VeriSM™

FOUNDATION STUDY GUIDE

HELEN MORRIS & LIZ GALLACHER

Van Haren
PUBLISHING

VeriSM™
Service Management
for the digital age

VeriSM™ Foundation Study Guide

Other publications by Van Haren Publishing

Van Haren Publishing (VHP) specializes in titles on Best Practices, methods and standards within four domains:

- IT and IT Management
- Architecture (Enterprise and IT)
- Business Management and
- Project Management

Van Haren Publishing is also publishing on behalf of leading organizations and companies: ASLBiSL Foundation, BRMI, CA, Centre Henri Tudor, Gaming Works, IACCM, IAOP, Innovation Value Institute, IPMA-NL, ITSqc, NAF, KNVI, PMI-NL, PON, The Open Group, The SOX Institute.

Topics are (per domain):

IT and IT Management	Enterprise Architecture	Project Management
ABC of ICT	ArchiMate®	A4-Projectmanagement
ASL®	GEA®	DSDM/Atern
CATS CM®	Novius Architectuur	ICB / NCB
CMMI®	Methode	ISO 21500
COBIT®	TOGAF®	MINCE®
e-CF		M_o_R®
ISO/IEC 20000	**Business Management**	MSP®
ISO/IEC 27001/27002	*BABOK® Guide*	P3O®
ISPL	BiSL® and BiSL® Next	*PMBOK® Guide*
IT4IT®	BRMBOK™	PRINCE2®
IT-CMF™	BTF	
IT Service CMM	EFQM	
ITIL®	eSCM	
MOF	IACCM	
MSF	ISA-95	
SABSA	ISO 9000/9001	
SAF	OPBOK	
SIAM™	SixSigma	
TRIM	SOX	
VeriSM™	SqEME®	

For the latest information on VHP publications, visit our website: www.vanharen.net.

VeriSM™

Foundation Study Guide

A Publication of IFDC (International Foundation of Digital Competences)

Van Haren PUBLISHING

iFDC
International Foundation for Digital Competences

Colophon

Preface

This book is intended as a self-study guide for the VeriSM™ Foundation, VeriSM™ *Essentials*, and VeriSM™ *Plus* qualifications. It also supports classroom and online courses for these qualifications. It is based on the exam requirements as defined by EXIN, BCS and APMG.

VeriSM™ Foundation proves to be useful to both professionals at the very start of their service management career and also to experienced professionals who need access to a simple service management approach. It refers to the information contained in the VeriSM handbook, "*VeriSM™ - A service management approach for the digital age*", published by Van Haren Publishing.

The Foundation level can be taken in its entirety, but it has also been split up into two parts which are being offered separately as well: VeriSM™ *Essentials* and VeriSM™ *Plus*. VeriSM™ *Essentials* focuses on the basic service management principles, where VeriSM™ *Plus* focuses on the progressive practices and how these relate to service management. VeriSM™ *Plus* is more appropriate for existing service management experts who wish to update their knowledge.

Good luck with updating your skills & giving your career a boost!

Winter 2018, the publisher

Contents

1 Introduction

■ 1.1 OBJECTIVES

This chapter explains the purpose and use of this publication and introduces a new Service Management approach called VeriSM™.
The content of this chapter does not form part of the examinable material required by the VeriSM™ Foundation qualification syllabus, but sets the context for the study of the VeriSM™ model.

■ 1.2 PURPOSE

This book is intended as a self-study guide for the VeriSM™ Foundation, VeriSM™ *Essentials*, and VeriSM™ *Plus* qualifications. It also supports classroom and online courses for these qualifications. It is based on the requirements of the syllabuses for these three qualifications (Certification requirements for the VeriSM™ Foundation, VeriSM™ *Essentials*, and VeriSM™ *Plus*, a publication of the IFDC International Foundation for Digital Competence).

This guide is also useful for 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 to both professionals at the very start of their service management career and also to experienced professionals who wish to certify for an up-to-date service management approach. It refers to the information contained in "*VeriSM™ - A service management approach for the digital age*" - published by Van Haren Publishing.

■ 1.3   VERISM™

The VeriSM approach has been developed in partnership with the global service management community to respond to the changing demands on service management and the impact of digital transformation.

VeriSM is:

- **V**alue-driven: focuses on providing value;
- **E**volving: an up-to-date approach which will continually evolve;
- **R**esponsive: facilitates a tailored approach depending on the business situation;
- **I**ntegrated: helps you fit all the different practices together;
- **S**ervice;
- **M**anagement.

Today, many organizations and governments offer their services in a rapidly changing environment. This has created demand for highly-educated professionals with the right knowledge and skills in service management. To meet those changing demands, the International Foundation for Digital Competences (IFDC) has launched VeriSM™, a new service management approach. It's important to remember that VeriSM™ doesn't replace any effective ways of working that you might already have in place. Instead, it shows you how to fit these into an overall organizational context and flexibly adopt different management practices to meet different service management situations.

■ 1.4   VERISM™ CERTIFICATION SCHEME

The VeriSM™ Foundation, VeriSM™ *Essentials* and VeriSM™ *Plus* certifications are part of the VeriSM™ qualification program. They build the fundamental skills and knowledge enabling individuals to participate in a service organization and to deliver value to the consumer.

The Foundation level can be offered in its entirety, but it has also been split up into two parts which are being 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. VeriSM™ *Plus* is more appropriate for existing service management experts who wish to update their knowledge.

This certification scheme includes the following topics:

- The Service Organization
- Service Culture
- People and organizational structure
- The VeriSM™ model
- Progressive practices

- Innovative technologies
- Getting started

The table below shows the topics and relative weight given to each topic for the three certifications.

Certification 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%

As a reminder in each chapter you will see these images to denote which section applies to which course:

1.4.1   Target groups

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 to both professionals at the very start of their service management career and also to 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:
  o Managers – who want to understand how to leverage evolving management practices;
  o Service owners and service managers – who need to bring their skills up to date and understand how service management has changed;
  o Executives – who are accountable for effective service delivery;
  o IT professionals - who need to understand the impact of evolving management practices and new technologies on their role.

■ 1.5   VERISM™ MODEL

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.

■ 1.6   HOW TO USE THIS STUDY GUIDE

Each chapter refers to an element in the exam specification, and provides information based on the book "*VeriSM™ - A service management approach for the digital age*" - published by Van Haren Publishing, sufficient to prepare the reader for examination in the subjects covered.

Each chapter has a set of quiz questions at the end, designed to measure the learning achieved during the chapter. Where appropriate, each chapter also has an assignment, to encourage further exploration of the subject areas, to enhance understanding. Answers are available in the appendices of this publication.

Each chapter shows whether it is applicable to the VeriSM™ Foundation, VeriSM™ *Essentials* and VeriSM™ *Plus* certification.