



Preparation Guide

Edition 201803

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1. Overview

VeriSM™ Foundation (VERISMF.EN), VeriSM™ Essentials (VERISME.EN), and VeriSM™ Plus (VERISMPL.EN)

Scope

VeriSM™ is a service management approach that helps service providers to create a flexible operating model to meet desired business outcomes. It describes how an organization can define its service management principles and then use organizational capabilities, emerging technologies and a combination of management practices to deliver value. The VeriSM™ Foundation certification validates a professional's knowledge about:

- 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. The certification is based on *VeriSM™ - A service management approach for the digital age* (see Exam Literature in Chapter 4).

Context

The VeriSM™ Foundation, VeriSM™ Essentials and VeriSM™ Plus certificates are part of the VeriSM™ qualification program.



The Foundation level can be offered in its entirety, but it has also been split up into two parts which can be offered separately as well: the VeriSM™ Essentials and the VeriSM™ Plus. The VeriSM™ Essentials focuses on the basic service management principles, where VeriSM™ Plus focuses on the progressive practices and how these relate to service management.

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, VeriSM™ Essentials and VeriSM™ Plus prove 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 certifications are 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

VeriSM™ Foundation

- Successful completion of the VeriSM™ Foundation exam.

VeriSM™ Essentials

- Successful completion of the VeriSM™ Essentials exam.

VeriSM™ Plus

- Successful completion of the VeriSM™ Plus exam.

The following certificates will also lead to a VeriSM™ Foundation certificate:

- A certificate in an existing Service Management certification + the VeriSM™ Plus certificate.
- The VeriSM™ Essentials certificate + the VeriSM™ Plus certificate.

Examination details

VeriSM™ Foundation

Examination type:	Multiple-choice questions
Number of questions:	40
Pass mark:	65% (26 out of 40)
Open book/notes:	No
Electronic equipment/aides permitted:	No
Time allotted for examination:	60 minutes

VeriSM™ Essentials

Examination type:	Multiple-choice questions
Number of questions:	20
Pass mark:	65% (13 out of 20)
Open book/notes:	No
Electronic equipment/aides permitted:	No
Time allotted for examination:	30 minutes



VeriSM™ <i>Plus</i>	
Examination type:	Multiple-choice questions
Number of questions:	20
Pass mark:	65% (13 out of 20)
Open book/notes:	No
Electronic equipment/aides permitted:	No
Time allotted for examination:	30 minutes

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

Bloom level

The VeriSM™ Foundation, VeriSM™ *Essentials* and VeriSM™ *Plus* certifications test 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

VeriSM™ Foundation

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 homework, the exam session and lunch breaks.

VeriSM™ *Essentials*

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 homework, the exam session and lunch breaks.

VeriSM™ *Plus*

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 homework, the exam session and lunch breaks.

Indication study effort

VeriSM™ Foundation

40 hours

VeriSM™ *Essentials*

20 hours

VeriSM™ *Plus*

20 hours

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 provider

You can find a list of accredited training providers 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 requirement	Exam specification	Weight Foundation	Weight Essentials	Weight Plus
1. The Service Organization				
	1.1 Organizational Context	2.5%	5%	
	1.2 Organizational Governance	2.5%	5%	
	1.3 Digital Transformation	5%	5%	5%
2. Service Culture				
	2.1 Service Culture	5%	10%	
3. People and Organizational Structure				
	3.1 Organization Structure	10%	10%	15%
	3.2 Service Management Challenges	10%	15%	
4. The VeriSM™ Model				
	4.1 The VeriSM™ Model	25%	50%	15%
	4.2 Adapting the VeriSM™ Model	7.5%		15%
5. Progressive Practices				
	5.1 Progressive Practices	20%		30%
6. Innovative technologies				
	6.1 Impact of technology	10%		15%
7. Getting started				
	7.1 Getting started	2.5%		5%
Total		100%	100%	100%

Exam specifications

The column 'Tested in:' refers to the exam Foundation (F), *Essentials* (E) and *Plus* (PL).

1. The Service Organization	Tested in:
1.1 Organizational context The candidate can...	
1.1.1 Define key elements of an organization.	F, E
1.1.2 Describe how to optimize organizational interactions.	F, E
1.2 Organizational governance The candidate can...	
1.2.1 Define the elements of organizational governance (evaluate, direct, monitor).	F, E
1.2.2 Explain how governance "flows" through an organization.	F, E
1.3 Digital transformation The candidate can...	
1.3.1 Define the impact of technology changes on organizations.	F, E, PL
1.3.2 Describe the impact of digital transformation on service management.	F, E, PL
2. Service culture	Tested in:
2.1 Service culture The candidate can...	
2.1.1 Define a service culture.	F, E
2.1.2 Explain the elements of a service culture.	F, E
3. People and organizational structure	Tested in:
3.1 Organization structure The candidate can...	
3.1.1 Define the differences between a leader and a manager.	F, E, PL
3.1.2 Explain the competencies of the service management professional.	F, E, PL
3.1.3 List the elements of a well-functioning team.	F, E, PL
3.2 Service Management challenges The candidate can...	
3.2.1 Explain methods to overcome team challenges (silos, virtual teams).	F, E
3.2.2 Explain the challenges of managing consumers.	F, E
3.2.3 Describe the elements of communication.	F, E
3.2.4 Explain organizational change principles.	F, E
4. The VeriSM™ model	Tested in:
4.1 The VeriSM™ model The candidate can...	
4.1.1 Define the elements of the VeriSM™ model.	F, E, PL
4.1.2 Explain how VeriSM™ re-defines service management.	F, E, PL
4.1.3 Explain how VeriSM™ uses the management mesh to create and support services.	F, E, PL
4.1.4 Explain the elements within each of the four stages of the VeriSM™ Model:	F, E, PL
<ul style="list-style-type: none"> • 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.	F, PL
4.2.2	Explain the characteristics of successful operating models.	F, PL
5.	Progressive practices	Tested in:
5.1	Progressive practices	
	The candidate can...	
5.1.1	Indicate the success factors for adopting progressive management practices.	F, PL
5.1.2	Clarify the key concepts and when to apply Agile, DevOps, SIAM™, Lean as a management practice.	F, PL
5.1.3	Define the importance of considering Shift Left, Customer Experience/User Experience, Continuous Delivery practices in service delivery.	F, PL
6.	Innovative technologies	Tested in:
6.1	Impact of technology	
	The candidate can...	
6.1.1	Summarize the implications of technology on service management.	F, PL
6.1.2	Explain the benefits of cloud, virtualization, and automation.	F, PL
6.1.3	Explain the impact of big data, internet of things, mobile computing, bring your own device on service management.	F, PL
6.1.4	Define serverless computing, artificial intelligence, Robotic Process Automation (RPA), Machine Learning, and containerization in relation to service delivery.	F, PL
7.	Getting started	Tested in:
7.1	Getting started	
	The candidate can...	
7.1.1	Identify steps to initiate an improvement program based on VeriSM™.	F, PL
7.1.2	Differentiate between reactive and proactive operations.	F, PL

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	Management practices
A-shaped professional	Mission
Asset	Network effect
Behavior	Operant behavior
Best practice	Operation model
Business model	Operational planning
Business relationship management	Organization
Business service management	Organizational behavior management (OBM)
Capability	Organizational capability
Change	Outcome
Change fatigue	Output
Competence	PESTEL
Consumer	Policy
Consumer experience	Principle
Continuous delivery	Problem
Continuous deployment	Procedure
Continuous integration	Process
Contract management	Product
Critical thinking	Profession
Culture	Provider
Customer	Quality
Customer experience (CX)	Reflective practice
Customer relationship management	Relationship management
Cybersecurity	Request
Data protection	Retrospective
DevOps	Role
Digital disruption	Service
Digital native	Service culture
Digital optimization	Service integration and management (SIAM)
Digital service	Service management
Digital transformation	Service management operating model
Enterprise service management	Service provider
Expectation management	Shadow behavior
Explicit knowledge	Shadow IT
Financial management	Silo
Implicit knowledge	Skills inventory
Incident	Solution
Information Security	Source event
I-shaped professional	Stakeholder
Issue	Stand-up meeting
Knowledge Management	Strategic planning
Lagging indicators	Supplier management
Leading indicators	SWOT
Lifelong learning	Tacit knowledge
Management	Tactical planning

Target operating model	Value
Team	Value proposition
Technical debt	Values
Tribalism	VeriSM™
T-shaped professional	VeriSM™ Model including: <ul style="list-style-type: none"> - Governance - Service Management Principles - Management mesh - Define - Produce - Provide - Respond
User	Virtual team
User experience (UX)	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 requirement	Exam specification	Literature
1. The Service Organization		
	1.1 Organizational context	Chapter 1, §2.1 - 2.4
	1.2 Organizational governance	§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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