



Preparation Guide

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1. Overview

VeriSM™ Foundation (VERISMF.EN)

Scope

The VeriSM™ Foundation certification confirms that the professional understands the basic concepts and principles of applying a range of management practices in a flexible way to deliver the right product or service at the right time to consumers.

This certification includes the following topics:

- the service organization
- service culture
- people and organizational structure
- the VeriSM™ model
- progressive practices
- innovative technologies
- getting started

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™ Foundation 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™ Foundation 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™ Foundation 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™ Foundation exam.

Examination details

| | |
|---------------------------------------|---------------------------|
| Examination type: | Multiple-choice questions |
| Number of questions: | 40 |
| Pass mark: | 65% (26/40 questions) |
| Open book: | No |
| Notes: | No |
| Electronic equipment/aides permitted: | No |
| Exam duration: | 60 minutes |

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

Bloom level

The VeriSM™ Foundation 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 14. 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

56 hours (2 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.

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. The service organization | | 10% |
| | 1.1 Organizational context | 2.5% |
| | 1.2 Organizational governance | 2.5% |
| | 1.3 Digital transformation | 5% |
| 2. Service culture | | 5% |
| | 2.1 Service culture | 5% |
| 3. People and organizational structure | | 20% |
| | 3.1 Organization structure | 10% |
| | 3.2 Service management challenges | 10% |
| 4. The VeriSM™ model | | 32.5% |
| | 4.1 The VeriSM™ model | 25% |
| | 4.2 Adapting the VeriSM™ model | 7.5% |
| 5. Progressive practices | | 20% |
| | 5.1 Progressive practices | 20% |
| 6. Innovative technologies | | 10% |
| | 6.1 Impact of technology | 10% |
| 7. Getting started | | 2.5% |
| | 7.1 Getting started | 2.5% |
| | Total | 100% |

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

4.2 Adapting the VeriSM™ model

The candidate can...

4.2.1 define the process of selecting and integrating management practices.

4.2.2 explain the characteristics of successful operating models.

5. Progressive practices

5.1 Progressive practices

The candidate can...

- 5.1.1 indicate the success factors for adopting progressive management practices.
- 5.1.2 clarify the key concepts of and when to apply Agile, DevOps, Service Integration and Management (SIAM™), and Lean as a management practice.
- 5.1.3 define the importance of considering Shift Left, Customer Experience (CX) / User Experience (UX), and continuous delivery practices in service delivery.

6. Innovative technologies

6.1 Impact of technology

The candidate can...

- 6.1.1 summarize the implications of technology on service management.
- 6.1.2 explain the benefits of cloud, virtualization, and automation.
- 6.1.3 explain the impact of big data, Internet of Things (IoT), mobile computing, and bring your own device (BYOD) on service management.
- 6.1.4 define serverless computing, artificial intelligence, Robotic Process Automation (RPA), machine learning, and containerization in relation to service delivery.

7. Getting started

7.1 Getting started

The candidate can...

- 7.1.1 identify steps to initiate an improvement program based on VeriSM™.
- 7.1.2 differentiate between reactive and proactive operations.

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

T-shaped professional
user
User Experience (UX)

value
value proposition

values
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 |
|---|-----------------------------------|--|
| 1. The service organization | | |
| | 1.1 Organizational context | Chapter 1, §2.1 - 2.4 |
| | 1.2 Organizational governance | Chapter §2.5 |
| | 1.3 Digital transformation | Chapter 3, 16 |
| 2. Service culture | | |
| | 2.1 Service culture | Chapter 4 |
| 3. People and organizational structure | | |
| | 3.1 Organization structure | Chapter 5 |
| | 3.2 Service Management challenges | Chapter 6 |
| 4. The VeriSM™ model | | |
| | 4.1 The VeriSM™ model | Chapter 7, 8, 9, 10, 11, 12, 13, 14 |
| | 4.2 Adapting the VeriSM™ model | Chapter 11, 15 |
| 5. Progressive practices | | |
| | 5.1 Progressive practices | Chapter 16, 17, 18, 19, 20, 21, 22, 23, 24 |
| 6. Innovative technologies | | |
| | 6.1 Impact of technology | Chapter 25 |
| 7. Getting started | | |
| | 7.1 Getting started | Chapter 26 |



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