

Certification requirements for VeriSM™

VeriSM™ Foundation, *Essentials* and *Plus*



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Content

1.	Overview	3	
2.	Certification requirements	7	
3.	List of Basic Concepts	11	
4.	Literature	13	

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1. Overview

VeriSM™ Foundation, VeriSM™ *Essentials*, and VeriSM™ *Plus*

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. 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, VeriSM™ *Essentials* and VeriSM™ *Plus* certifications build 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.

Target group

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:
 - 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*

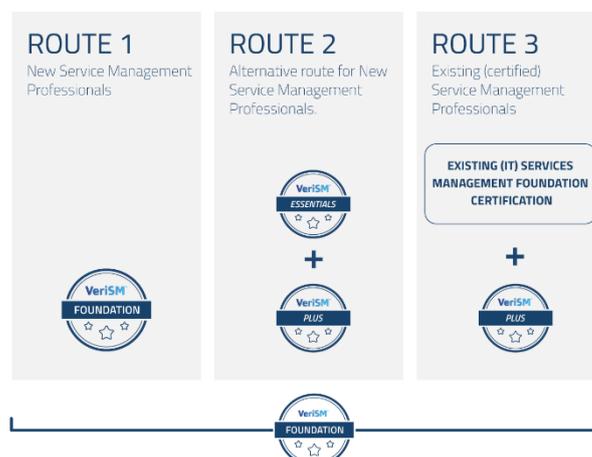
- Successful completion of the VeriSM™ *Plus* exam.

The following certificates will also lead to a VeriSM™ Foundation certificate:

- A certificate in an existing Service Management certification + successful completion of the VeriSM™ *Plus* exam.
- Successful completion of the VeriSM™ *Essentials* exam + successful completion of the VeriSM™ *Plus* exam.

VERISM BRIDGING.

Available per
January 1, 2018.



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 Level 1 and Level 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.

2. Certification requirements

The certification requirements are specified in the exam specifications. The following table lists the topics of the module (exam requirements) and the subtopics (exam specifications)

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%

Exam specifications

The column 'Tested in:' refers to the exam Foundation (F), *Essentials* (E), *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	
	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
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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	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, -ies	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"> - Governance - Service Management Principles - Management mesh - Define - Produce - Provide - Respond
User experience (UX)	Virtual team
Value	Vision

4. Literature

Exam Literature

- A** Title : VeriSM™ - A service management approach for the digital age
 Authors: Claire Agutter, Rob England, Suzanne D. Van Hove, Randy Steinberg
 A Publication of IFDC (International Foundation of Digital Competences)
 ISBN hard copy : 978 94 018 0240 6
 ISBN eBook : 978 94 018 0241 3

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 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

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The IFDC has approved APMG, BCS and EXIN as official Exam Institutes for VeriSM™ certification worldwide as from January 1st, 2018. The Exam Institutes will plan localizations (translations) where there is a market need in a specific region which relies on local language exams.

Official Publisher of the VeriSM™ Official Publications is Van Haren Publishing.

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