy:

- Bloom Level 1: Remembering – relies on recall of information. Candidates will need to absorb, remember, recognize and recall. This is the building block of learning before candidates can move on to higher levels.
- Bloom Level 2: Understanding – a step beyond remembering. Understanding shows that candidates comprehend what is presented and can evaluate how the learning material may be applied in their own environment.

Training

Contact hours

The recommended number of contact hours for this training course is 18. This includes group assignments, exam preparation and short breaks. This number of hours does not include homework, logistics for exam preparation and lunch breaks.

Training providers are expected to take three processes out of the 18 processes described in the Service Integration and Management (SIAM®) Foundation Process Guides, elaborate on them in detail and provide practical exercises about these processes and their relationship with Service Integration and Management activities.

Indication study effort 40 hours, depending on existing knowledge.

Training providers

You can find a list of accredited training providers at <http://www.exin.com>.

END of DOCUMENT