



---

VeriSM™ Foundation,  
*Essentials and Plus*

---

Preparation Guide

---

Edition 201801



VeriSM™

Copyright © EXIN Holding B.V. and BCS, 2018. All rights reserved.

EXIN® is a registered trademark.

VeriSM™ is a registered trademark of IFDC.

No part of this publication may be reproduced, stored, utilized or transmitted in any form or by any means, electronic, mechanical, or otherwise, without the prior written permission from EXIN.

# Content

1.	Overview	4
2.	Exam requirements	8
3.	List of Basic Concepts	12
4.	Literature	14

# 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.

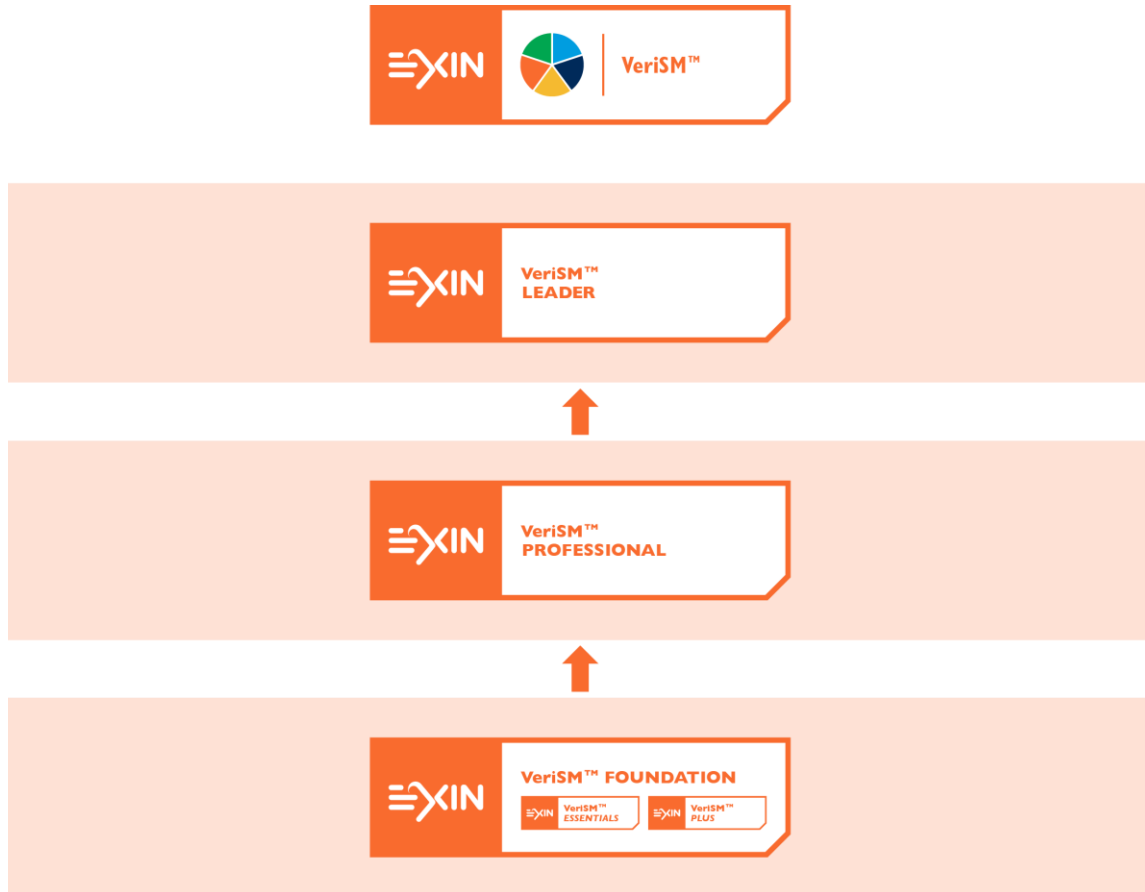
## Summary

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.

## 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

## 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, depending on existing knowledge.

#### VeriSM™ *Essentials*

20 hours, depending on existing knowledge.

#### VeriSM™ *Plus*

20 hours, depending on existing knowledge.

### Training provider

You can find a list of accredited training providers at [www.exin.com](http://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>
<b>1. The Service Organization</b>				
	1.1 Organizational context	2.5%	5%	
	1.2 Organizational governance	2.5%	5%	
	1.3 Digital transformation	5%	5%	5%
<b>2. Service culture</b>				
	2.1 Service culture	5%	10%	
<b>3. People and organizational structure</b>				
	3.1 Organization structure	10%	10%	15%
	3.2 Service Management challenges	10%	15%	
<b>4. The VeriSM™ model</b>				
	4.1 The VeriSM™ model	25%	50%	15%
	4.2 Adapting the VeriSM™ model	7.5%		15%
<b>5. Progressive practices</b>				
	5.1 Progressive practices	20%		30%
<b>6. Innovative technologies</b>				
	6.1 Impact of technology	10%		15%
<b>7. Getting started</b>				
	7.1 Getting started	2.5%		5%
<b>Total</b>		<b>100%</b>	<b>100%</b>	<b>100%</b>



## Exam specifications

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

<b>1.</b>	<b>The Service Organization</b>		<b>Tested in:</b>
	<b>1.1</b>	<b>Organizational context</b>	
		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
	<b>1.2</b>	<b>Organizational governance</b>	
		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
	<b>1.3</b>	<b>Digital transformation</b>	
	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

<b>2.</b>	<b>Service culture</b>		<b>Tested in:</b>
	<b>2.1</b>	<b>Service culture</b>	
		The candidate can...	
	2.1.1	Define a service culture.	F, E
	2.1.2	Explain the elements of a service culture.	F, E

<b>3.</b>	<b>People and organizational structure</b>		<b>Tested in:</b>
	<b>3.1</b>	<b>Organization structure</b>	
		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
	<b>3.2</b>	<b>Service Management challenges</b>	
		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

<b>4.</b>	<b>The VeriSM™ model</b>		<b>Tested in:</b>
	<b>4.1</b>	<b>The VeriSM™ model</b>	
		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 stabilize 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"> <li>• Define</li> <li>• Produce</li> <li>• Provide</li> <li>• Respond</li> </ul>	F, E, PL
	<b>4.2</b>	<b>Adapting the VeriSM™ model</b>	
		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

<b>5.</b>	<b>Progressive practices</b>		<b>Tested in:</b>
	<b>5.1</b>	<b>Progressive practices</b>	
		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	Clarify the key concepts and when to apply Shift Left, Customer Experience/User Experience, Continuous Delivery as a practice.	F, PL

<b>6.</b>	<b>Innovative technologies</b>		<b>Tested in:</b>
	<b>6.1</b>	<b>Impact of technology</b>	
		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	Describe serverless computing, artificial intelligence, Robotic Process Automation (RPA), Machine Learning, and containerization.	F, PL

7.	<b>Getting started</b>		<b>Tested in:</b>
	7.1	<b>Getting started</b>	
		The candidate can...	
	7.1.1	Identify how to get started.	F, PL
	7.1.2	Describe how to move from reactive to 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	Network effect
A-shaped professional	Operant behavior
Asset	Operation model
Behavior	Operational planning
Best practice	Organization
Business model	Organizational behavior management (OBM)
Business relationship management	Organizational capability
Business service management	Outcome
Capability	Output
Change	PESTEL
Change fatigue	Policy
Competence	Principle
Consumer	Problem
Consumer experience	Procedure
Continuous delivery	Process
Continuous deployment	Product
Continuous integration	Profession
Contract management	Provider
Critical thinking	Quality
Culture	Reflective practice
Customer	Relationship management
Customer experience (CX)	Request
Customer relationship management	Retrospective
Cybersecurity	Role
Data protection	Service
DevOps	Service culture
Digital disruption	Service integration and management (SIAM)
Digital native	Service management
Digital optimization	Service management operating model
Digital service	Service provider
Digital transformation	Shadow behavior
Enterprise service management	Shadow IT
Expectation management	Silo
Explicit knowledge	Skills inventory
Financial management	Solution
Implicit knowledge	Source event
Incident	Stakeholder
Information Security	Stand-up meeting
I-shaped professional	Strategic planning
Issue	Supplier management
Knowledge Management	SWOT
Lifelong learning	Tacit knowledge
Management	Tactical planning
Management practices	Target operating model
Mission	Team

Technical debt	Value proposition
Tribalism	Values
T-shaped professional	VeriSM™
User	VeriSM™ Model including: <ul style="list-style-type: none"> <li>- Governance</li> <li>- Service Management Principles</li> <li>- Management mesh</li> <li>- Define</li> <li>- Produce</li> <li>- Provide</li> <li>- Respond</li> </ul>
User experience (UX)	Virtual team
Value	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)

## 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 17, 18, 19, 20, 21, 22, 23, 24
6	6.1	A	Chapter 25
7	7.1	A	Chapter 26



## Contact EXIN

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

