scopism

(SIAM)

Global SIAM Survey 2018
WHITE PAPER

CONTENTS

1. INTRODUCTION

This whitepaper presents the results from the first SIAM practitioner survey, carried out in 2018. The survey results are based on the responses from more than 200 SIAM practitioners around the world. We would like to thank everyone who responded to the survey for their input, and for helping us to build a picture of SIAM maturity and adoption.

Scopism is also grateful to 4me for generously sponsoring this whitepaper.

The SIAM survey will be repeated annually to build a complete picture of SIAM adoption and growth globally.

The whitepaper is structured in four sections:

1. Demographics – includes a breakdown of who the survey respondents are, where in the world they are located and related information including salary, gender, and size of organization

2. Responses from organizations who are not using SIAM, but plan to – including the benefits they expect to achieve, how long they expect the SIAM transition to take, and the challenges they believe they will face

3. Responses from organizations who are using SIAM – including how long it took them to adopt SIAM, the type of service integrator structure they adopted, and the benefits they have realized

Some survey respondents had not implemented and had no plans to implement SIAM. These responses do not form part of the whitepaper and analysis.

4. Responses from organizations who sell SIAM consultancy or solutions – including what their clients expect from a SIAM adoption, the challenges they typically face and the skills they need

Additional Commentary and Reviews

Throughout the survey we have also included some commentary from SIAM industry practitioners and experts. Scopism is grateful to Cor Winkler Prins, Steve Morgan, Anna Leyland, Barry Corless, Rajiv Dua and Samuel Santhoshkumar for their reviews and input.

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Global Product Director
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4me

4me™

IT management practices are evolving fast. IT management and service management professionals need to move fast too. Scopism helps IT management professionals keep on top of new trends and maintain their capabilities.

Scopism provides:

- **CONTENT** – articles, case studies and information to keep you informed
- **VIRTUAL CONSULTANCY** – our team of experts are there to support you in your IT management initiatives
- **TRAINING PROGRAMS** – working with our exam partners, we create training at the leading edge of IT management practice
- **EVENTS** – online and physical events let you network with other service management professionals and share your experiences
- **ASSESSMENTS** – free online assessment tools and resources

1.2 ABOUT 4me

4me is an enterprise service management (ESM) solution for seamless collaboration between internal, external and outsourced teams

4me is the only ESM solution that makes it possible for all internal departments, like IT, HR and Facilities, to work together seamlessly, as well as with the managed service providers to which some services have been outsourced. In addition to supporting the ITIL processes, 4me also provides fully integrated knowledge management, time tracking and project management capabilities. For enterprise employees, 4me is the Self Service app that is always there for them whenever they need some help.

2. DEMOGRAPHICS

2. DEMOGRAPHICS

The survey had a total of 225 respondents from all over the world. In this section, we analyze demographics including:

GENDER　**SALARIES**　**COUNTRIES**　**INDUSTRIES**　**SIZE OF ORGANISATION**　**JOB TITLES**
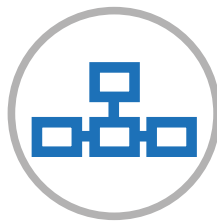
2.1 COUNTRIES

42 countries responded to the survey. The top five responding countries are shown opposite. Anecdotal evidence suggests that SIAM is mature in Europe and less well adopted in the rest of the world (particularly the USA). Our survey results show a slightly different perspective. Five of the top 10 countries responding were European, but India, Australia, Japan and the USA were also all represented in the top 10.

This suggests SIAM awareness and adoption is becoming more global, although some geographic areas may have more mature SIAM capabilities than others.

"These results are as I would expect; many of the first examples of multi-vendor operating models occurred in the UK, so it's no surprise to see the UK leading the field. Many SIAM service providers are located in India."

Steve Morgan

TOP 5 COUNTRIES: NUMBER OF RESPONSES:

41 UNITED KINGDOM

23 NETHERLANDS

25 INDIA

19 BELGIUM

15 AUSTRALIA

OTHER COUNTRIES RESPONDING:

JAPAN 15

DENMARK 12

GERMANY 6

UNITED STATES 6

IRELAND 5

SWEDEN 5

CANADA 3

FINLAND 3

ITALY 3

NORWAY 3

POLAND 3

SOUTH AFRICA 3

BRAZIL 2

EQUADOR 2

NEW ZEALAND 2

RUSSIA 2

SINGAPORE 2

SPAIN 2

AUSTRIA 1

BULGARIA 1

COLUMBIA 1

CZECH REPUBLIC 1

EGYPT 1

FRANCE 1

INDONESIA 1

KENYA 1

MEXICO 1

MONTSERRAT 1

MOROCCO 1

NIGERIA 1

PEOPLE'S REPUBLIC OF CHINA 1

PORTUGAL 1

QATAR 1

ROMANIA 1

SWITZERLAND 1

UNITED ARAB EMIRATES 1

URUGUAY 1

2.2 GENDER BREAKDOWN

The gender breakdown responses showed a much higher percentage of male practitioners working in the SIAM field. Other survey questions showed that SIAM is still being applied mainly to IT services; therefore, this SIAM gender gap reflects the gender gap in the broader IT industry.

3%

15%

82%
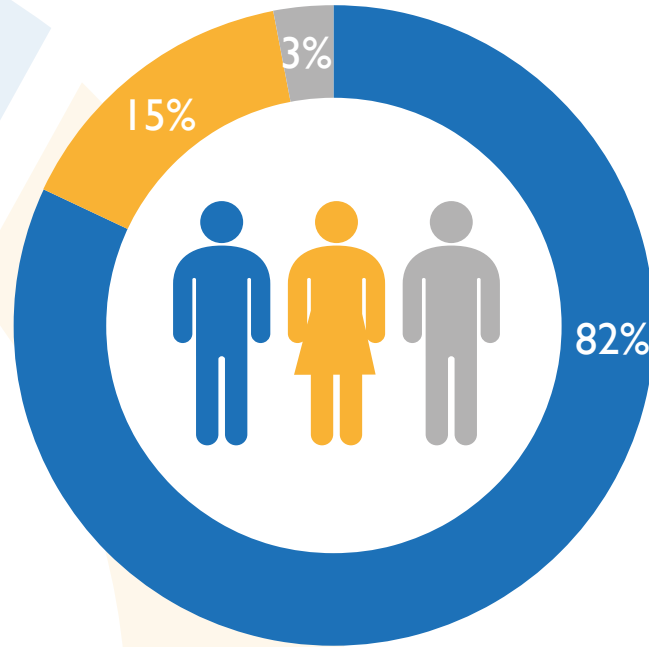
2.3 SALARIES AND COMPENSATION

SIAM practitioners are well compensated, based on the survey responses received. Almost half of the respondents earn a salary of more than $80,000 USD. This suggests that SIAM roles are relatively senior roles in organizations using SIAM or selling SIAM solutions and consultancy; this is also reflected in the job titles supplied by respondents in section 2.6.

14%
Under
$20,000

7%
$20,001 -
$30,000

7%
$30,001 -
$40,000

12%
$40,001 -
$60,000

13%
$60,001 -
$80,000

17%
$80,001 -
$100,000

30%
Over
$100,000
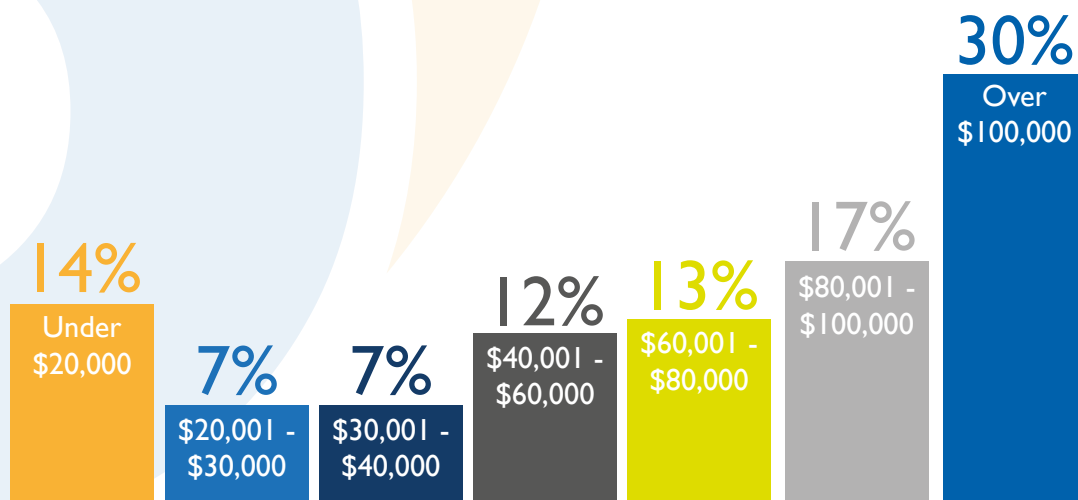
2.4 INDUSTRY ANALYSIS

45% of respondents described their industry as 'IT'. This is supported by responses from all three categories of SIAM organization (planning to use SIAM, already using SIAM, or selling SIAM solutions and consultancy) that show SIAM as being mainly applied to IT services.

The scope of SIAM is potentially much wider than IT. As more organizations adopt digital transformation strategies and, as the lines between business and IT services become blurred, we expect to see the percentage of respondents from the IT industry decrease.

45%
of respondents described their industry as 'IT'.

IT
45%

CONSULTING
22%

GOVERNMENT
8%

MANAGED SERVICES
7%

COMMUNICATIONS
6%

EDUCATION
6%

BUSINESS / FINANCE / ACCOUNTING
6%
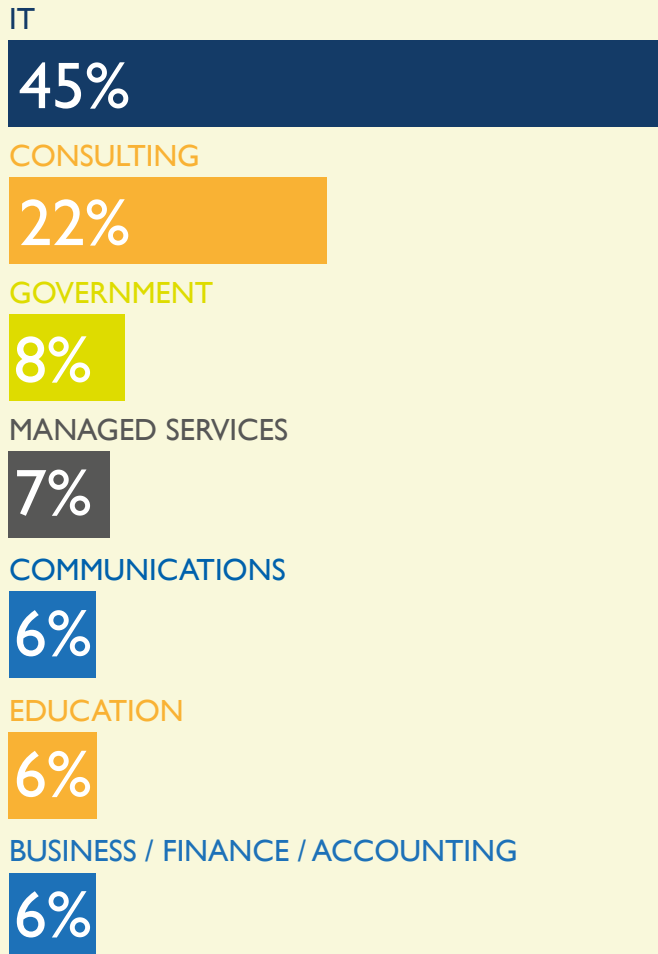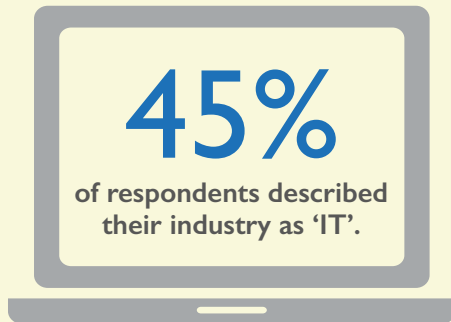
2.5 ORGANIZATION SIZE

Organization size was analyzed by looking at the number of employees. 62% of the responding organizations have more than 5000 employees. This fits with anecdotal evidence that SIAM is usually adopted by larger organizations (who typically have the number of service providers that would make SIAM worthwhile, and the budget for a service integrator).

SIAM principles and behaviors do deliver value for smaller organizations, and Scopism will publish a whitepaper on this topic in 2019.

1-50	51-200	201-500	5000+
22%	4%	12%	62%
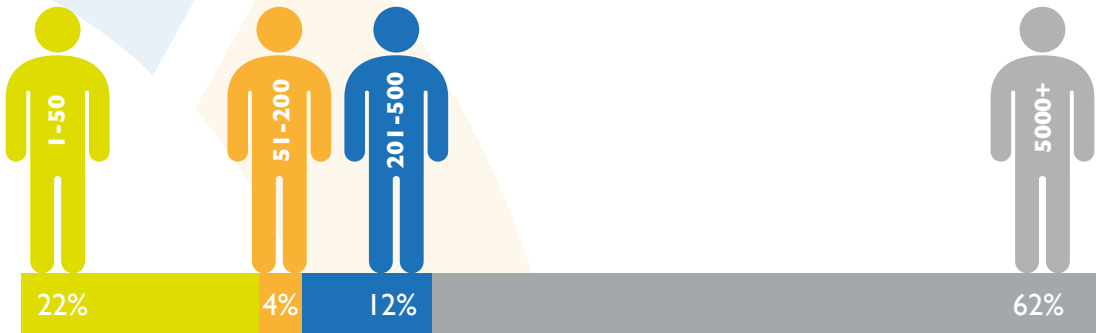
2.6 JOB TITLES

The most common job titles for survey respondents are shown in the graphics below. The level of seniority of the titles reflects the salary data in section 2.3. Many job titles are traditionally IT or service management roles (for example IT Manager, Process Manager, Service Manager, Service Delivery Manager). Other roles including Director, Business Consultant and Program Manager may have a broader scope outside of the IT department.

The job title data has been consolidated (for example Process Managers and Service Managers grouped with IT Managers). There was a large variety in the job title responses, suggesting there is no common career path or set of job titles for SIAM practitioners.

TOP 10 JOB TITLES:

BUSINESS DEVELOPMENT MANAGER

PROGRAM MANAGER OR PROJECT MANAGER

HEAD OF ... (Including Group It, Service Design, Siam, Service Management)

SERVICE ARCHITECT

BUSINESS CONSULTANT

CONSULTANT

SERVICE DELIVERY MANAGER

IT MANAGER (including Process Manager and Service Manager)

DIRECTOR

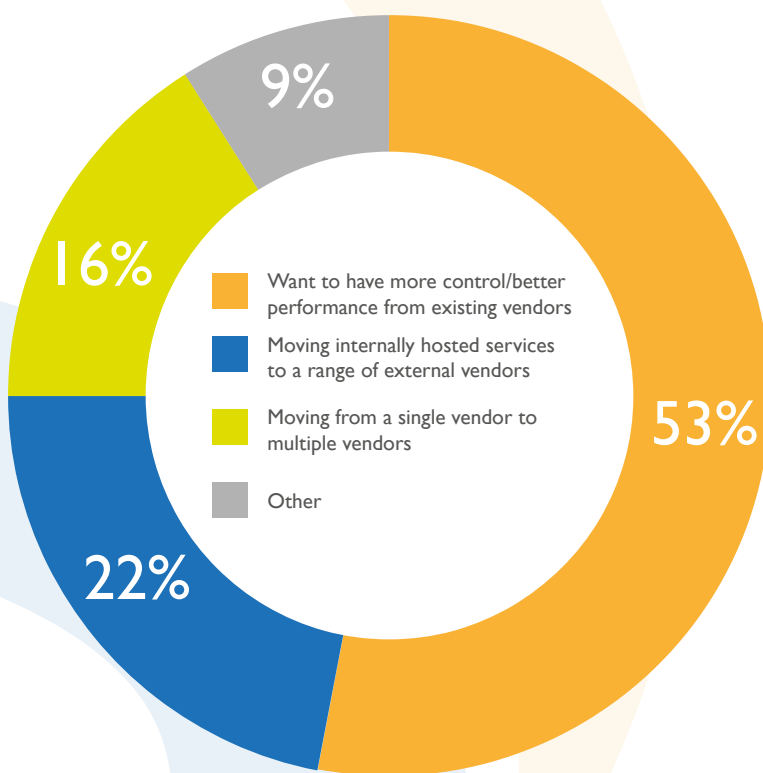C LEVEL (including CIO, CFO, CEO, CTO)

3. ORGANIZATIONS PLANNING TO ADOPT SIAM

3. ORGANIZATIONS PLANNING TO ADOPT SIAM

The responses in this section are from organizations that are planning to adopt SIAM. Their expectations and plans can be compared to the organizations who have adopted SIAM (section 4) and the responses from organizations who sell SIAM solutions and consultancy (section 5).

3.1 WHAT IS THE STRATEGIC DRIVER FOR YOUR ORGANIZATION CONSIDERING SIAM?

WHAT IS YOUR STRATEGIC DRIVER FOR SIAM?

- Want to have more control/better performance from existing vendors
- Moving internally hosted services to a range of external vendors
- Moving from a single vendor to multiple vendors
- Other

9%
16%
53%
22%

Responses in the 'Other' category included technology drivers ("moving to a multi-supplier cloud") and a desire to integrate internal suppliers.

The desire to have more control or achieve better performance from existing vendors also rated very highly in the responses from the organizations who have already adopted SIAM.

"I'm seeing a common trend in IT departments to "do more with the same or less", so not surprised to see IT departments squeezing service providers to perform. However, there is a balanced needed in that the more pressure exerted on the service provider, the greater the account team will be reduced, or costs reduced elsewhere. Over time, this could be detrimental to service quality."
Steve Morgan

3.2 HOW LONG DO YOU EXPECT YOUR SIAM TRANSITION TO TAKE?

Respondents appear to have realistic expectations about how long a SIAM transition will take. The organizations who believe the transition will take less than a year need to be sure they have achievable objectives and a sound plan in place.

1 - 2 YEARS
44%

2-3 YEARS
36%

LESS THAN A YEAR
11%

3 YEARS +
9%
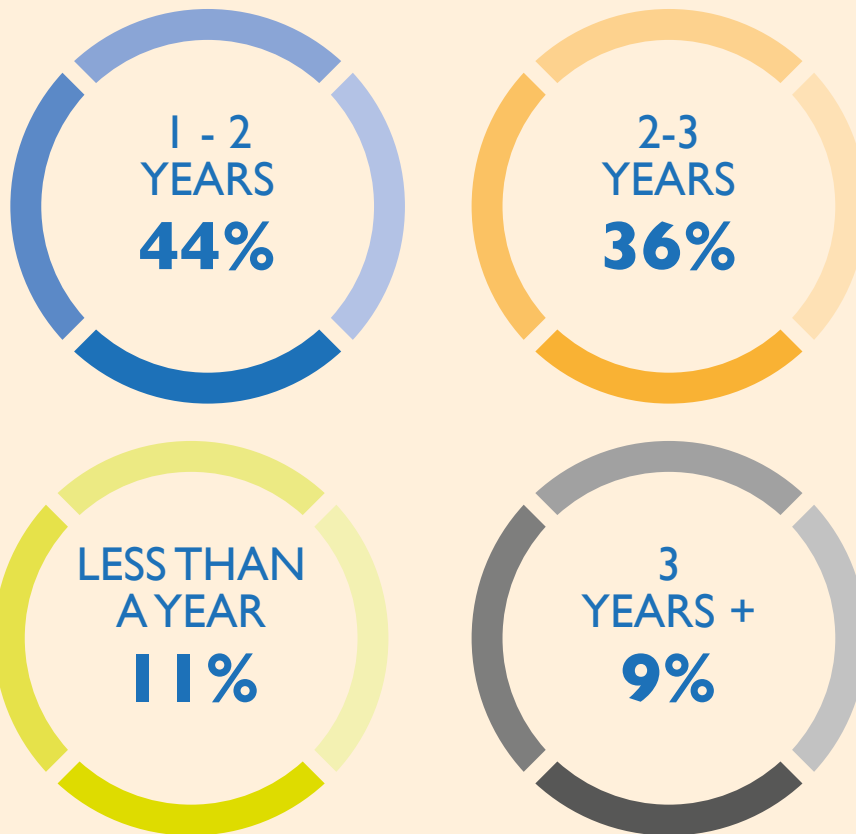
"This reflects what I have generally experienced. It is also essential to understand the organization's expectations on how long it will take before the organization starts realizing the benefits of SIAM."
Samuel Santhoshkumar

3.3 WHAT TYPE OF SERVICES ARE IN SCOPE?

Almost two thirds of respondents expected their SIAM model to include IT services only; the remaining third will have a SIAM model that includes both IT and non-IT services.

This information is the same as the responses received from organizations who have already adopted SIAM (see section 4.3), suggesting that those planning to adopt SIAM are realistic about the services that will be in scope.

USING INTERNAL RESOURCES ONLY

13%

USING A NICHE OR SIAM FOCUSED CONSULTANCY OR VENDOR

9%

USING A LARGE CONSULTANCY OR VENDOR

7%

OTHER

4%

67%
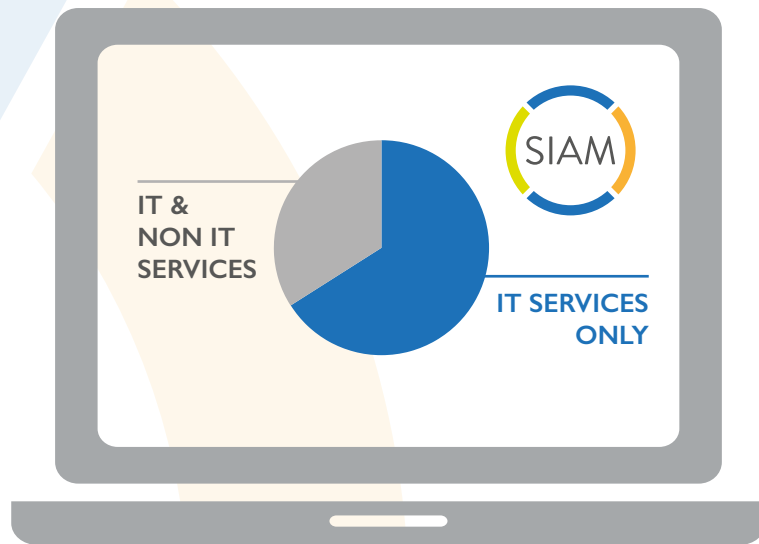
USING INTERNAL RESOURCES WITH SOME EXTERNAL SUPPORT
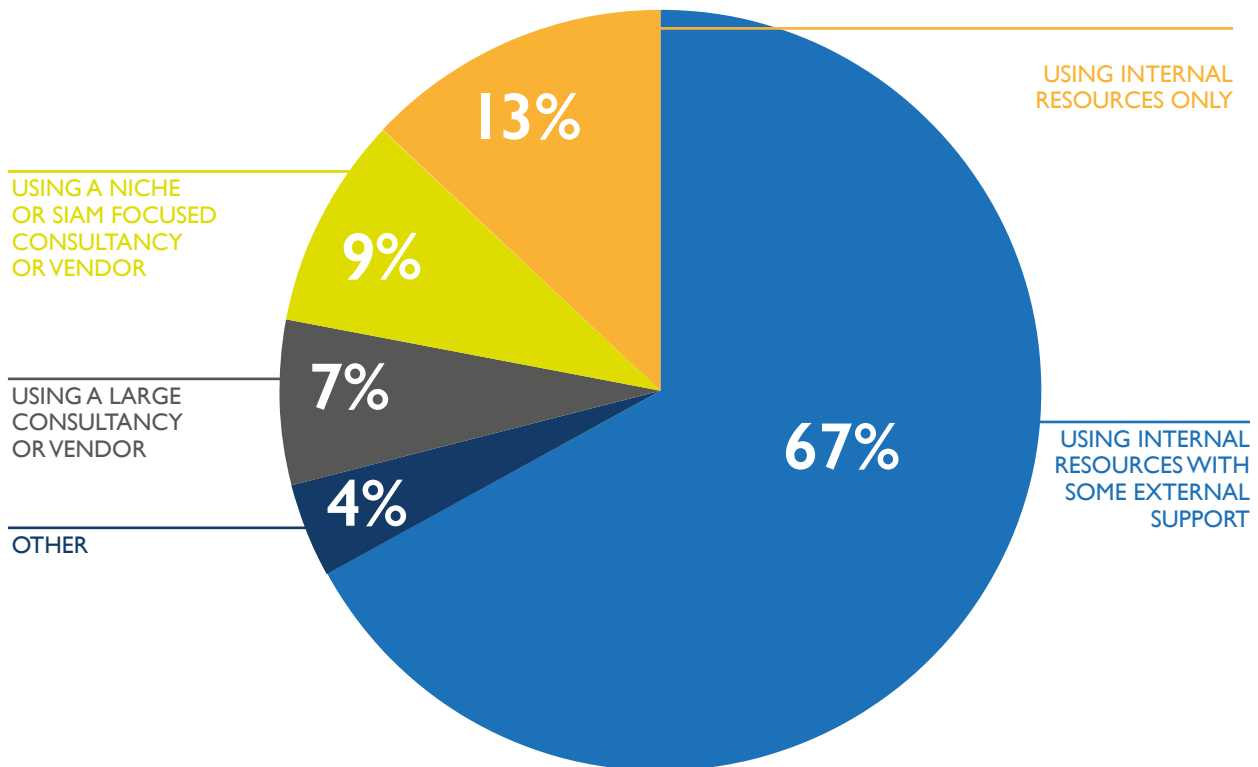
The majority of respondents plan to use internal resources for their SIAM adoption with some external support, rather than giving control to a large or niche consultancy/vendor organization.

"The results here indicate an antipathy to outsourcing the service integrator layer, even though in my experience providing the service integrator through an external specialized organization tends to be more objective and structured. This could mean one of 3 things:

1. The industry hasn't understood the full value of SIAM yet

2. The industry does not realize the expected value of implementing SIAM in a lot of cases

3. The SIAM vendors are not yet able to fluently communicate the value to the customers. This could either be an indicator that the challenges with IT service provider accountability extend to SIAM vendors as well or it could be an opportunity that is waiting to be taken."

Samuel Santhoshkumar
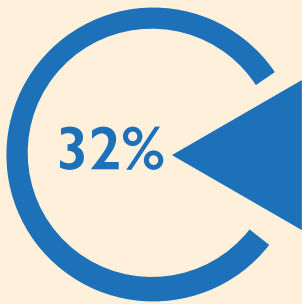
32% INTERNAL SERVICE INTEGRATOR
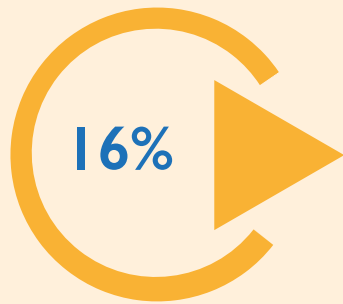
16% EXTERNAL SERVICE INTEGRATOR
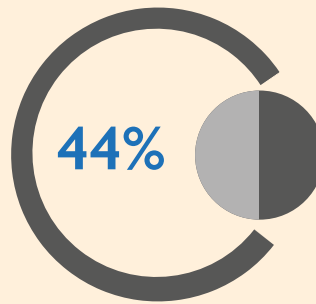
44% HYBRID

8% LEAD SUPPLIER

"I used to be very much of a mind that internal Service Integration was preferable. However, as my experience has increased, I'm more in favor of a Hybrid approach. This is because many SIAM process models are very complex, and customer organizations will often have in-house expertise in some areas, but not in other areas. Under these circumstances, it's common to build a hybrid team comprising the relevant expertise drawn from both customer organizations and service provider organizations."

Steve Morgan

"My experience shows that integrations with small providers are done by internal resources and integrations with large service providers in combination with external providers due to the complexity/legacy applications to integrate with. Integrations can be as simple as email bonding."

Jean-Marie Van Cutsem

3.6 WHAT BENEFITS DO YOU HOPE TO ACHIEVE?

The benefits that most respondents hope to achieve are shown in the graphic below.

BENEFITS
(HIGHEST TO LOWEST)

1. BETTER SUPPLIER PERFORMANCE

2. BETTER COLLABORATION BETWEEN SUPPLIERS

3. BETTER RETURN ON INVESTMENT FROM SUPPLIERS

4. EASIER TO ADD AND REMOVE SUPPLIERS

5. BETTER REPORTING AND MANAGEMENT INFORMATION
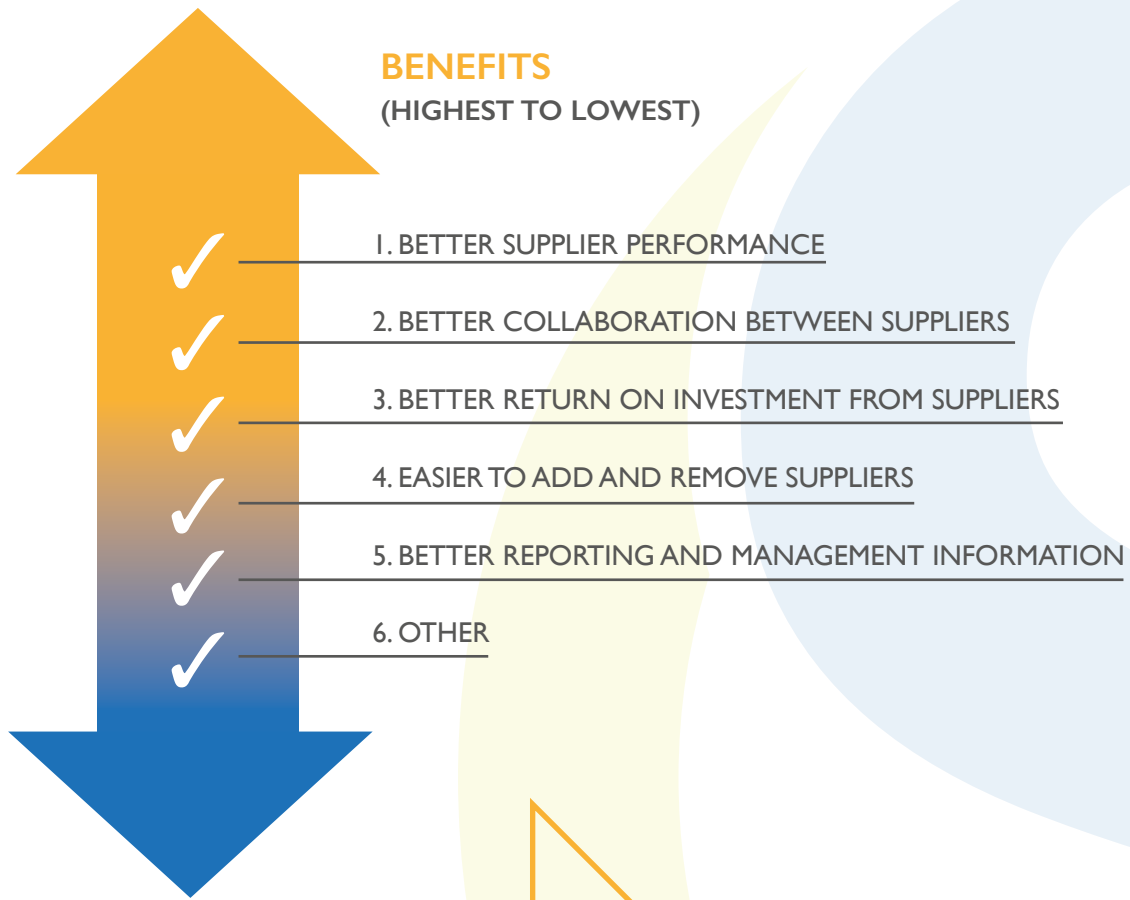
6. OTHER

'Other' responses included:

"All the above plus agility to better serve our business outcomes."

BENEFITS

3.7 WHAT CHALLENGES DO YOU EXPECT TO FACE?

Adopting SIAM is not an easy or simple undertaking. The top challenges that organizations planning to adopt SIAM expect to face are reflected in the responses from organizations that have adopted SIAM, again, suggesting realistic expectations. The challenges reported by organizations that have adopted SIAM also include tooling and automation, which is not present in this list; something that any organization using this whitepaper before adopting SIAM should consider.

Organizational change management was viewed as a potential challenge by almost 50% of respondents.

CHALLENGES
(HIGHEST TO LOWEST)

1. ORGANIZATIONAL CHANGE MANAGEMENT AND EMBEDDING NEW BEHAVIOURS

2. CREATING A GOVERNANCE STRUCTURE

3. ESTABLISHING THE SERVICE INTEGRATOR

4. NEGOTIATING/RENEGOTIATING CONTRACTS

5. PROCESS COORDINATION

6. OTHER

'Other' responses included: "All of the above plus culture change".

These findings reflect my experiences of SIAM in the UK. Clients are facing issues in reviewing and aligning existing service contracts to introduce the cohesion, good practice and benefits that SIAM can bring. Successful outcomes depend on service providers being prepared to review and, where necessary, amend their process interfaces, service levels and governance structures to meet SIAM requirements. This can be a challenge that requires tenacity, the ability to articulate the SIAM benefits and the agreement of shared goals to overcome. The Service Integrator is key to making this happen and must demonstrate the objectives, plan and required outcomes to introduce SIAM effectively. This is no easy task, but the benefits that can be realised make it a highly worthwhile exercise.
Anna Leyland

CHALLENGES

SKILLS & CAPABILITIES
(HIGHEST TO LOWEST)

1. IT SERVICE MANAGEMENT

2. ORGANIZATIONAL CHANGE MANAGEMENT

3. SUPPLIER MANAGEMENT

4. BUSINESS RELATIONSHIP MANAGEMENT

5. COMMUNICATION MANAGEMENT

6. INFLUENCING AND NEGOTIATION

7. AUTOMATION

8. DEVOPS

9. PROCUREMENT/CONTRACT NEGOTIATION

10. PROJECT MANAGEMENT

Given that most organizations that are planning to adopt SIAM feel that OCM will be a challenge, it is no surprise to see OCM skills and capabilities high on the list of responses.
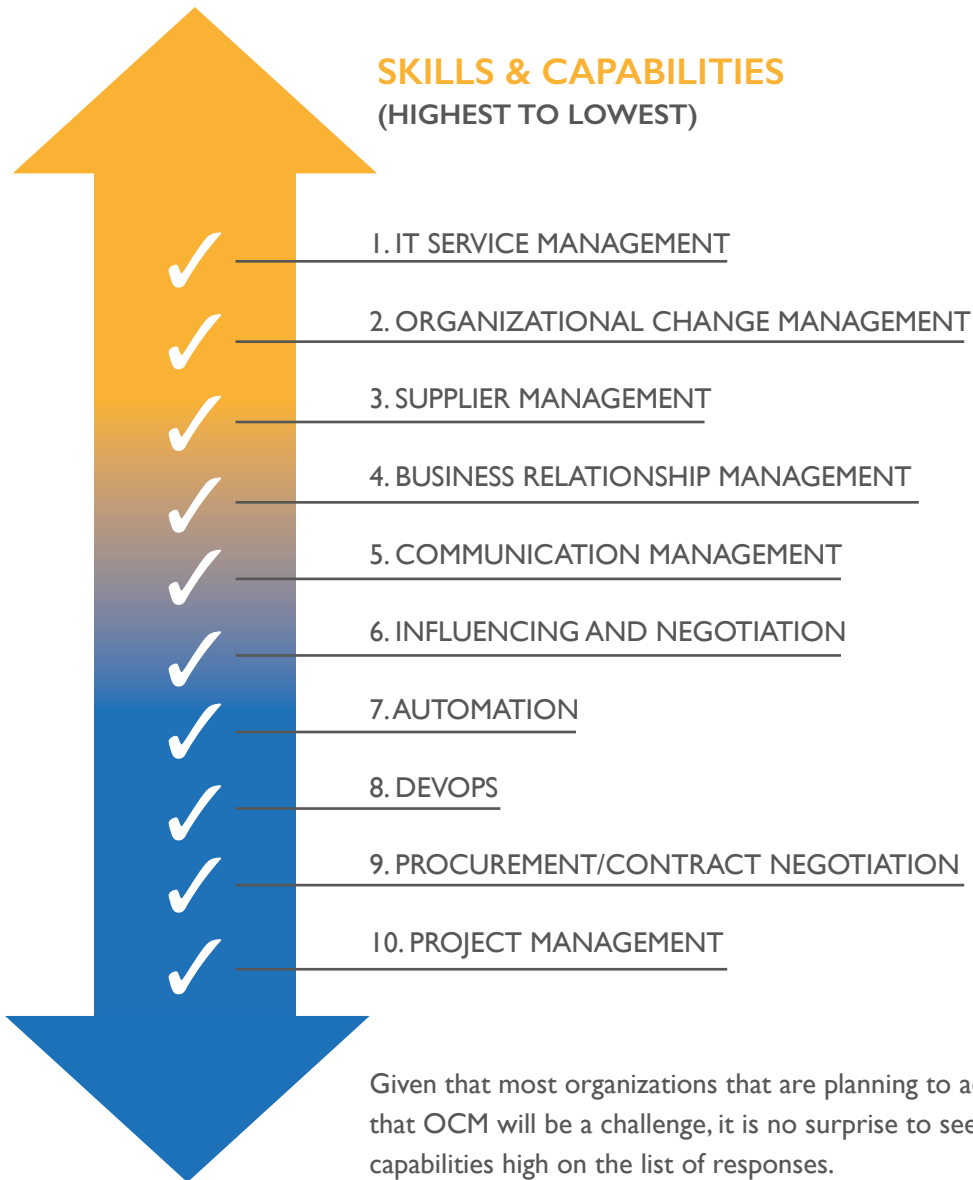
It's surprising not to see finance and commercial management included here. Moving to a SIAM model involves changing the commercial framework within which service providers operate. The scope, and therefore the costs of the contracts will change, as will the requirements expected of them. Failure to grasp this concept can often result in missed opportunities to reduce cost and duplication from the current landscape.
Steve Morgan

SKILLS & CAPABILITIES

3.9 OTHER COMMENTS

Survey respondents also had the opportunity to complete free text comments. The responses received provide some useful advice and included:

"Remember SIAM can only be implemented at the speed the people can change at both executive and execution levels."

"SIAM is great in theory, but the big MSPs/BPO organizations have tarnished it by their approach to "shouting at other suppliers for you." Equally, internal integrators can be poor, as they lack experience in the field, and think the above is the right approach."

"Non-IT process support is our main focus in healthcare."

"Adding SIAM on top of ITIL® will be helpful and easier for implementation."

"Today, unfortunately, we don't have enough proven arguments convincing the upper management about the advantages and benefits of SIAM implementation in the organization"

"It will take time to consolidate if the social structure of Japan does not change. I think the Tokyo Olympic Games are a good opportunity."

"Although we are not close to implementing, we are writing SIAM concepts into new contracts and increasing awareness of SIAM in an attempt to prepare for future transition."
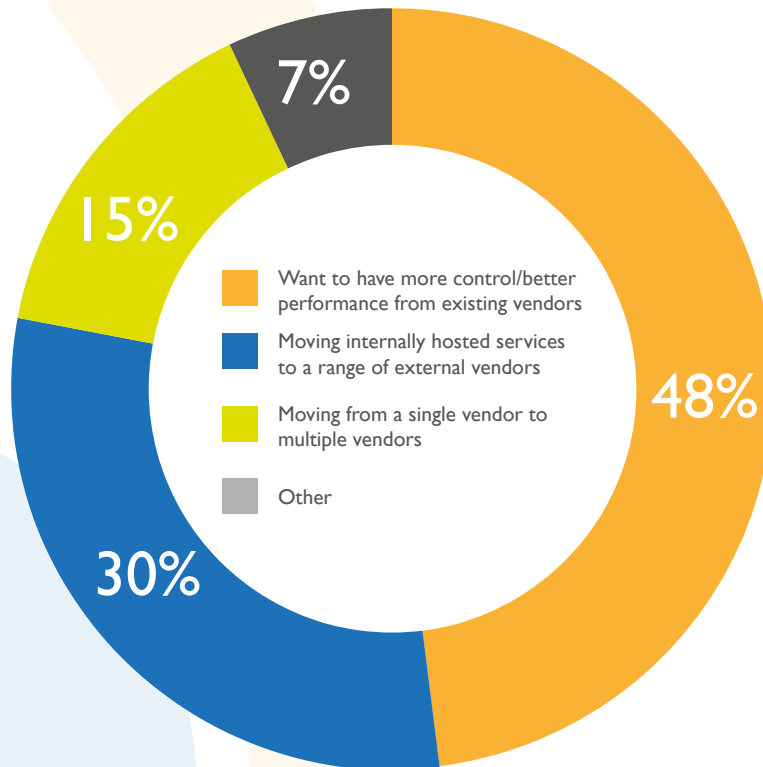
4. ORGANIZATIONS WHO HAVE ADOPTED SIAM

4. ORGANIZATIONS WHO HAVE ADOPTED SIAM

The responses in this section are from organizations who have adopted SIAM ('customer organizations'). Many of the responses are similar to those in section 3 from the organizations planning to adopt SIAM, which suggests that the organizations in section 3 have realistic expectations.

4.1 WHAT WAS THE STRATEGIC DRIVER FOR YOUR SIAM TRANSITION?

WHAT WAS THE STRATEGIC DRIVER FOR SIAM?

- Want to have more control/better performance from existing vendors
- Moving internally hosted services to a range of external vendors
- Moving from a single vendor to multiple vendors
- Other

7%

15%

48%

30%

Responses in the 'Other' category included:

"Better control and integration of our offerings; better utilization of scarce resources."

"Driving better value, establishing governance, setting parameters re. vendor relations."

4.2 HOW LONG DID YOUR SIAM TRANSITION TAKE?

50 per cent of the responding organizations have not completed their SIAM transition yet, a reflection of the fact that SIAM is still relatively new as a management methodology. Only a small percentage was able to complete their SIAM transition in less than a year. SIAM transitions will often take longer than an organizational budgeting cycle (where the cycle is 12 months) so the SIAM plan needs to ensure that adequate funding is in place.

"There is a big distinction between setting up a technical integration and the functional integration. Technical can go very fast or might take a long time depending on the technologies used. The real benefits are in the management of the suppliers where the Service Delivery Managers of the client and provider need to use SIAM to improve their service management meetings. This is a culture change on the provider's side. MSPs don't always like the fact that the client wants to be in control. Once this barrier is crossed the MSP in general becomes more flexible."

Jean-Marie Van Cutsem

1 - 2 YEARS
38%

2-3 YEARS
8%

LESS THAN A YEAR
4%

NOT COMPLETE YET
50%
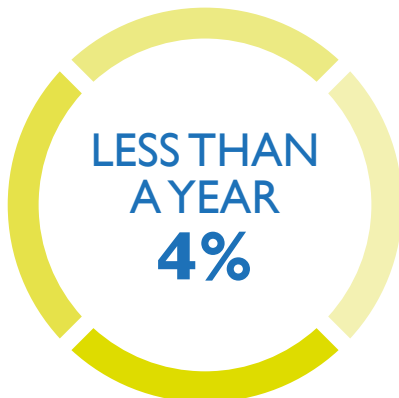
4.3 WHAT TYPE OF SERVICE INTEGRATOR STRUCTURE DID YOU ADOPT?

The popularity of the internal service integrator reflects anecdotal evidence that many organizations are bringing this role back in-house after a period with an external service integrator. Many respondents are adopting SIAM in order to have greater control; this may be a factor in their choice of an internal service integrator.

50%
INTERNAL SERVICE INTEGRATOR

10%
EXTERNAL SERVICE INTEGRATOR

40%
HYBRID

0%
LEAD SUPPLIER
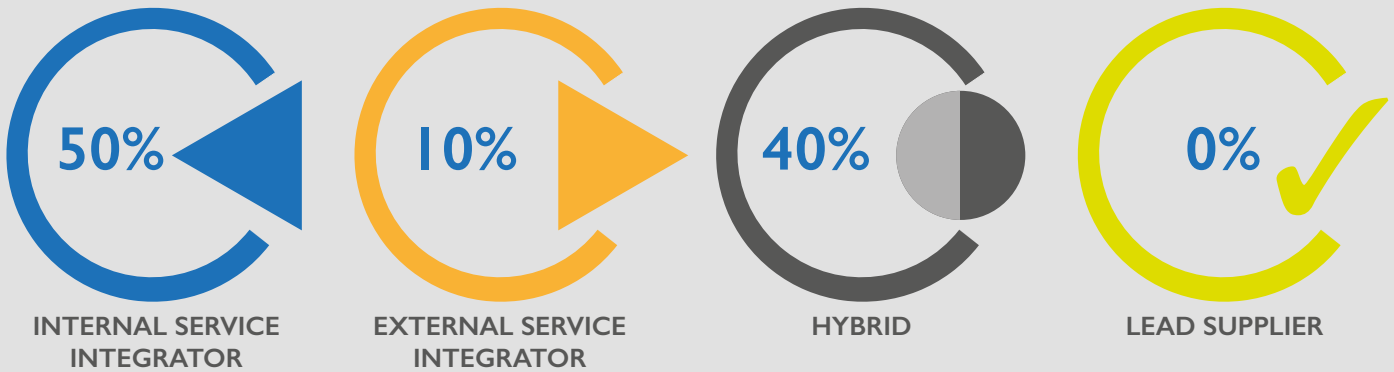
"This indicates reluctance of businesses to relinquish control of the governance and overall management control of their IT organizations. There is a clear opportunity for SIAM vendors who can deliver on results and expectations."
Samuel Santhoshkumar

"I was heartened to see the majority of organizations planning to use internal resource to some extent. They bleed the same color as the customer which I see as a huge positive in the SIAM environment. The need for those internal people to be properly educated is paramount."
Barry Corless
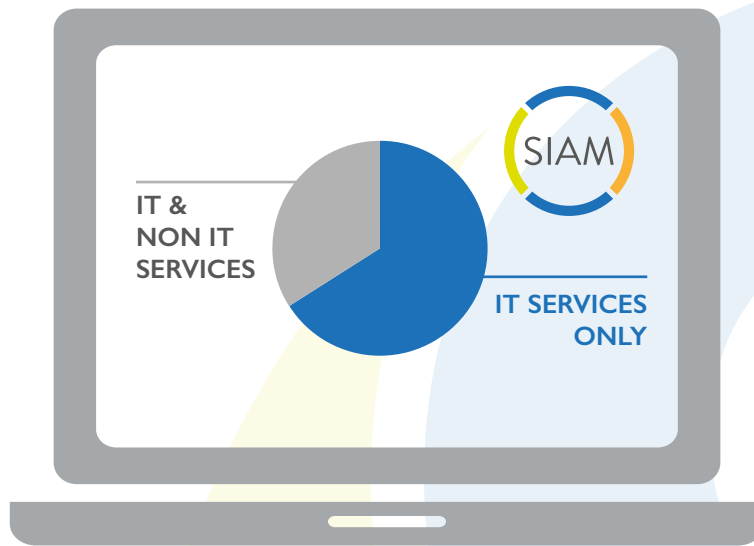
The responses here matched those of the organizations planning to adopt SIAM – two thirds will apply SIAM to IT services only. From an adoption perspective, this shows there is potential for SIAM to grow significantly outside the IT sector.

BENEFITS
(HIGHEST TO LOWEST)

1. BETTER SUPPLIER PERFORMANCE

2. BETTER COLLABORATION BETWEEN SUPPLIERS

3. BETTER REPORTING AND MANAGEMENT INFORMATION

4. OTHER

5. EASIER TO ADD AND REMOVE SUPPLIERS

'Other' responses included:

"Better quality, better flexibility, continual service improvement."

"One respondent reported it was difficult to quantity benefits, showing the importance of agreeing the aims of a SIAM model and measuring against them."

BENEFITS

CHALLENGES
(HIGHEST TO LOWEST)

✓ 1. ORGANIZATIONAL CHANGE MANAGEMENT AND EMBEDDING NEW BEHAVIORS

✓ 2. CREATING A GOVERNANCE STRUCTURE

✓ 3. ESTABLISHING THE SERVICE INTEGRATOR

✓ 4. NEGOTIATING/RENEGOTIATING CONTRACTS

✓ 5. TOOLING AND AUTOMATION

'Other' responses included:

"Change management and process coordination."

CHALLENGES

SKILLS AND CAPABILITIES
(HIGHEST TO LOWEST)

✓ 1. ORGANIZATIONAL CHANGE MANAGEMENT

✓ 2. IT SERVICE MANAGEMENT

✓ 3. BUSINESS RELATIONSHIP MANAGEMENT

✓ 4. OTHER

✓ 5. INFLUENCING AND NEGOTIATION

✓ 6. LEAN

✓ 7. PROCUREMENT/CONTRACT NEGOTIATION

'Other' responses included: change management and process coordination.

"I'm surprised to see mainly IT skills being selected. My experience shows that the less IT is involved the more successful the adoption is. Achieving results is to me more focused on having a high maturity level and good understanding of service management and a service driven culture in the organization. Technical skills in IT usually result in technical integrations with little additional value but ticket integration.

There is a shift needed in organizations towards a Service Oriented Culture where the customer is central (as described in VeriSM™)"

Jean-Marie Van Cutsem

The inclusion of DevOps and Lean in the responses from organizations planning to adopt and having adopted SIAM show the uptake of new ways of working. The responses for IT service management are still much higher.

SKILLS & CAPABILITIES

5. ORGANIZATIONS WHO SELL SIAM CONSULTANCY OR SOLUTIONS

5. ORGANIZATIONS WHO SELL SIAM CONSULTANCY OR SOLUTIONS

This section includes responses from organizations that sell SIAM consultancy or solutions. These organizations might fulfil a service integrator role or provide support as a customer organization makes the transition to a SIAM model and then disengage.

## 5.1 WHAT TYPE OF ORGANIZATION ARE YOU?

The number of responses from large organizations reflects the responses in section 2.5 that relate to the size of organizations who are adopting SIAM – this suggests large organizations are supporting large, complex transition projects.

WHAT TYPE OF ORGANIZATION ARE YOU?

8%

37%

55%

- Niche or SIAM focused consultancy or vendor
- Large consultancy or vendor
- Other
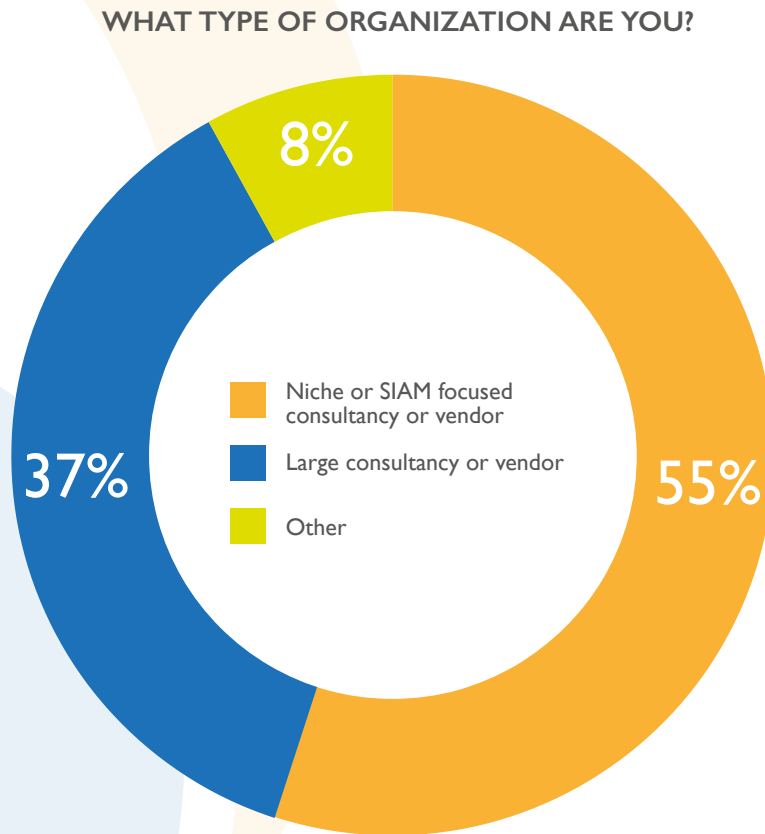
'Other' responses included training companies and IT service providers.

5.2 WHAT TYPE OF SERVICE INTEGRATOR DO THE MAJORITY OF YOUR CUSTOMERS ADOPT?

16%
INTERNAL SERVICE INTEGRATOR

18%
EXTERNAL SERVICE INTEGRATOR

48%
HYBRID

**12.5%**
LEAD SUPPLIER

OTHER: 5.5%
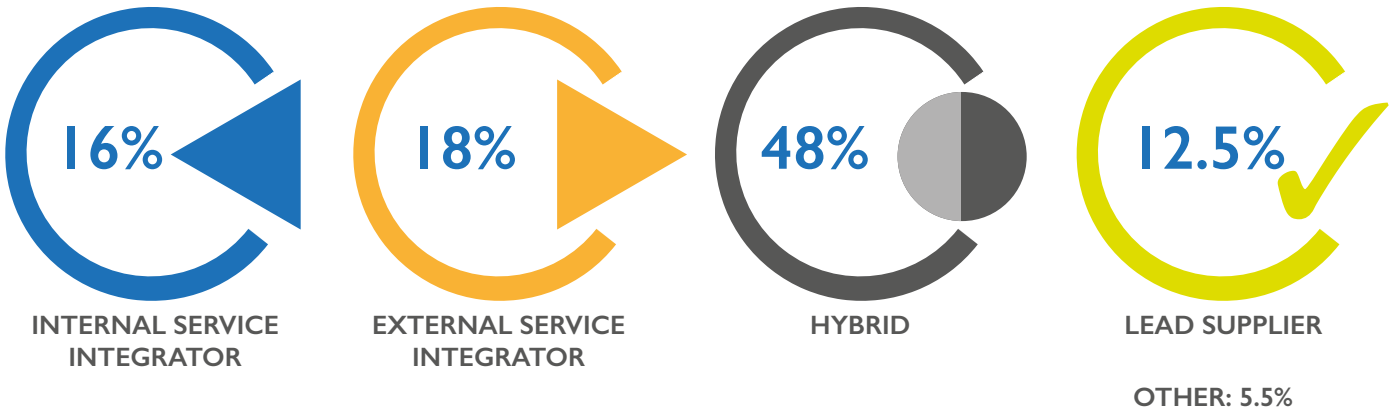
These responses showed a much smaller number of organizations adopting an internal service integrator. This may suggest that organizations who use external support in their transition are also more open to an external service integrator.

'Other' responses included resource augmentation and a mix of service integrator approaches.
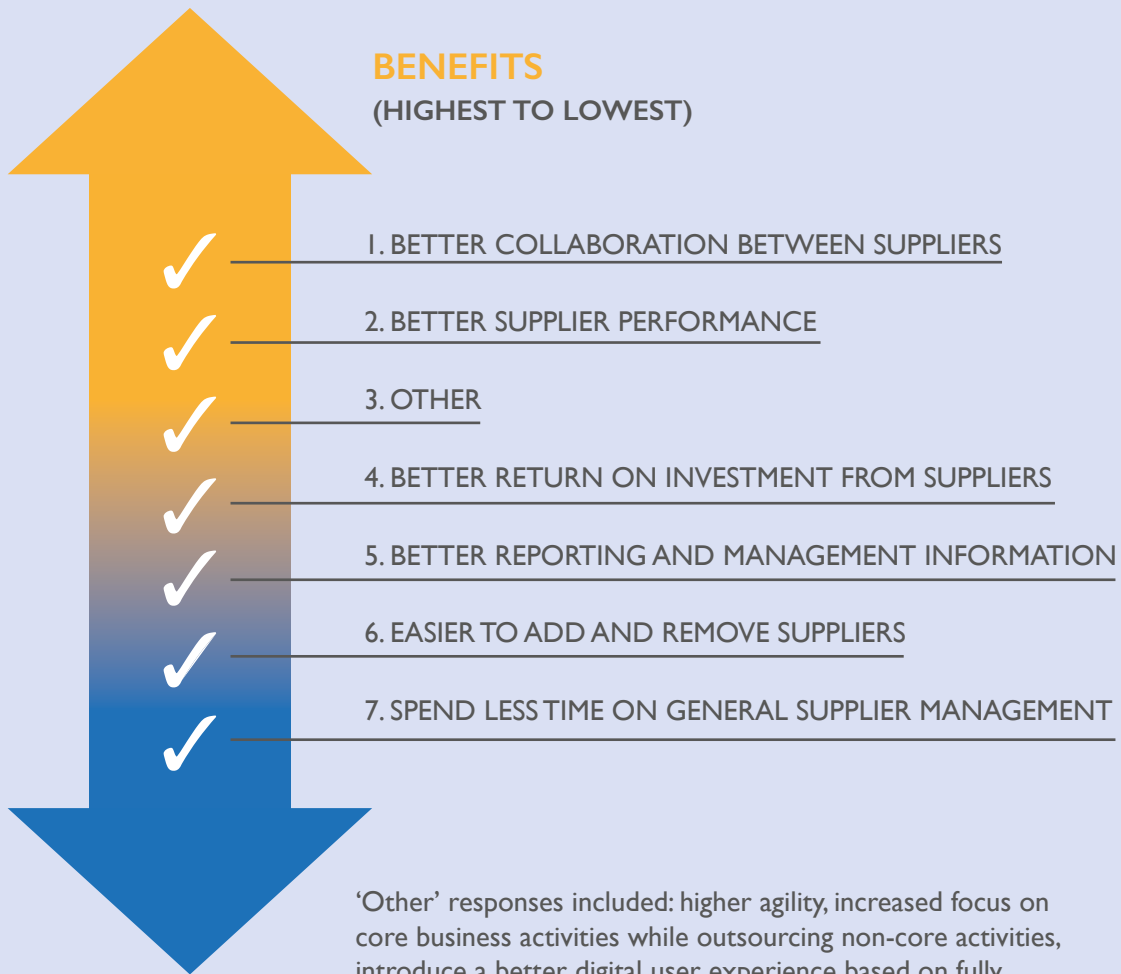
5.3 WHAT TYPE OF SERVICES ARE IN SCOPE FOR YOUR CLIENTS?

The responses here reflected the current industry trend that two thirds of SIAM models apply to IT services only.

IT & NON IT SERVICES

SIAM

IT SERVICES ONLY
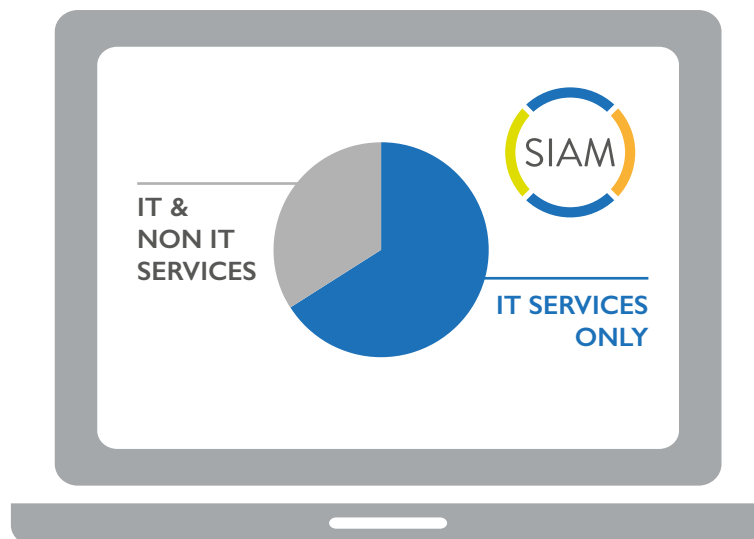
5.4 WHAT BENEFITS DO YOUR CUSTOMERS EXPECT TO ACHIEVE?

The benefits that most respondent's hope to achieve are shown in the graphic below.

BENEFITS
(HIGHEST TO LOWEST)

1. BETTER COLLABORATION BETWEEN SUPPLIERS

2. BETTER SUPPLIER PERFORMANCE

3. OTHER

4. BETTER RETURN ON INVESTMENT FROM SUPPLIERS

5. BETTER REPORTING AND MANAGEMENT INFORMATION

6. EASIER TO ADD AND REMOVE SUPPLIERS

7. SPEND LESS TIME ON GENERAL SUPPLIER MANAGEMENT

'Other' responses included: higher agility, increased focus on core business activities while outsourcing non-core activities, introduce a better digital user experience based on fully integrated services, lower costs, better flexibility and breaking up a monolithic contract into multiple contracts with small to medium enterprises.

"I like the benefits of SIAM responses. It's ironic that better collaboration between suppliers will achieve all of the others! Getting suppliers to play nicely together is an endemic disease and one for which SIAM is ideally suited to solving. In the very next question embedding new behaviors is seen as a top challenge organizations face. SIAM concepts are relatively easy to digest. People are complex."
Barry Corless

BENEFITS

CHALLENGES
(HIGHEST TO LOWEST)

1. ORGANIZATIONAL CHANGE MANAGEMENT AND EMBEDDING NEW BEHAVIORS

2. CREATING A GOVERNANCE STRUCTURE

3. ESTABLISHING THE SERVICE INTEGRATOR

4. TOOLING AND AUTOMATION

5. NEGOTIATING/RENEGOTIATING CONTRACTS

6. PROCESS COORDINATION

'Other' responses included: change management and process coordination.

"What I see is missing is the challenge to incorporate SIAM into the contracts with the suppliers/MSPs. MSPs may not like the fact that the customer has control. This requires some discussion and also shows a lack of maturity on the supplier/ MSP side."
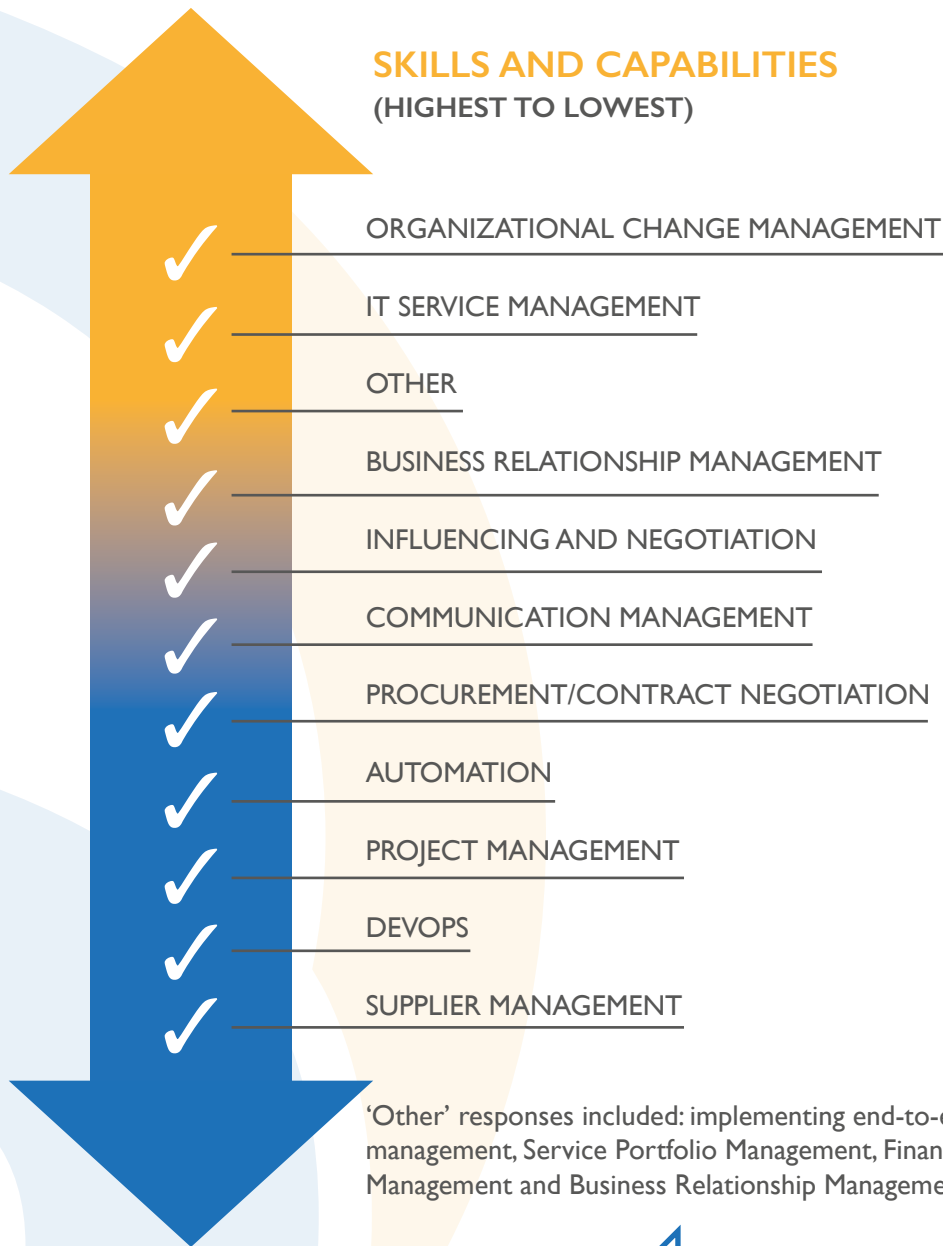
Jean-Marie Van Cutsem

CHALLENGES

SKILLS AND CAPABILITIES
(HIGHEST TO LOWEST)

✓ ORGANIZATIONAL CHANGE MANAGEMENT

✓ IT SERVICE MANAGEMENT

✓ OTHER

✓ BUSINESS RELATIONSHIP MANAGEMENT

✓ INFLUENCING AND NEGOTIATION

✓ COMMUNICATION MANAGEMENT

✓ PROCUREMENT/CONTRACT NEGOTIATION

✓ AUTOMATION

✓ PROJECT MANAGEMENT

✓ DEVOPS

✓ SUPPLIER MANAGEMENT

'Other' responses included: implementing end-to-end management, Service Portfolio Management, Financial Management and Business Relationship Management.

"Is it just a quirk of the survey or genuinely worrying that SIAM doesn't feature amongst skills and capabilities are particularly important for a successful SIAM transition? Over the last 6 months, our organization has trained some 70 SIAM practitioners from one of the leading providers in the SIAM foundation. To a person they all found the theory of the roles they've been undertaking fascinating and an experience that added value for them."

Barry Corless

SKILLS & CAPABILITIES
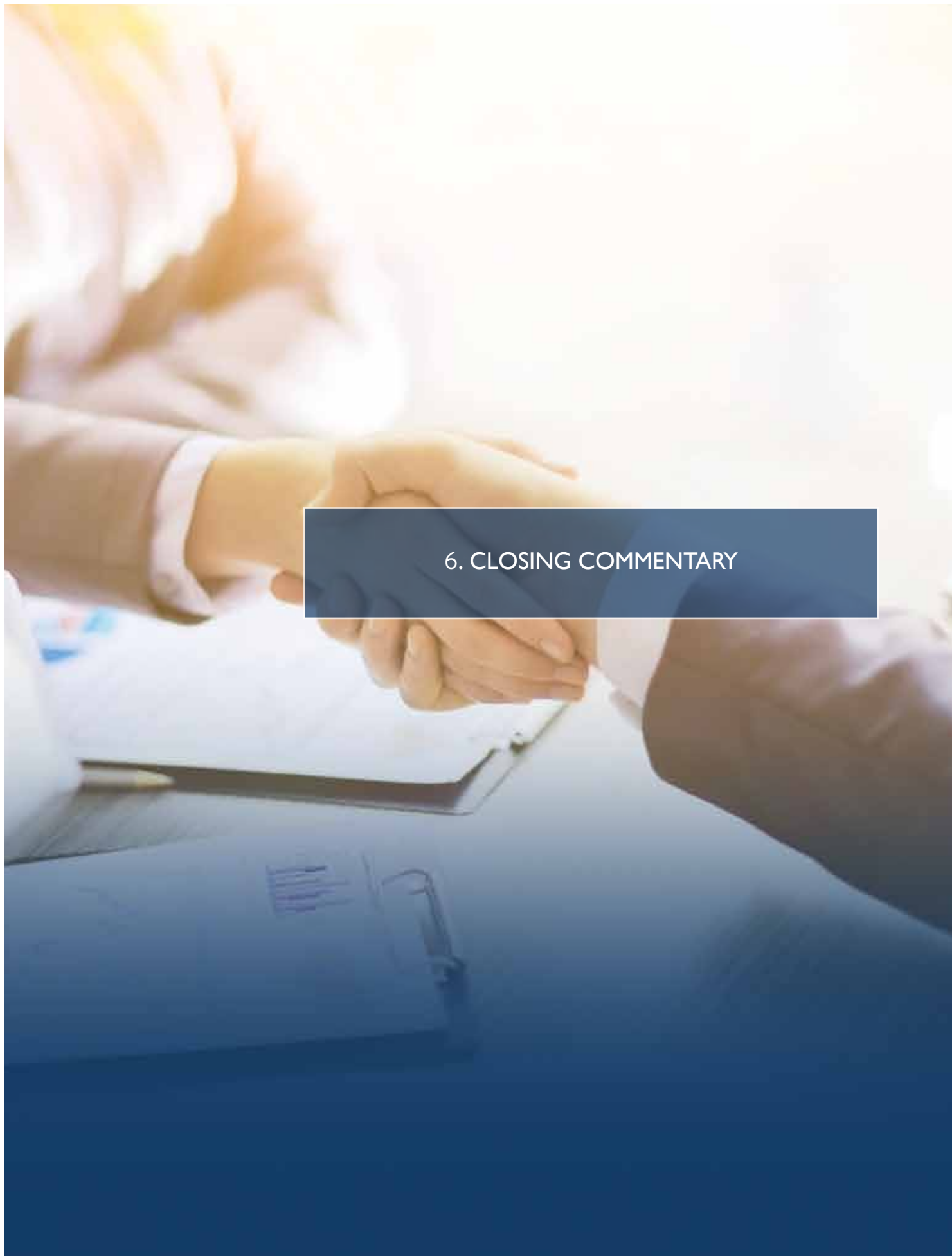
6. CLOSING COMMENTARY

6. CLOSING COMMENTARY

To learn more about SIAM and get valuable support for your own SIAM adoption, download the SIAM Foundation Body of Knowledge and Professional Body of Knowledge for free at Scopism.com.

"This "State of SIAM" report could be the proverbial face that launched a thousand ships. For me it has three underlying messages:

Existing supplier management wasn't cutting the mustard where contractual adherence took precedence over fostering trust and extracting value from the relationship.

Internal involvement in the service integrator is key. If you outsource problems, you still have problems…as true in 2018 as when I first heard it said in 1992!

People and culture are key. DevOps, Agile, ITIL…SIAM is another to add to the list."

Barry Corless

"It will be interesting to see next year whether organizations still feel as strongly about staying in control of their SIAM implementation, whether organizational change management remains the main challenge, and whether SIAM transitions become shorter as this still relatively new management approach matures."

Cor Winkler Prins

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