



# **BCS EXIN Professional Certificate in SIAM™**

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# Introduction

## 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 Audience

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 Format and Duration

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
Time allotted for examination:	90 minutes

Adjustments and/or additional time can be requested in line with the [BCS reasonable adjustments policy](#) for candidates with a disability, or other special considerations including English as a second language.

## 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](http://www.exin.com).

# SFIA Levels

This award provides candidates with the level of knowledge highlighted within the table, enabling candidates to develop the skills to operate successfully at the levels of responsibility indicated.

Level	Levels of Knowledge	Levels of Skill and Responsibility (SFIA)
<b>K7</b>		Set strategy, inspire and mobilise
<b>K6</b>	Evaluate	Initiate and influence
<b>K5</b>	Synthesise	Ensure and advise
<b>K4</b>	Analyse	Enable
<b>K3</b>	Apply	Apply
<b>K2</b>	Understand	Assist
<b>K1</b>	Remember	Follow

# 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
<b>1. Discovery &amp; Strategy</b>		<b>32.5%</b>
	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%
<b>2. Plan &amp; Build</b>		<b>30%</b>
	2.1 Design a detailed SIAM model	20%
	2.2 Plan a SIAM implementation	10%
<b>3. Implement</b>		<b>15%</b>
	3.1 Different scenarios supporting a SIAM implementation	10%
	3.2 Ongoing organizational change management (OCM)	5%
<b>4. Run and Improve</b>		<b>12.5%</b>
	4.1 Operate, assure and improve a SIAM ecosystem	12.5%
<b>5. SIAM practices across the stages</b>		<b>10%</b>
	5.1 Application of SIAM practices	10%
	<b>Total</b>	<b>100%</b>



# Syllabus

## 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.

# List of Basic Concepts

This section 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 (Col) 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	Platform-as-a-Service (PaaS)
exit services schedule	practice
external service provider	prime vendor
externally sourced service integrator	process
framework	process forum
function	process manager
future mode of operation (FMO)	process model
governance	process owner
governance board	program management
governance framework	project management
governance model	

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

# Recommended Reading List

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](http://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

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 Reference

Exam requirements		Exam specifications	Reference
<b>1. Discovery &amp; Strategy</b>			
	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
<b>2. Plan &amp; Build</b>			
	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
<b>3. Implement</b>			
	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
<b>4. Run &amp; Improve</b>			
	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
<b>5. SIAM practices across the stages</b>			
	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

# Document Change History

Any changes made to the syllabus shall be clearly documented with a change history log. This shall include the latest version number, date of the amendment and changes made. The purpose is to identify quickly what changes have been made.

Version Number	Changes Made
V1.0 May 2024	Document Creation