EXIN

VeriSM™
Digital Transformation
FOUNDATION & ESSENTIALS

Certified by

EXIN

Preparation Guide

Edition 202301

Content

1. Overview

VeriSM™ Foundation (VERISMF.EN) and VeriSM™ *Essentials* (VERISME.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 and VeriSM™ *Essentials* certifications are 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 and VeriSM™ *Essentials* 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.

Examination details

VeriSM™ Foundation

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

VeriSM™ *Essentials*

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™ Foundation and VeriSM™ *Essentials* 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 lunch breaks, homework, and the exam.

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 lunch breaks, homework, and the exam.

Indication study effort

VeriSM™ Foundation
56 hours (2 ECTS), depending on existing knowledge.

VeriSM™ *Essentials*
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.

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 Foundation	Weight *Essentials*
1. The service organization		**10%**	**15%**
	1.1 Organizational context	2.5%	5%
	1.2 Organizational governance	2.5%	5%
	1.3 Digital transformation	5%	5%
2. Service culture		**5%**	**10%**
	2.1 Service culture	5%	10%
3. People and organizational structure		**20%**	**25%**
	3.1 Organization structure	10%	10%
	3.2 Service management challenges	10%	15%
4. The VeriSM™ model		**32.5%**	**50%**
	4.1 The VeriSM™ model	25%	50%
	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%**	**100%**

Exam specifications

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

		Tested in:
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
	1.3.2 describe the impact of digital transformation on service management.	F, E
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
	3.1.2 explain the competencies of the service management professional.	F, E
	3.1.3 list the elements of a well-functioning team.	F, E
	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
	4.1.2 explain how VeriSM™ re-defines service management.	F, E
	4.1.3 explain how VeriSM™ uses the Management Mesh to create and support services.	F, E
	4.1.4 explain the elements within each of the four stages of the VeriSM™ model:	F, E

- 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
4.2.2	explain the characteristics of successful operating models.	F

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

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

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
7.1.2	differentiate between reactive and proactive operations.	F

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
A-shaped professional
asset
behavior
best practice
business model
business relationship management
business service management
capability
change
change fatigue
competence
consumer
consumer experience
continuous delivery
continuous deployment
continuous integration
contract management
critical thinking
culture
customer
Customer Experience (CX)
customer relationship management
cybersecurity
data protection
DevOps
digital disruption
digital native
digital optimization
digital service
digital transformation
enterprise service management
expectation management
explicit knowledge
financial management
implicit knowledge
incident
information security
I-shaped professional
Issue
knowledge management
lagging indicators
leading indicators
lifelong learning
management
management practices
mission

network effect
operant behavior
operation model
operational planning
organization
organizational behavior management (OBM)
organizational capability
outcome
output
PESTEL
policy
principle
problem
procedure
process
product
profession
provider
quality
reflective practice
relationship management
request
retrospective
role
service
service culture
Service Integration and Management (SIAM™)
service management
service management operating model
service provider
shadow behavior
Shadow IT
silo
skills inventory
solution
source event
stakeholder
stand-up meeting
strategic planning
supplier management
SWOT
tacit knowledge
tactical planning
target operating model
team
technical debt
tribalism

T-shaped professional
user
User Experience (UX)

values
VeriSM™
VeriSM™ model including:
- Governance
- Service management principles
- Management Mesh
- Define
- Produce
- Provide
- Respond

value
value proposition

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)
IBSN: 978 94 018 269 7 (eBook)

Comment

Additional literature is for reference and depth of knowledge only.

Literature matrix

Exam requirements	Exam specifications	Literature
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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