Selling Service Integration

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Coming Up…

- The context for SIAM; challenges in a multi-sourced environment

- Barriers to SIAM adoption

- Selling SIAM to the board

- Key messages and the business case for transformation

- SIAM pitch materials development

- SIAM community and where to access resources

- Takeaways:
  - How do you know if your organization is ready for SIAM?
  - How do you develop a business case and anticipated outcomes?

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What is SIAM?

The SIAM Foundation Body of Knowledge describes it as *"...a management methodology that can be applied in an environment that includes services sourced from a number of service providers. SIAM has a different level of focus to traditional multi-sourced ecosystems with one customer and multiple suppliers. SIAM provides governance, management, integration, assurance, and coordination to ensure that the customer organization gets maximum value from its service providers."*

Source: SIAM Foundation Body of Knowledge

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What is SIAM?

A high-level SIAM model
Source: Figure 5, SIAM Foundation BoK
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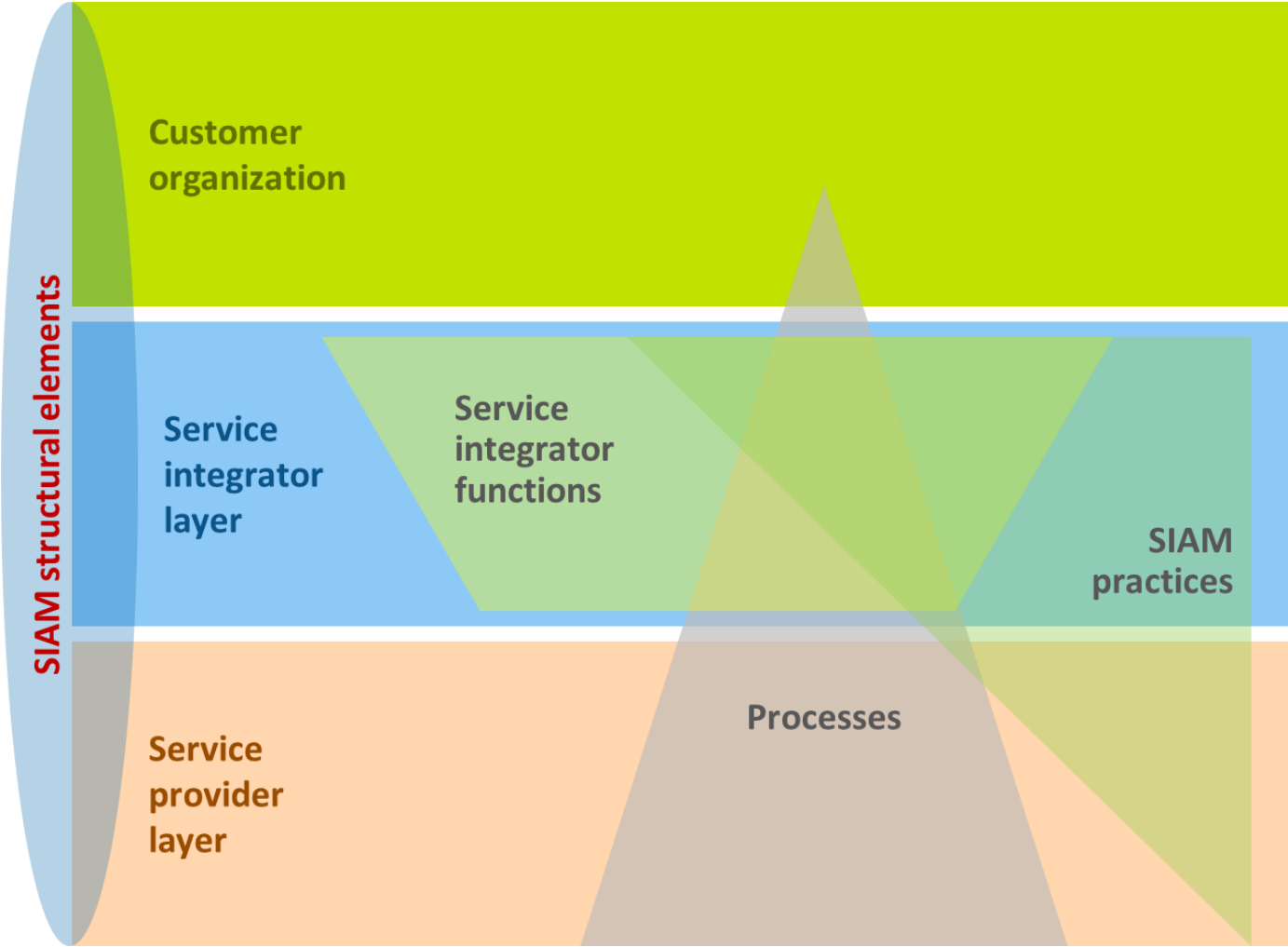
The Context for SIAM

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The Change Imperative

- Traditional service management approaches are being challenged. External forces and industry demands call for a radical shift in mindset.

- Organizations that don't adapt not only fail to meet challenges but worsen existing issues and create new ones.

- The rise of cloud services and diverse services demands fresh structures, skills, altered behaviours, partnerships, and heightened adaptability.

- Failure to adapt means higher pressure and loss of competitiveness for organizations.
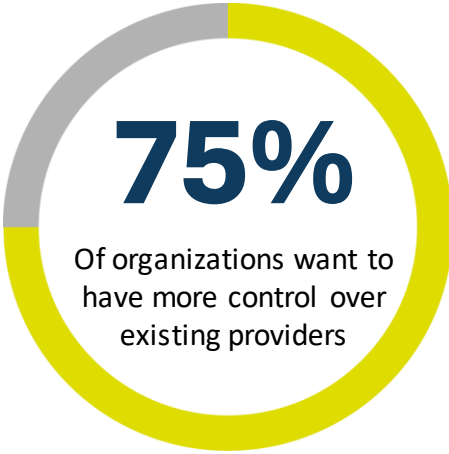
External Drivers for SIAM include:

- Evolving customer needs, expectations and behaviours

- Rapid technology innovation and evolution

- Increased regulatory compliance and controls

- Global economic uncertainty

- Increased market competition

- More demanding and sophisticated consumers

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Organizational Challenges

- Organizations are accelerating their adoption of cloud platforms and services to facilitate competitiveness

- Organizations are not the only ones selling their products/increased competition

- Organizations no longer fully control the end-to-end experience of their customers

- Organizations do not own, control or manage all the systems or services they depend on

- Organizations no longer fully control their end-to-end processes

- Intensified focus on core competencies is driving the need for multi-sourced (IT) services

- Partnership Models are replacing Consumer/Provider Models to streamline operations and services

- Innovation and defensive innovation are driving increased focus on value realization for any investment

- The widespread adoption of hybrid working is forcing change to management practices

- IT organizations need new roles with different skills and increased business acumen across the workforce

- Multi-speed IT, Agile and DevOps are challenging traditional IT management practices

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Is Multi-sourcing meeting expectations? Research shows that currently…

82%
Of organizations want to have better performance from existing providers

57%
Of organizations want better ability to measure and attribute service costs

79%
Of organizations want better ability to measure and attribute service quality

75%
Of organizations want to have more control over existing providers

Source: Scopism Global SIAM Survey 2023, White Paper

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SIAM Complements and extends Traditional ITSM Frameworks

Many organizations find that their service management system struggles when extended to a multi-sourced environment. SIAM is a service management approach that has been developed by organizations who recognized the challenge of applying service management to a complex sourcing network. SIAM builds on service management principles that most organizations will recognize but adds specific guidance to make them relevant to new challenges at all levels from strategy to operations.

For example:

- How do we align contracts and reporting schedules to deliver effective management information?

- How do we gain confidence in our ability to use multiple service providers to meet strategic goals?

- How do we extend IT operations including incident or change management thinking across multiple service providers?

As outsourcing approaches have shifted from single, monolithic contracts to a more agile supply chain, service management also needs to evolve. SIAM principles allow service providers to work autonomously and so SIAM can also easily integrate service providers working with DevOps, Agile methods etc.

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Vision Vowels – 'A' for Agility

- A for Agility - Increase business AGILITY and improve mobile working flexibility

- E for Experience - Proactive measures to facilitate seamless, data-driven and hyper-personalised self-service EXPERIENCE

- I for Innovation - Industry-leading service through INNOVATIVE product design and engineering

- O for Outcomes - Our future vision, IT infrastructure is provided as OUTCOME-based, managed services by strategic Partners

- U for Uncomplicated - The fundamental building blocks of a Digital service just work, whether it's a device, application or support process

Agility: *A SIAM solution must promote speed, & flexibility that ultimately improves client competitiveness*

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Other key requirements…

Total cost of ownership & investments – 'build or buy'

Leveraging data-driven approaches

Cloud and hybrid delivery models

Sustainability

Compliance and security

Improving digital dexterity

End to end management

Seamless integration

Quicker prototyping and time to market

Inclusion and accessibility

Service insights and management information

Product-centric services, Agile/DevOps approaches

Automation and AI

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14

Risk Considerations

As with any potential change, there are numerous risks to the consider.

There may be risks associated with either doing nothing or choosing to Implement SIAM

For further information, the SIAM Body of Knowledge contains numerous references to risk. Organizations should undertake their own risk assessment and develop appropriate mitigation strategies which work for their organizations

Implementation risks typically relate to:

- Implementing or not embarking on the SIAM programme

- Implementation programme or operational risks

- People and cultural change risks

- Commercial & Financial risks

- Technical risks

- Process risks

- Governance risks

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You Asked and WE Delivered

SIAM Pitch Decks

Anjuska Kyllönen 8 months ago
Board Member at itSMF Finland

We all know that top management needs to be engaged in order to create value with SIAM. Are there any SIAM pitch deck templates available, customized for a customer organization, a service integrator or a service provider?

Liked by Steph and 4 others

Connect

- Introductions
- **Ask the Community**
- Chat
- Community Champions
- Events
- Competitions

Working Group Launched

- Real-world experiences with the challenges of pitching SIAM
- Diverse & Collaborative group
- Understand the audience
- Practical & Theoretical knowledge
- Sell the "experience"

SIAM Community – Pitch Deck working group charter	
What's the challenge we're trying to solve? IT professionals are often unaware of SIAM, or lack sufficient knowledge of how to apply it to their organisation's or customer's challenges. Even if they have knowledge of SIAM, there isn't a group of resources they can turn to help them pitch the SIAM concepts to their management (IT Leadership, but also other groups impacted by SIAM related business change)	
How will we structure the output? The first deliverable will be written content (probably a PowerPoint deck) but we will think creatively about supporting content, such as infographics and videos. We will avoid the tendency to re-write the Body of Knowledge content and will focus on the common scenarios which readers are likely to experience. We will attempt to explain the concepts as a story, emphasising the value of SIAM. We will highlight common pitfalls and top tips for the user. We will consider the impact of other technology change programmes such as cloud, hybrid cloud, etc, at a later date.	**How will we do it?** The working group will pool their collective knowledge and experience to generate deliverables. We will meet weekly to check progress but will conduct work in small sub-groups or individually between meetings to ensure momentum. We will identify those members of the group who have a preference to be authors or reviewers, or both.
Who is the audience? The audience is the group of stakeholders (e.g. Customer, CxO, senior management of organisations) who have the SIAM challenge above that we are attempting to solve.	**What will we do with the output?** We will initially publish the output on the SIAM Community Portal. We may decide to share more broadly through presentations at events.

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The SIAM Leadership Council

- Partners & thought leaders from the SIAM industry around the world

- Analysis & prioritisation of focus areas

- Research & review for new content

Top 3 topics on the day:

- SIAM at the strategic level

- Enterprise SIAM/enterprise service management

- SIAM in North America

The Scopism SIAM Community

GLOBAL PARTNER HCLSoftware

GLOBAL PARTNER Infosys® Navigate your next

EDUCATION PARTNER EXIN

Our Community Mission

To provide dynamic, data-informed, quality-driven expertise and experiences so that members of the Scopism Community can achieve their goals.

'Connect, Learn, Grow'

- Launched July 2023, providing community support for 2,000 professionals globally in the first 9 months

- Online platform for discussions and access to SIAM resources, regular content including webinars, case studies, whitepapers and research, expanded events calendar and more

- Promoting collaboration, learning and innovation by supporting individuals and organizations at every step in their SIAM journey

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The Scopism SIAM Community

Community Members

Number of Community Members — Member Activity
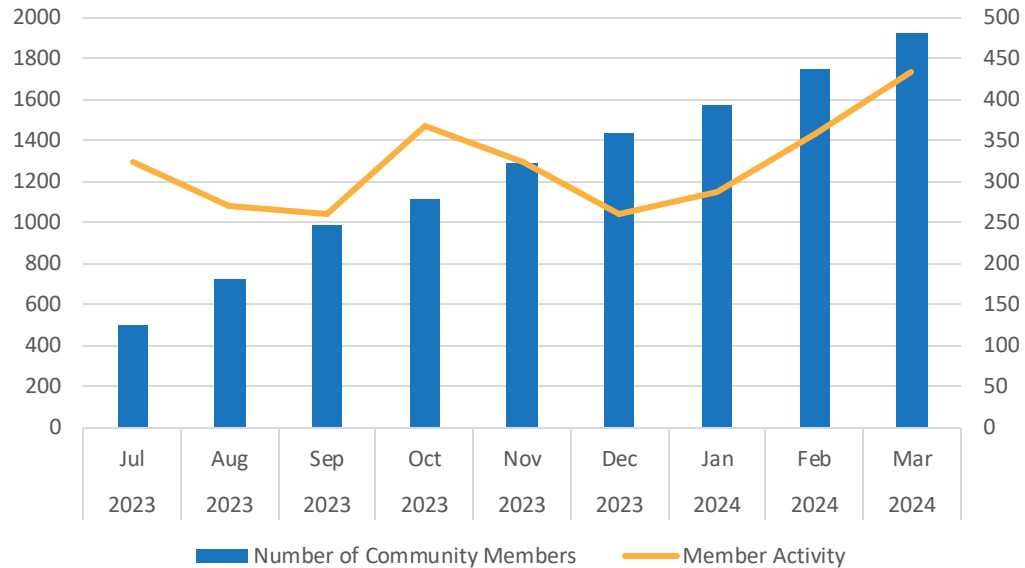
56 Countries

Industry

Banking/Finance/ Accounting

Consulting

Education

Food & Drink

Government

Healthcare

Insurance

IT

Managed Services

Manufacturing

Oil/Energy/Solar/Greentech

Other

Public Services

Retail

- C-suite, Founders, Directors, Managers, Consultants, Practitioners, Architects, Experts, Enthusiasts and more, of which…

  - 25% interested in SIAM but not currently using it

  - 12% working in organisations that plan to adopt SIAM

  - 15% working in organisations that have implemented SIAM

  - With the rest either selling consultancy, technology, implementation solutions or simply an advocate of SIAM!

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Resources

Go here for free access to:

- SIAM Bodies of Knowledge

- SIAM Global Survey Research

- Scopism SIAM community

- Regional and special interest groups

Get in touch: contact@scopism.com

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Takeaways

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Does your Organization need SIAM?

Is the business delighted with the quality and consistency of end-to-end IT services?

Is the sourcing strategy defined?

Is the IT organization investing in IT or just spending budget?

Can the organization map and manage its vendor landscape?

Is shadow IT developing in the business?

Can the organization define the real-time value of (IT) services and attribute value by vendor?

Is the organization meeting the needs of the business for today *and* tomorrow?

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Getting Started – Where are we now?

SIAM
READINESS ASSESSMENT

POWERED BY SCOPISM
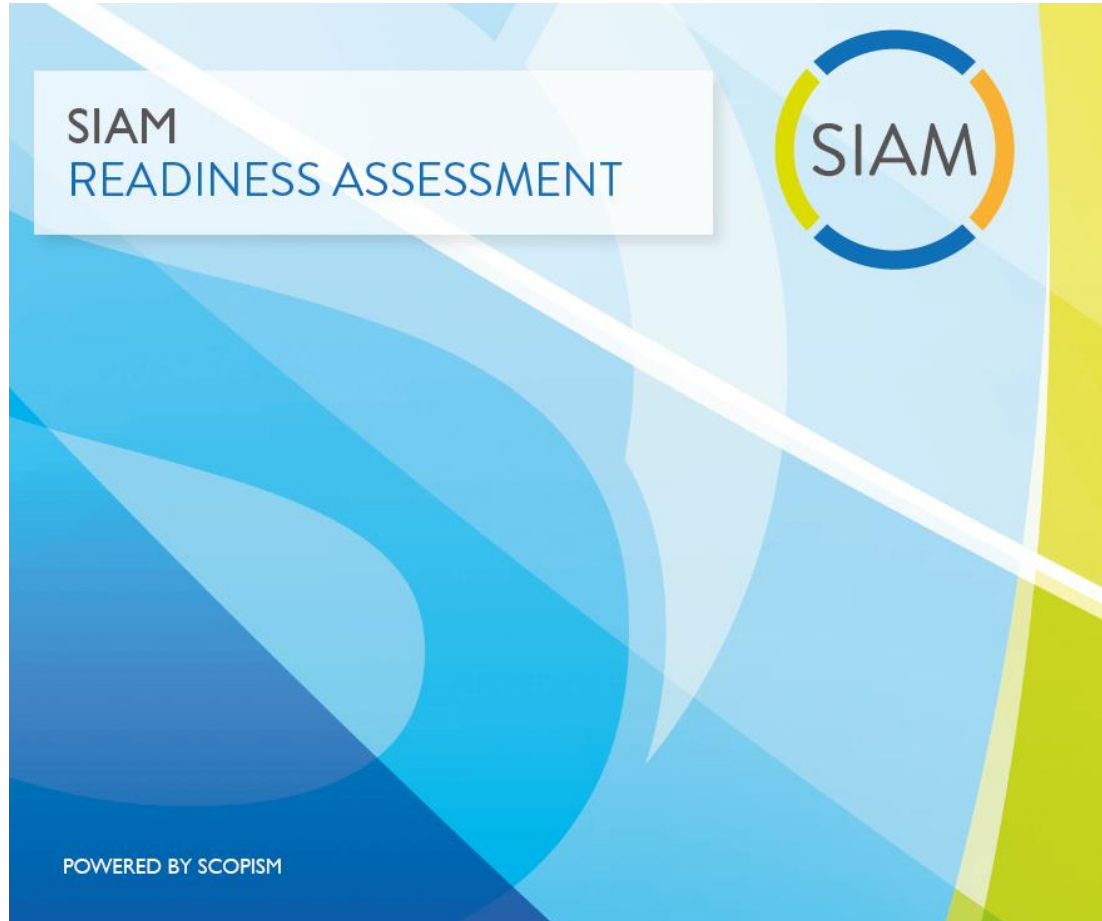
Each organization needs to understand its own starting point. Scopism provides a range of assessments to help organizations begin or continue their SIAM journey:

- SIAM readiness assessment

- SIAM health assessment: free online version available at Scopism.com or delivered by a Scopism partner

- Digital transformation readiness assessment

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