EXIN
SIAM™

PROFESSIONAL

Certified by
EXIN

Preparation Guide

Edition 202408

Content

1. Overview

EXIN SIAM™ Professional (SIAMP.EN)

Scope

EXIN SIAM™ Professional certification confirms that the professional can perform activities in the four stages of the SIAM roadmap, managing multiple service providers and integrating them seamlessly to provide a single business-facing IT organization.

This certification includes the following topics:
- Discovery & Strategy
- Plan & Build
- Implement
- Run & Improve
- SIAM practices across the stages

Summary

To thrive in the digital era, organizations must focus on their customers and their experiences. The increasing reliance on technology requires effective management of supplier ecosystems. The Service Integration and Management (SIAM™) model addresses the complexities of managing multiple suppliers, integrating them seamlessly to provide a single business-facing IT-organization. As a result of this increased importance of SIAM, ISO/IEC published part 14 of ISO/IEC 20000: Guidance on the application of Service Integration and Management to ISO/IEC 20000-1. This is not exam literature.

The EXIN SIAM™ Professional certification tests a candidate's knowledge and skills of the activities in the four stages of the SIAM roadmap. The certification covers themes such as: the process of assigning the different roles and responsibilities, onboarding organizations into the SIAM ecosystem, and offboarding incumbent providers. It also includes the operation of a SIAM ecosystem and its continuous improvement. A candidate who successfully completes the EXIN SIAM™ Professional certification can analyze, plan, build and inspect a multi-service provider environment.

Context

The EXIN SIAM™ Professional certification is part of the EXIN SIAM™ qualification program.

Target group

This certification is aimed at professionals who have an interest in the practices of Service Integration and Management (SIAM) or want to apply or improve this methodology in an organization. The content of this certification is appropriate for employees of customer organizations who will commission SIAM models, employees who provide retained capabilities in a customer organization, service integrators, and service providers working within a SIAM ecosystem.

The target group includes, but is not limited to:
- organizational change managers
- business relationship managers
- contract managers
- service architects
- project managers
- service managers and practitioners
- SIAM consultants

Requirements for certification

- Successful completion of the EXIN SIAM™ Professional exam.
- Accredited EXIN SIAM™ Professional training, including completion of the Practical Assignments.

Examination details

Examination type:	Multiple-choice questions
Number of questions:	40
Pass mark:	65% (26/40 questions)
Open book:	No. The exam is based on a case study. This case study is provided as an appendix to the exam.
Notes:	No
Electronic equipment/aides permitted:	No
Exam duration:	90 minutes

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

Bloom level

The EXIN SIAM™ Professional certification tests candidates at Bloom level 3 and 4 according to Bloom's revised taxonomy:

- Bloom level 3: Application – shows that candidates have the ability to make use of information in a context different from the one in which it was learned. This type of questions aims to demonstrate that the candidate is able to solve problems in new situations by applying acquired knowledge, facts, techniques and rules in a different, or new way. These questions usually contain a short scenario.
- Bloom level 4: Analysis – shows that candidates have the ability to break learned information into its parts to understand it. This Bloom level is mainly tested in the Practical Assignments. The Practical Assignments aim to demonstrate that the candidate is able to 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 practical assignments, exam preparation and short breaks. This number of hours does not include lunch breaks, homework and the exam.

Indication study effort

112 hours (4 ECTS), depending on existing knowledge.

Training organization

You can find a list of our Accredited Training Organizations at 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
1. Discovery & Strategy		**32.5%**
	1.1 Elements of a SIAM governance framework	7.5%
	1.2 Analysis of the current situation	10%
	1.3 Key elements of a SIAM strategy	15%
2. Plan & Build		**30%**
	2.1 Design a detailed SIAM model	20%
	2.2 Plan a SIAM implementation	10%
3. Implement		**15%**
	3.1 Different scenarios supporting a SIAM implementation	10%
	3.2 Ongoing organizational change management (OCM)	5%
4. Run & Improve		**12.5%**
	4.1 Operate, assure and improve a SIAM ecosystem	12.5%
5. SIAM practices across the stages		**10%**
	5.1 Application of SIAM practices	10%
	Total	**100%**

Exam specifications

1. **Discovery & Strategy**
   1.1 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 Analysis of the current situation
   The candidate can…
       1.2.1 analyze existing services, service groupings, service providers, and the marketplace.
       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 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 & Build**
   2.1 Design a detailed SIAM model
   The candidate can…
       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 Plan 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 Different scenarios supporting a SIAM implementation
   The candidate can…
       3.1.1 choose between a 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 Ongoing organizational change management (OCM)
   The candidate can…
       3.2.1 choose ways to influence morale and motivation.

4. Run & Improve

    4.1   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   Application of SIAM practices
           The candidate can…
           5.1.1   apply all SIAM practices of the Discovery & Strategy stage.
           5.1.2   apply all SIAM practices of the Plan & Build stage.
           5.1.3   apply all SIAM practices of the Implement stage.
           5.1.4   apply all SIAM practices of 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	greenfield
Agile	heat map
agile retrospective	hybrid service integrator
balanced scorecard	incumbent
benchmark	Infrastructure-as-a-Service (IaaS)
benefits realization management	insourcing
blue/red/amber/green reporting (BRAG)	intelligent client function
board	interdependency
business case	interim operating model
business-as-usual	interim service plan
capability	internal service provider
capability assessment	internally sourced service integrator
capital expenditure (CAPEX)	ISO/IEC 20000
cloud services	ITIL
COBIT	Kaizen
code of conduct	Kanban
collaboration agreement	key performance indicator (KPI)
commodity service	layers (SIAM layers)
common data dictionary	lead supplier service integrator
conflict of interest (CoI) plan	leading and lagging indicators
contract	Lean (systems) thinking
contract management	management methodology
cross-functional team	MoSCoW
current mode of operation (CMO)	multi-sourcing
customer (organization)	offboarding
Cynefin	onboarding
dashboard	operational expenditure (OPEX)
data room	operational level agreement (OLA)
disaggregation	organizational change management (OCM)
early life support (ELS)	open systems interconnect (OSI)
ecosystem	outcome
enterprise architecture	output
enterprise process framework (EPF)	outsourcing
entity relationship diagram (ERD)	performance management and reporting framework
escalation	
exit services schedule	Platform-as-a-Service (PaaS)
external service provider	practice
externally sourced service integrator	prime vendor
framework	process
function	process forum
future mode of operation (FMO)	process manager
governance	process model
governance board	process owner
governance framework	program management
governance model	project management

RACI (Responsible, Accountable, Consulting, Informed)
request for information (RfI)
request for proposal (RfP)
responsibility
results chain
retained capabilities
risk management
roadmap
Scrum
separation of duties
service
service aggregation
service assets
service boundaries
service consumer
service credits
service definition
service element
service grouping
service improvement plan (SIP)
Service Integration and Management (SIAM)
service integrator
service line
service management
service manager
service model
service orchestration
service outcomes
service owner
service provider

SFIA (Skills Framework for the Information Age)
shadow IT
SIAM ecosystem
SIAM environment
SIAM governance lead role
(SIAM) model
SIAM operational lead role
SIAM structures
skills map
Software-as-a-Service (SaaS)
sourcing
stakeholder
stakeholder map
statement of requirements (SoR)
statement of works (SoW)
strategy
structural element
supplier
swim lanes
theory of constraints (ToC)
tooling strategy
tower
town hall meeting
transformation
transition
trust-based approach
visual management
war room approach
Waterfall
watermelon effect (watermelon reporting)
working group

4. Literature

Exam literature

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

A. Simon Dorst, Michelle Major-Goldsmith, Claire Agutter et al.
Service Integration and Management (SIAM™) Professional Body of Knowledge
Freely available on https://www.scopism.com/free-downloads/.
or
Simon Dorst, Michelle Major-Goldsmith, Claire Agutter et al.
Service Integration and Management (SIAM™) Professional Body of Knowledge
IT Governance Publishing Ltd. (second edition, July 2021)
ISBN: 978 1787783133 (hard copy)
ISBN: 978 1787783157 (ePub)
ISBN: 978 1787783140 (eBook)

B. EXIN
EXIN SIAM™ Professional – Case Study
EXIN (2024)
Go to www.exin.com. Click on 'Professionals' and then on 'Certifications' to find the certification. The free download can be found under 'Required reading'.

Additional literature

C. Scopism Limited
Service Integration and Management (SIAM™) Foundation Body of Knowledge
Freely available on https://www.scopism.com/free-downloads/.

D. ISO/IEC
ISO/IEC 2000-14:2023 (EN)
Switzerland, ISO, 2023

Comment

Additional literature is for reference and depth of knowledge only.

Please ensure familiarity with the case study before attempting the exam. All questions rely on insights and situations coming from the case study.

Please note that the Service Integration and Management (SIAM™) Professional Body of Knowledge and the Service Integration and Management (SIAM™) Foundation Body of Knowledge cannot be used commercially. However, ATO's are given a license to use these files to develop course materials and associated marketing. They may not create other commercial products and services based on these files without permission from Scopism.

Literature matrix

Exam requirements		Exam specifications	Reference
1. Discovery & Strategy			
	1.1	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	Analysis of the current situation	
	1.2.1	analyze existing services, service groupings, service providers, and the marketplace.	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	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
2. Plan & Build			
	2.1	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 structure.	A: Chapter 1.6, 3.1
	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	Plan 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

3. Implement			
	3.1	Different scenarios supporting a SIAM implementation	
	3.1.1	choose between a 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	Ongoing organizational change management (OCM)	
	3.2.1	choose ways to influence morale and motivation.	A: Chapter 4.3
4. Run & Improve			
	4.1	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
5. SIAM practices across the stages			
	5.1	Application of SIAM practices	
	5.1.1	apply all SIAM practices of the Discovery & Strategy stage.	A: Chapter 2.8
	5.1.2	apply all SIAM practices of the Plan & Build stage.	A: Chapter 3.5
	5.1.3	apply all SIAM practices of the Implementation stage.	A: Chapter 4.4
	5.1.4	apply all SIAM practices of the Run & Improve stage.	A: Chapter 5.7

Contact EXIN

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