



Preparation Guide

Edition 202107

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1. Overview

EXIN SIAM™ Professional (SIAMP.EN)

Scope

The EXIN 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 in the following areas:

- The Discovery and Strategy stage
- The Plan and Build stage
- The Implement stage
- The Run and Improve stage
- SIAM practices across the stages

Summary

Service Integration and Management (SIAM) is a methodology used to manage and seamlessly integrate multiple service providers to ensure a single business-facing IT organization.

The EXIN SIAM™ Professional certification 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 SIAM™ Professional 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 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 target group includes, but is not limited to:

- 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
- 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/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, 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 and 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 and 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	5%
4. Run and 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 and 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 and 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
The candidate can...
 - 3.2.1 choose ways to influence morale and motivation.

4. Run and 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 Implementation 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	estoppel
Agile	ethical wall
agile retrospective	exit services schedule
agile SIAM	external service provider
Association for Project Management (APM)	externally sourced service integrator
balanced scorecard	framework
benchmark	function
benefits realization management	future mode of operation (FMO)
benefits realization plan	gaming the system
Best of Breed	governance
blue/red/amber/green reporting (BRAG)	governance Board
board	governance framework
boolean	governance library
business case	governance model
business process improvement (BPI)	greenfield (site or operation)
business-as-usual (BAU)	hangout
capability	heat map
capability assessment	hybrid service integrator
capital expenditure (CAPEX)	incumbent
cloud services	Infrastructure-as-a-Service (IaaS)
COBIT	insourcing
code of conduct	intelligent client function
collaboration agreement	interdependency
commodity service	interim operating model
common data dictionary	interim service plan
common law	internal service provider
conflict of interest (CoI) plan	internally sourced service integrator
contract	ISO/IEC 20000
contract management	ITIL
cross-functional team	Kaizen
current mode of operation (CMO)	Kanban
customer (organization)	kanban board
Cynefin	keeping the lights on
dashboard	Kepner-Tregoe problem analysis
data room	key performance indicator (KPI)
disaggregation	layers (SIAM layers)
early life support (ELS)	lead supplier service integrator
ecosystem	leading and lagging indicators
enterprise architecture	Lean (systems) thinking
enterprise process framework (EPF)	liquidated damages
enterprise service bus	management methodology
entity relationship diagram (ERD)	man-marking
escalation	MECE (mutually exclusive, collectively exhaustive)

model (SIAM model)
 MoSCoW
 multi-sourcing
 multi-sourcing integration (MSI)
 OBASHI
 offboarding
 on the fly
 onboarding
 operational expenditure (OPEX)
 operational level agreement (OLA)
 Operations manual
 organizational change management (OCM)
 OSI (open systems interconnect)
 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 (Responsible, Accountable, Consulting, Informed)
 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 / separation of 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 (Skills Framework for the Information Age)
 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
 trust-based approach
 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, 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-13: 978 1787783133 (hard copy)
ISBN-13: 978 1787783157 (ePub)
ISBN-13: 978 1787783140 (eBook)
- B. EXIN
EXIN SIAM™ Professional – Case Study
EXIN (2020)
Freely available on http://bit.ly/SIAMP_case_study.

Additional Literature

- C. Scopism Limited
Service Integration and Management (SIAM™) Foundation Body of Knowledge
Freely available on <https://www.scopism.com/free-downloads/>.
- D. EXIN
EXIN SIAM™ Professional – Case Study Analysis
EXIN (2020)
Freely available on http://bit.ly/SIAMP_case_study_analysis.

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 and 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 and 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	
	3.2.1	choose ways to influence morale and motivation.	A: Chapter 4.3
4. Run and 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



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