



**Preparation Guide**

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# 1. Overview

EXIN BCS SIAM™ Professional [SIAMP.EN]

## Scope

The EXIN BCS SIAM™ Professional certification tests a candidate's knowledge of the application of SIAM™ to situations and the candidate's ability to further analyze the SIAM concepts.

This certification includes the following topics:

1. The Discovery and Strategy stage;
2. The Plan and Build stage;
3. The Implement stage;
4. The Run and Improve stage;
5. SIAM practices across the stages.

## 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™ Professional tests a candidate's knowledge and skills of the activities in the four stages of the SIAM roadmap. A candidate who successfully completes the EXIN BCS SIAM™ Professional can analyze, plan, build and inspect a multi-service provider environment.

## Context

The certificate EXIN BCS SIAM™ Professional [SIAMP.EN] 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 apply or improve this methodology in an organization. The content of this certification is appropriate for customer organizations who will commission SIAM models, staff who provide retained capabilities in a customer organization, service integrators, and service providers working within a SIAM ecosystem.

The potential audience for this certification are Service Managers and Practitioners, Service Provider Portfolio Managers, Process Managers, Project Managers, Change Managers, Service Level Managers, Business Relationship Managers, Program Managers, Supplier Managers, Service Architects, Process Architects, Business Change Practitioners, Organizational Change Practitioners, and SIAM consultants.

## Requirements for certification

1. Accredited SIAM™ Professional training, including successful completion of the Practical Assignments;
  2. Successful completion of the EXIN BCS SIAM™ Professional exam.
- Knowledge of SIAM, through the completion of the SIAM™ Foundation exam, is recommended. Also recommended is knowledge of IT Service Management.

## Examination details

Examination type:	Multiple-choice questions
Number of questions:	40 questions
Pass mark:	65%
Open book/notes:	No
Electronic equipment/aides permitted:	No
Time allotted for examination:	90 minutes

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

## Bloom level

The EXIN BCS SIAM™ Professional certification tests candidates at Bloom Level 3 and Level 4 according to Bloom's Revised Taxonomy:

1. Bloom Level 3: Application – solve problems in new situations by applying acquired knowledge, facts, techniques and rules in a different, or new way. This can include choosing appropriate actions or identifying a range of options.
2. Bloom Level 4: Analysis – examine and break information into parts by identifying motives or causes. Make inferences and find evidence to support generalizations.

## Training

### Contact hours

The recommended number of contact hours for this training course is 21. This includes group assignments, exam preparation and short breaks. This number of hours does not include homework, the exam session and lunch breaks.

### Indication study effort

60 hours, depending on existing knowledge.

### Training provider

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 requirement	Exam specification	Weight
<b>1. Discovery and Strategy</b>		<b>22.5%</b>
	1.1 The candidate can design the elements of a SIAM governance framework.	7.5%
	1.2 The candidate can analyze the current situation.	10%
	1.3 The candidate can define key elements of a SIAM strategy.	15%
<b>2. Plan and Build</b>		<b>30%</b>
	2.1 The candidate can design a detailed SIAM model.	20%
	2.2 The candidate can plan for a SIAM implementation.	10%
<b>3. Implement</b>		<b>15%</b>
	3.1 The candidate can illustrate how different scenarios can support a SIAM implementation.	10%
	3.2 The candidate can apply ongoing organizational change management.	5%
<b>4. Run and Improve</b>		<b>12.5%</b>
	4.1 The candidate can operate, assure and improve a SIAM ecosystem.	12.5%
<b>5. SIAM practices across the stages</b>		<b>10%</b>
	5.1 The candidate can apply SIAM practices.	10%
	<b>Total</b>	<b>100%</b>

## Exam specifications

### 1. Discovery and Strategy

- 1.1 The candidate can design the elements of a SIAM governance framework.  
The candidate can...
  - 1.1.1 Interpret the characteristics of governance in a SIAM ecosystem.
  - 1.1.2 Differentiate SIAM governance roles.
  - 1.1.3 Choose governance approaches for monitoring and measuring service performance.
- 1.2 The candidate can analyze the current situation.  
The candidate can...
  - 1.2.1 Analyze existing services, service groupings, service providers and the market place.
  - 1.2.2 Explain how to assess current capability.
  - 1.2.3 Classify the influences for deciding on the SIAM model and sourcing approach.
- 1.3 The candidate can define key elements of a SIAM strategy.  
The candidate can...
  - 1.3.1 Interpret strategic drivers for SIAM.
  - 1.3.2 Differentiate critical success factors for SIAM.
  - 1.3.3 Interpret the principles and policies for roles and responsibilities.
  - 1.3.4 Select an appropriate SIAM strategy.
  - 1.3.5 Illustrate how to gain and maintain buy-in to a SIAM strategy.
  - 1.3.6 Describe the content of the business case and the transition project for SIAM.

### 2. Plan and Build

- 2.1 The candidate can design a detailed SIAM model.
  - 2.1.1 Analyze organization specific service models and process models.
  - 2.1.2 Select an appropriate sourcing approach and SIAM structure.
  - 2.1.3 Describe detailed roles and responsibilities.
  - 2.1.4 Select a performance measurement and reporting framework.
  - 2.1.5 Select a collaboration model.
  - 2.1.6 Analyze contract considerations for SIAM.
- 2.2 The candidate can plan for a SIAM implementation.  
The candidate can...
  - 2.2.1 Describe the challenges for organizational change.
  - 2.2.2 Differentiate between approaches for onboarding of services and service providers.
  - 2.2.3 Analyze the most appropriate tooling strategy and integration methods for a SIAM ecosystem.

### 3. Implement

- 3.1 The candidate can illustrate how different scenarios can support a SIAM implementation.  
The candidate can...
  - 3.1.1 Choose between the big bang approach, and a phased approach based on the benefits and risks of these approaches.
  - 3.1.2 Explain how to transition to the approved SIAM model.
- 3.2 The candidate can apply ongoing organizational change management.  
The candidate can...
  - 3.2.1 Choose ways to influence morale and motivation.

#### 4. Run and Improve

4.1 The candidate can operate, assure and improve a SIAM ecosystem.

The candidate can...

4.1.1 Analyze structural elements at different levels.

4.1.2 Select appropriate mechanisms to address issues and improve provider and integrator performance.

4.1.3 Apply audit and compliance mechanisms.

#### 5. SIAM practices across the stages

5.1 The candidate can apply SIAM practices.

The candidate can...

5.1.1 Apply all SIAM practices for the Discovery & Strategy stage.

5.1.2 Apply all SIAM practices for the Plan & Build stage.

5.1.3 Apply all SIAM practices for the Implementation stage.

5.1.4 Apply all SIAM practices for the Run & Improve stage.



### 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

Aggregation	Framework
Agile	Function
Agile retrospective	Future mode of operation (FMO)
Agile SIAM	Gaming the system
Association for Project Management (APM)	Governance
Balanced Scorecard	Governance Board
Benchmark	Governance framework
Benefits realization management	Governance Library
Benefits realization plan	Governance model
Best of Breed	Greenfield (site or operation)
Blue/Red/Amber/ Green reporting (BRAG)	Hangout
Board	Heat Map
Boolean	Hybrid service integrator
Business as usual (BAU)	Incumbent
Business case	Infrastructure as a Service (IaaS)
Business process improvement (BPI)	Insourcing
Capability	Intelligent client function
Capability assessment	Interdependency
Capital expenditure (CAPEX)	Interim operating model
Cloud services	Interim service plan
COBIT	Internal service provider
Code of conduct	Internally sourced service integrator
Collaboration agreement	ISO/IEC 20000
Commodity service	ITIL
Common data dictionary	Kaizen
Common Law	Kanban
Conflict of Interest (Col) plan	Kanban board
Contract	Keeping the lights on
Cross-functional team	Kepner-Tregoe problem analysis
Current mode of operation (CMO)	Key performance indicator (KPI)
Customer (organization)	Layers (SIAM layers)
Cynefin	Lead supplier service integrator
Dashboard	Leading and Lagging indicators
Data room	Lean (systems) thinking
Disaggregation	Liquidated damages
Early life support (ELS)	Management methodology
Ecosystem	Man-marking
Enterprise architecture	MECE
Enterprise process framework (EPF)	Model (SIAM model)
Enterprise service bus	MoSCoW
Entity relationship diagram (ERD)	Multi-sourcing
Escalation	Multi-sourcing integration (MSI)
Estoppel	OBASHI
Ethical wall	Offboarding
Exit services schedule	On the fly
External service provider	Onboarding
Externally sourced service integrator	Open Systems Interconnect (OSI)

Operational expenditure (OPEX)  
 Operational level agreement (OLA)  
 Operations manual  
 Organizational change management (OCM)  
 Outcome  
 Output  
 Outsourcing  
 Performance management and reporting framework  
 Platform as a Service (PaaS)  
 Practice  
 Prime vendor  
 Process  
 Process forum  
 Process manager  
 Process model  
 Process modelling  
 Process owner  
 Program management  
 Project management  
 Quality gates  
 RACI  
 Red/Amber/ Green reporting (RAG)  
 Request for information (RFI)  
 Request for proposal (RFP)  
 Responsibility  
 Results chain  
 Retained capability/ capabilities  
 Risk management  
 Roadmap  
 Role  
 Run book  
 Scrum  
 Scrum master  
 Separation of duties/concerns  
 Service  
 Service aggregation  
 Service assets  
 Service boundaries  
 Service consumer  
 Service credits  
 Service dashboard  
 Service definition  
 Service element  
 Service grouping  
 Service improvement plan (SIP)  
 Service Integration (SI)  
 Service Integration and Management (SIAM)  
 Service integrator  
 Service integrator layer  
 Service line  
 Service management  
 Service management and integration (SMAI)  
 Service management integration (SMI)  
 Service manager  
 Service model  
 Service orchestration  
 Service outcomes  
 Service owner  
 Service provider  
 Service provider category  
 SFIA  
 Shadow IT  
 SIAM ecosystem  
 SIAM environment  
 SIAM governance lead role  
 SIAM library  
 SIAM model  
 SIAM operational lead role  
 SIAM scorecard  
 SIAM structures  
 Skills map  
 Social network  
 Software as a Service (SaaS)  
 Sourcing  
 Stakeholder  
 Stakeholder map  
 Statement of requirements (SoR)  
 Statement of works (SoW)  
 Strategy  
 Structural element  
 Subject matter expert (SME)  
 Supplier  
 Swim lanes  
 Theory of Constraints (ToC)  
 Tooling strategy  
 Tower  
 Town hall meeting  
 Training needs analysis (TNA)  
 Transformation  
 Transition  
 Visual Management  
 War room approach  
 Waterfall  
 Watermelon effect (Watermelon reporting)  
 Win-win  
 Working group

## 4. Literature

### Exam literature

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

- A. Simon Dorst, Michelle Major-Goldsmith and others  
**Service Integration and Management (SIAM™) Professional Body of Knowledge**  
Van Haren Publishing: 2018  
ISBN-13: 978-9401802994 (printed book)  
ISBN-13: 978-9401803021 (eBook)  
Also freely available on <https://www.scopism.com/free-downloads/>.

1. The exam will be based on a Case Study. This Case Study is freely available on:  
[www.exin.com](http://www.exin.com)

### Additional literature

2. Scopism Limited
3. **Service Integration and Management Foundation Body of Knowledge (SIAM® Foundation BoK)**  
Van Haren Publishing: March 2017 (first edition)  
ISBN-13: 978-9401801027 (printed book)  
ISBN-13: 978-9401801034 (eBook)  
Also freely available on <https://www.scopism.com/free-downloads/>. Please note that the download consists of two documents.

### Comment

Additional literature is for reference and depth of knowledge only.

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## Literature matrix

Exam requirement		Literature
<b>1. Discovery and Strategy</b>		
1.1	The candidate can design the elements of a SIAM governance framework.	
1.1.1	Interpret the characteristics of governance in a SIAM ecosystem.	A: Chapter 2.3
1.1.2	Differentiate SIAM governance roles.	A: Chapter 2.2, 2.3
1.1.3	Choose governance approaches for monitoring and measuring service performance.	A: Chapter 2.3
1.2	The candidate can analyze the current situation.	
1.2.1	Analyze existing services, service groupings, service providers and the market place.	A: Chapter 2.5
1.2.2	Explain how to assess current capability.	A: Chapter 2.5
1.2.3	Classify the influences for deciding on the SIAM model and sourcing approach.	A: Chapter 2.5
1.3	The candidate can define key elements of a SIAM strategy.	
1.3.1	Interpret strategic drivers for SIAM.	A: Chapter 2.6
1.3.2	Differentiate critical success factors for SIAM.	A: Chapter 2.7
1.3.3	Interpret the principles and policies for roles and responsibilities.	A: Chapter 2.4
1.3.4	Select an appropriate SIAM strategy.	A: Chapter 2.5, 2.6
1.3.5	Illustrate how to gain and maintain buy-in to a SIAM strategy.	A: Chapter 2.6
1.3.6	Describe the content of the business case and the transition project for SIAM.	A: Chapter 2.2, 2.7
<b>2. Plan and Build</b>		
2.1	The candidate can design a detailed SIAM model.	
2.1.1	Analyze organization specific service models and process models.	A: Chapter 3.1
2.1.2	Select an appropriate sourcing approach and SIAM strategy.	A: Chapter 1.6, 3.1 (C: Chapter 3)
2.1.3	Describe detailed roles and responsibilities.	A: Chapter 3.1
2.1.4	Select a performance measurement and reporting framework.	A: Chapter 3.1
2.1.5	Select a collaboration model.	A: Chapter 3.1
2.1.6	Analyze contract considerations for SIAM.	A: Chapter 3.1
2.2	The candidate can plan for a SIAM implementation.	
2.2.1	Describe the challenges for organizational change.	A: Chapter 3.2
2.2.2	Differentiate between approaches for onboarding of services and service providers.	A: Chapter 3.3
2.2.3	Analyze the most appropriate tooling strategy and integration methods for a SIAM ecosystem.	A: Chapter 3.1, 3.4
<b>3. Implement</b>		
3.1	The candidate can illustrate how different scenarios can support a SIAM implementation.	

	3.1.1	Choose between the big bang approach, and a phased approach based on the benefits and risks of these approaches.	A: Chapter 4.1
	3.1.2	Explain how to transition to the approved SIAM model.	A: Chapter 4.2
	3.2	The candidate can apply ongoing change management.	
	3.2.1	Choose ways to influence morale and motivation.	A: Chapter 4.3
<b>4. Run and Improve</b>			
	4.1	The candidate can operate, assure and improve a SIAM ecosystem.	
	4.1.1	Analyze structural elements at different levels.	A: Chapter 5.1, 5.2
	4.1.2	Select appropriate mechanisms to address issues and improve provider and integrator performance.	A: Chapter 2.3, 5.3, 5.5
	4.1.3	Apply audit and compliance mechanisms.	A: Chapter 5.4
<b>5. SIAM practices across the stages</b>			
	5.1	The candidate can apply SIAM practices.	
	5.1.1	Apply all SIAM practices for the Discovery & Strategy stage.	A: Chapter 2.8
	5.1.2	Apply all SIAM practices for the Plan & Build stage.	A: Chapter 3.5
	5.1.3	Apply all SIAM practices for the Implementation stage.	A: Chapter 4.4
	5.1.4	Apply all SIAM practices for the Run & Improve stage.	A: Chapter 5.7

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