



VeriSM™ Foundation,
Essentials and Plus

Preparation Guide

Edition 201803



VeriSM™

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1. Overview

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

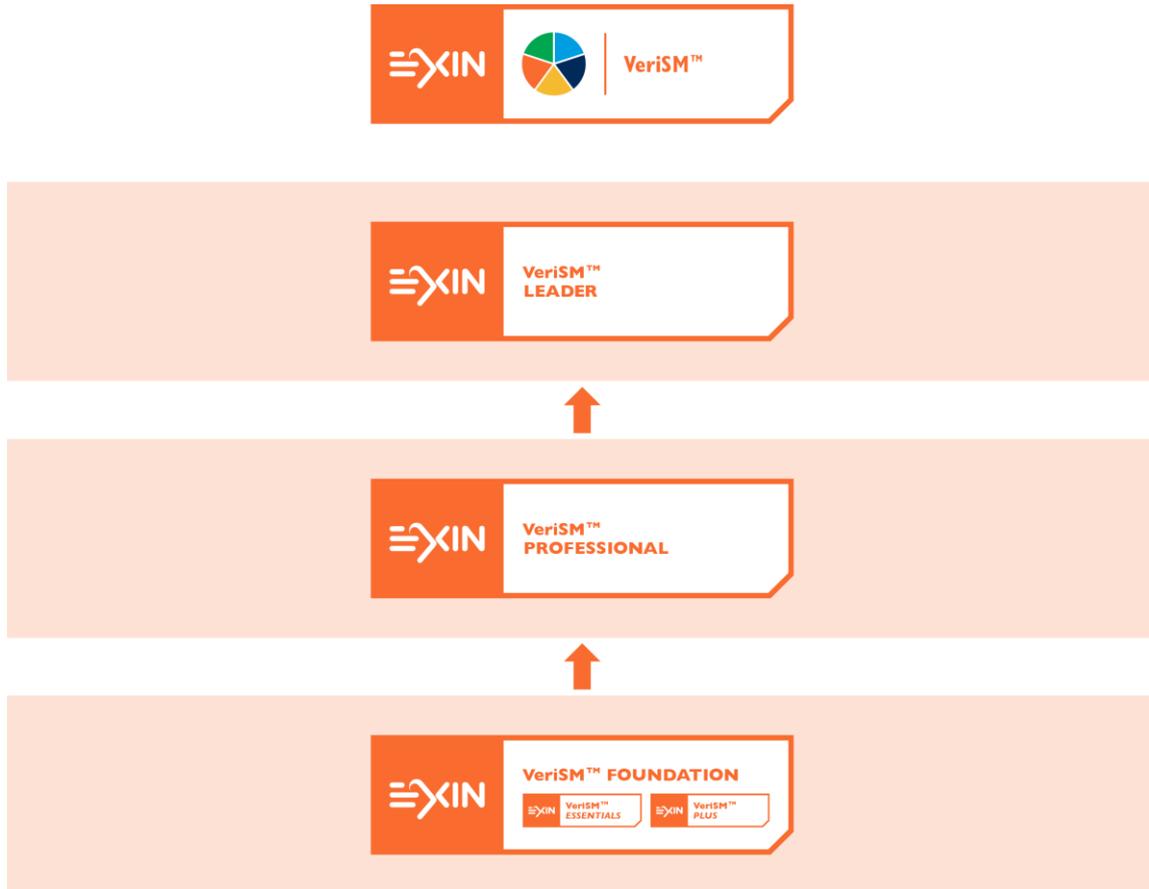
Summary

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: Computer-based or paper-based 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: Computer-based or paper-based 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™ Plus

Examination type: Computer-based or paper-based 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 <i>Essentials</i> | Weight <i>Plus</i> |
|---|-----------------------------------|-------------------|--------------------------|--------------------|
| 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: <ul style="list-style-type: none"> • Define • Produce • Provide • Respond | F, E, PL |
| | 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

- 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 reference

| Exam requirement | Exam specification | Literature | Literature reference |
|------------------|--------------------|------------|--|
| 1 | 1.1 | A | Chapter 1, §2.1 - 2.4 |
| | 1.2 | A | §2.5 |
| | 1.3 | A | Chapter 3, 16 |
| 2 | 2.1 | A | Chapter 4 |
| | | | |
| 3 | 3.1 | A | Chapter 5 |
| | 3.2 | A | Chapter 6 |
| 4 | 4.1 | A | Chapter 7, 8, 9, 10, 11, 12, 13, 14 |
| | 4.2 | A | Chapter 11, 15 |
| 5 | 5.1 | A | Chapter 16, 17, 18, 19, 20, 21, 22, 23, 24 |
| | | | |
| 6 | 6.1 | A | Chapter 25 |
| 7 | 7.1 | A | Chapter 26 |
| | | | |

Contact EXIN

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