



**Preparation Guide**

Edition 202503

Copyright © EXIN Holding B.V., 2025. All rights reserved.  
EXIN® is a registered trademark.  
VeriSM™ is a registered trademark of EXIN.  
SIAM™ is a registered trademark.

No part of this publication may be reproduced, stored, utilized or transmitted in any form or by any means, electronic, mechanical, or otherwise, without the prior written permission from EXIN.

# Content

1. Overview	4
2. Exam requirements	7
3. List of basic concepts	9
4. Literature	11

# 1. Overview

VeriSM™ *Essentials* (VERISME.EN)

## Scope

The VeriSM™ *Essentials* certification confirms that the professional understands service management principles based on the VeriSM™ model.

This certification includes the following topics:

- the service organization
- service culture
- people and organizational structure
- the VeriSM™ model

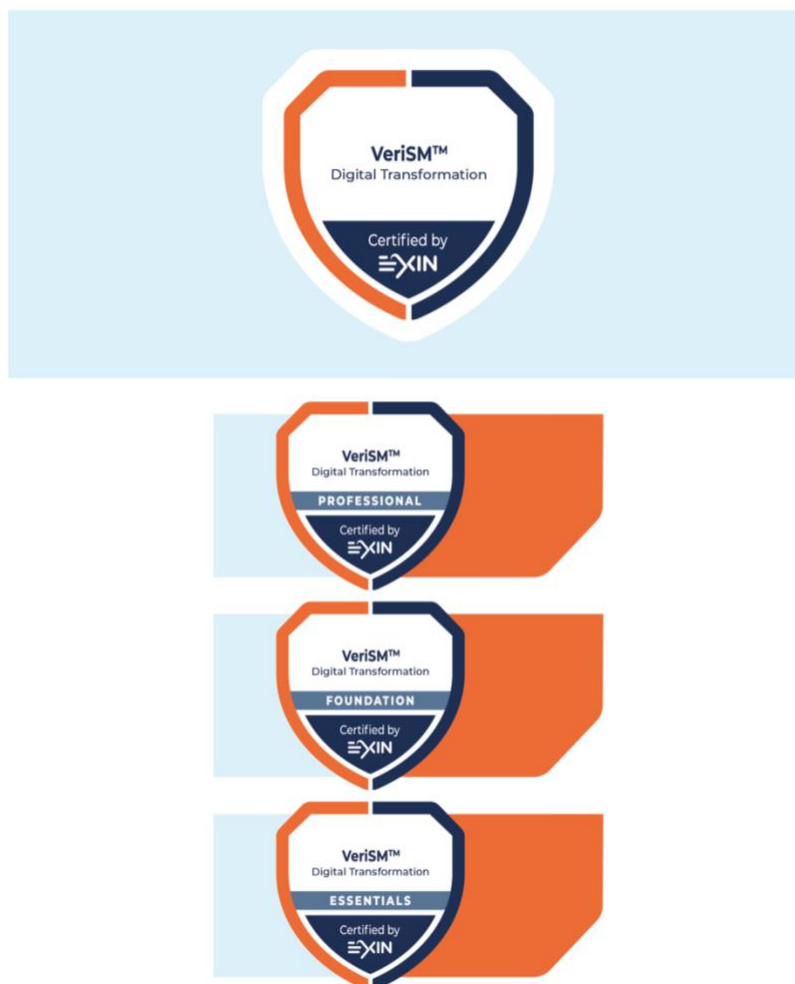
## Summary

VeriSM™ describes a service management approach from the organizational level, looking at the end-to-end view rather than focusing on a single department. Based around the VeriSM™ model, it shows organizations how they can adopt a range of management practices in a flexible way to deliver the right product or service at the right time to their consumers. VeriSM™ allows a tailored approach depending upon the type of business you are in, the size of your organization, your business priorities, your organizational culture, and even the nature of the individual project or service you are working on. Rather than focusing on one prescriptive way of working, it helps organizations to respond to their consumers and deliver value with integrated service management practices. VeriSM™ shows you how to fit your current, effective ways of working into an overall organizational context and flexibly adopt different management practices to meet different service management situations.

The VeriSM™ *Essentials* certification builds the fundamental skills and knowledge enabling individuals to participate in a service organization and to deliver value to the consumer.

## Context

The VeriSM™ *Essentials* certification is part of the VeriSM™ qualification program.



## Target group

The target group consists of all professionals and organizations involved in delivering value to customers through the development, delivery, operation and/or promotion of services. VeriSM™ *Essentials* proves to be useful both for professionals at the very start of their service management career and for experienced professionals who need access to a simple service management approach.

The certification is essential for anyone who works with products and services and will be of particular interest to:

- graduates and undergraduates – who will be joining organizations and who need to understand the principles of service management.
- everyone within a service organization, in particular:
  - managers – who want to understand how to leverage evolving management practices
  - service owners and service managers – who need to bring their skills up to date and understand how service management has changed
  - executives – who are accountable for effective service delivery
  - IT professionals - who need to understand the impact of evolving management practices and new technologies on their role.

## Requirements for certification

- Successful completion of the VeriSM™ *Essentials* exam.

## Examination details

Examination type:	Multiple-choice questions
Number of questions:	20
Pass mark:	65% (13/20 questions)
Open book:	No
Notes:	No
Electronic equipment/aides permitted:	No
Exam duration:	30 minutes

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

## Bloom level

The VeriSM™ *Essentials* certification tests candidates at Bloom levels 1 and 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 7. This includes group assignments, exam preparation and short breaks. This number of hours does not include lunch breaks, homework, and the exam.

### Indication study effort

28 hours (1 ECTS), depending on existing knowledge.

Study effort is the average effort to prepare for the exam, which can differ per candidate depending on the knowledge they already have. It includes reading the literature, trying the sample exam, attending the training session.

### Training organization

You can find a list of our Accredited Training Organizations at [www.exin.com](http://www.exin.com).

## 2. Exam requirements

The exam requirements are specified in the exam specifications. The following table lists the topics of the module (exam requirements) and the subtopics (exam specifications).

Exam requirements	Exam specifications	Weight
<b>1. The service organization</b>		<b>15%</b>
	1.1 Organizational context	5%
	1.2 Organizational governance	5%
	1.3 Digital transformation	5%
<b>2. Service culture</b>		<b>10%</b>
	2.1 Service culture	10%
<b>3. People and organizational structure</b>		<b>25%</b>
	3.1 Organization structure	10%
	3.2 Service management challenges	15%
<b>4. The VeriSM™ model</b>		<b>50%</b>
	4.1 The VeriSM™ model	50%
	<b>Total</b>	<b>100%</b>

## Exam specifications

### 1. The service organization

#### 1.1 Organizational context

The candidate can...

1.1.1 define key elements of an organization.

1.1.2 describe how to optimize organizational interactions.

#### 1.2 Organizational governance

The candidate can...

1.2.1 define the elements of organizational governance (evaluate, direct, monitor).

1.2.2 explain how governance flows through an organization.

#### 1.3 Digital transformation

The candidate can...

1.3.1 define the impact of technology changes on organizations.

1.3.2 describe the impact of digital transformation on service management.

### 2. Service culture

#### 2.1 Service culture

The candidate can...

2.1.1 define a service culture.

2.1.2 explain the elements of a service culture.

### 3. People and organizational structure

#### 3.1 Organization structure

The candidate can...

3.1.1 define the differences between a leader and a manager.

3.1.2 explain the competencies of the service management professional.

3.1.3 list the elements of a well-functioning team.

#### 3.2 Service management challenges

The candidate can...

3.2.1 explain methods to overcome team challenges (silos, virtual teams).

3.2.2 explain the challenges of managing consumers.

3.2.3 describe the elements of communication.

3.2.4 explain organizational change principles.

### 4. The VeriSM™ model

#### 4.1 The VeriSM™ model

The candidate can...

4.1.1 define the elements of the VeriSM™ model.

4.1.2 explain how VeriSM™ re-defines service management.

4.1.3 explain how VeriSM™ uses the Management Mesh to create and support services.

4.1.4 explain the elements within each of the four stages of the VeriSM™ model:

- Define
- Produce
- Provide
- Respond



### 3. List of basic concepts

This chapter contains the terms and abbreviations with which candidates should be familiar.

Please note that knowledge of these terms alone does not suffice for the exam. The candidate must understand the concepts and be able to provide examples.

Agile Service Management	organizational behavior management (OBM)
A-shaped professional	organizational capability
asset	outcome
behavior	output
best practice	PESTEL
business model	policy
business relationship management	principle
business service management	problem
capability	procedure
change	process
change fatigue	product
competence	profession
consumer	provider
consumer experience	quality
contract management	reflective practice
critical thinking	relationship management
culture	request
customer	retrospective
customer relationship management	role
cybersecurity	service
data protection	service culture
digital disruption	service management
digital native	service management operating model
digital optimization	service provider
digital service	shadow behavior
digital transformation	shadow IT
enterprise service management	silo
expectation management	skills inventory
explicit knowledge	solution
financial management	source event
implicit knowledge	stakeholder
incident	stand-up meeting
information security	strategic planning
I-shaped professional	supplier management
issue	SWOT
knowledge management	tacit knowledge
lagging indicators	tactical planning
leading indicators	target operating model
lifelong learning	team
management	technical debt
management practices	tribalism
mission	T-shaped professional
network effect	user
operant behavior	value
operation model	value proposition
operational planning	values
organization	VeriSM™

VeriSM™ model including:

- Governance
- Service management principles
- Management Mesh
- Define
- Produce
- Provide
- Respond

virtual team  
vision

## 4. Literature

### Exam literature

The knowledge required for the exam is covered in the following literature:

- A. Claire Agutter, Rob England, Suzanne D. Van Hove, Randy Steinberg  
**VeriSM™ - A service management approach for the digital age**  
 Van Haren Publishing: December 2017  
 ISBN: 978 94 018 0240 6 (hard copy)  
 ISBN: 978 94 018 0241 3 (eBook)

### Additional literature

- B. Helen Morris & Liz Gallacher  
**VeriSM™ Foundation Study Guide**  
 Van Haren Publishing: February 2018  
 ISBN: 978 94 018 0270 3 (hard copy)  
 ISBN: 978 94 018 269 7 (eBook)

### Comment

Additional literature is for reference and depth of knowledge only.

### Literature matrix

Exam requirements	Exam specifications	Reference
<b>1. The service organization</b>		
	1.1 Organizational context	Chapter 1, §2.1 - 2.4
	1.2 Organizational governance	Chapter §2.5
	1.3 Digital transformation	Chapter 3, 16
<b>2. Service culture</b>		
	2.1 Service culture	Chapter 4
<b>3. People and organizational structure</b>		
	3.1 Organization structure	Chapter 5
	3.2 Service Management challenges	Chapter 6
<b>4. The VeriSM™ model</b>		
	4.1 The VeriSM™ model	Chapter 7, 8, 9, 10, 11, 12, 13, 14



Driving Professional Growth

**Contact EXIN**

[www.exin.com](http://www.exin.com)