



The Truth about VeriSM™

What is VeriSM™?

VeriSM™ is a Service Management approach for the digital age, helping organisations to work flexibly, focus on business value, and understand the many practices out there and how they can be combined to add value. VeriSM takes an end to end view rather than focusing on a single department or area of the business. Based around the VeriSM™ model, it shows organisations 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 for a tailored approach depending upon the type of business you are in, the size of your organisation, your business priorities, your organisational culture – and even the nature of the individual project or service you are working on. Rather than focusing on one prescriptive way of working, VeriSM™ helps organisations to respond to their consumers and deliver value with integrated Service Management practices.

Why is VeriSM™ needed?

We live in confusing and exciting times, with the onset of the digital transformation and the fast pace of change. Recently we have seen the rise of management practices such as DevOps and Agile, as a response to increased business demands, with a need for closer collaboration and more flexibility. A recent study of more than 3,000 professionals found that 85% of respondents indicated that other practices (outside of traditional ITSM) were being used in their organisation. In addition, Cloud computing has exploded and brought with it a change in the sourcing landscape. Many ITSM initiatives have stalled, often stuck in IT and unable to deliver the promised business value. This all leads to a lot of confusion.

It is clear that the traditional approach to ITSM isn't enough anymore, but how do you make sense of all of the new practices out there? And how do you make sure that your IT capability is truly serving the needs of the business, allowing you to benefit from the opportunities offered by the digital transformation?

VeriSM™ is a holistic, business-oriented approach to Service Management, which helps you make sense of the growing landscape of best practices out there, and how you can best integrate them to add value to your business. It is an evolution of Service Management thinking, and provides an up-to-date approach,

including the latest practices and technological developments, to help you prepare for the new reality of the digital age.

What is the VeriSM™ model?

In the model, governance overarches every activity, keeping a strong focus on value, outcomes and the organisation's goals. Service Management principles are then defined for the organisation. These act as guardrails, to make sure that all products and services are aligned with the needs of the organisation. Principles will be defined for areas including security, risk, quality and use of assets, and then communicated to all of the staff who are involved with the development and operation of products and services. The unique element of the VeriSM™ model is the management mesh. This provides a flexible approach that can be adapted depending on the requirements for a particular product or service. The mesh includes:

- Resources
- Environment
- Emerging technologies
- Management practices

For each product or service, these areas are considered and the mesh is flexed where necessary.

Is VeriSM™ not just another ITSM methodology?

No, in fact VeriSM™ is not an ITSM methodology at all. When we asked the market what was required to take Service Management to the next level, the response we got was very clear: "Don't try and re-write the existing frameworks, as this would not add any value, but instead provide us with the 'glue' to bring all of the different practices together and help us make sense of them." So that is exactly what we have done!

VeriSM™ is therefore not another ITSM methodology – it is a holistic, business-oriented approach to Service Management, which helps you make sense of the growing landscape of best practices out there, and how you can best integrate them to add value to your business. It is an evolution of Service Management thinking, and provides an up-to-date approach, including the latest practices and technological developments, to help you prepare for the new reality of the digital age.



If VeriSM™ is not an ITSM methodology, is it relevant for IT professionals?

Absolutely! VeriSM™ covers the key principles contained within ITIL®, ISO 20000 and other ITSM frameworks and standards – as well as much more. The VeriSM™ body of knowledge contains a lot of examples related to IT, since this is the area in which Service Management has been most widely applied to date. The split between business and IT is a thing of the past – IT and the business are converging, since all businesses make use of technology these days.

VeriSM™ helps IT professionals to look at the services they are providing from the business perspective, which will make them valuable enablers of the digital transformation.

Is VeriSM™ relevant for non-IT professionals?

Yes. Quite a lot of the examples in VeriSM™ are related to IT, since this is where Service Management has most widely been applied to date. However, most of the principles of IT Service Management are applicable to any organisation which is providing services to consumers, and as such the approach is relevant to professionals on the business side as well, who are involved in the provision of services. VeriSM™ takes a holistic, end-to-end approach to Service Management, looking at it from the perspective of the business. IT is viewed as a key (and integrated) capability of the business, as opposed to a separate entity.

What makes VeriSM™ different from what's already out there?

As already mentioned VeriSM™ is a holistic, business-oriented approach providing the 'glue' which helps you bring all of the different practices together and make best use of them. There is no other approach which fulfils this need.

VeriSM™ is also different in that it does away with the 'one size fits all' approach for the last time and instead facilitates a tailored approach, so that an organisation can select different practices to establish an optimal Target Operating Model, depending upon the individual business situation. VeriSM™ is also more business-oriented and less prescriptive than many of the other approaches out there, which makes it more accessible and easier to understand. These advantages mean that VeriSM™ delivers more practical outcomes, better business value and increased ROI.

So how is the VeriSM™ *approach* complementary to other ITSM frameworks?

Well, VeriSM™ helps you see the bigger picture, by providing an overview of all of the building blocks - the different practices - which can be used to add value to your business. Specific ITSM methodologies can be one of these building blocks, but they may no longer be sufficient in itself to fully respond to the challenges and opportunities of the digital age. VeriSM™ helps you understand how you can combine traditional service management principles together with more progressive practices such as Agile, DevOps and Lean. In this sense VeriSM™ complements other approaches, since VeriSM™ recognizes the value that they can bring as one of the building blocks, whilst also providing you with the bigger picture.

What does the new VeriSM™ approach mean for the investment I have already made in other ITSM tools and processes? Is this now wasted?

Absolutely not! VeriSM™ respects the past and embraces the future, and as such it is an evolution and not a revolution. Any investment made in the most popular tools and processes will help you when you start to improve and customize your approach based upon VeriSM™, since VeriSM™ acknowledges that they can add value, but also recognizes that they alone may no longer be enough to stay ahead of the competition and take full advantage of the opportunities offered by the digital transformation. It needs to be combined with other best practices – and VeriSM™ helps you understand the full spectrum of what's out there, and how you can establish a model with the mix of practices that best suits your organisation.

If VeriSM™ contains so much new content, how does it all fit into one VeriSM™ Foundation course which is no longer than a standard Foundation course?

A VeriSM™ Foundation course covers the important basic principles of Service Management, as do other Foundation courses - but the VeriSM™ approach is more outcome-based and less prescriptive. As such it is less detailed. Put simply: VeriSM™ covers the important stuff but leaves out the prescriptive details which don't really add value. This leaves extra room in a VeriSM™ Foundation course to cover the newer, more progressive content, such as how Agile and DevOps principles can be applied to Service Management to add value.

Why should I follow a VeriSM™ Foundation course instead of another frameworks Foundation course?

Compared to other training and certification, the VeriSM™ scheme is:

- **MORE RELEVANT** – as VeriSM™ helps you to establish a tailored model which works for your individual business, as opposed to blindly following best practice

- *MORE MODERN* – as VeriSM™ is an up-to-date approach to Service Management which covers progressive practices such as Agile and DevOps
- *MORE PRACTICAL* – as VeriSM™ does not just provide a theoretical approach but instead a practical approach brought to life by real-world examples, so better ROI
- *MORE AFFORDABLE* – as the VeriSM™ certification is priced extremely competitively
- *MORE EFFICIENT* – as VeriSM™ provides you with an overview of many different relevant new technologies and best practices, all in one training, so better value for money
- *MORE ACCESSIBLE* – as there are few rules and restrictions and so it is easy for ATOs and corporate organisations to adopt the program
- *MORE OPEN* – as VeriSM™ is developed “By the Community For the Community”, with multiple ways for organisations and professionals to become involved
- *MORE FUN* – the VeriSM™ training and certification scheme has been designed to bring the fun back into training so that you will leave enthusiastic and engaged!

Why the name VeriSM™? What does it mean?

The VeriSM™ approach is:

VALUE DRIVEN – due to the focus on the business

EVOLVING – as it is up-to-date and will continue to evolve

RESPONSIVE – as it enables a tailored approach

INTEGRATED – as it helps you understand how the different best practices fit together

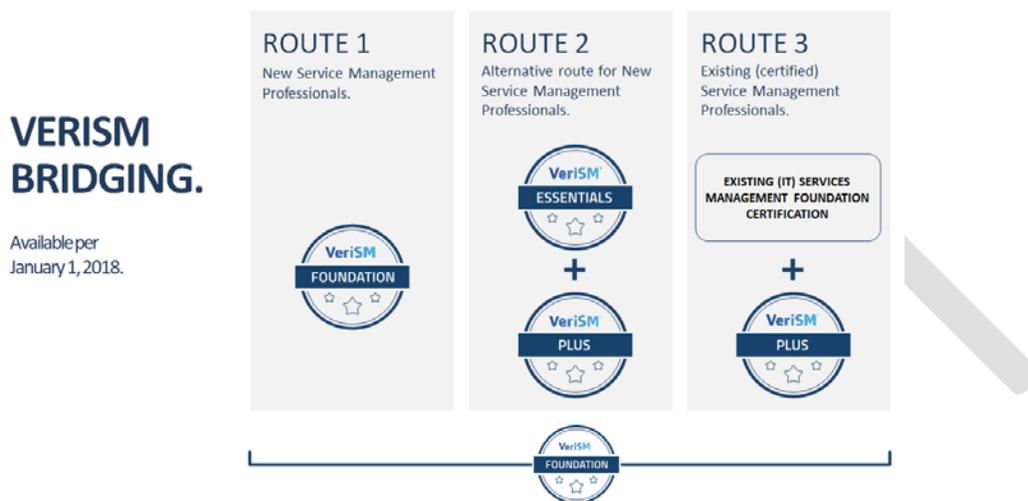
The word comes from [Latin](#) ‘verus’ (true).

VeriSM™ is the artistic preference of contemporary everyday subject matter instead of the heroic or legendary in art and literature; it is a form of realism.

Source: Wikipedia

What does the initial certification scheme for VeriSM™ look like?

The VeriSM™ certification scheme is below. 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*.



Which certification is most suitable for me: The VeriSM™ *Essentials*, the VeriSM™ *Plus*, or the VeriSM™ Foundation?

If you are completely new to Service Management, the VeriSM™ Foundation is the most suitable certification, as it provides you with the full content on the Foundation level, both the Service Management principles as well as the progressive practices which are such an important part of today's business world.

However, if you already have a Service Management Foundation certification (e.g. ISO 20000 Foundation or ITIL® Foundation, for example), you will already know the basics of Service Management and will be interested in the newer, progressive practices and how these relate to Service Management as you know it. In this case, you can bridge into the scheme and need only to follow the VeriSM™ *Plus*.

If you successfully pass the exam, you will receive the full VeriSM™ Foundation certificate.



If you are only interested in getting an understanding of the basic Service Management principles, and you prefer to leave the progressive practices for a later point in time, then the VeriSM™ *Essentials* is most suitable for you. It will provide you with the basics and you can always do the VeriSM™ *Plus* at a later point if desired, to gain the full VeriSM™ Foundation certification.

If I already have a (IT) Service Management certification, can I bridge into the VeriSM™ scheme?
Yes, you can!

If you have an existing certification such as ISO 20000 Foundation, ITIL® Foundation or equivalent, you will already know the basics of Service Management and will be interested in the newer, progressive practices and how these relate to Service Management as you know it. In this case, you can bridge into the scheme and need only to follow the VeriSM™ *Plus*.

If you successfully pass the exam, you can then receive the full VeriSM™ Foundation certificate.

When will the VeriSM™ guidance and exams be available?

The first part of the VeriSM™ body of knowledge, the Introduction book on VeriSM™, have been published. The VeriSM™ Foundation level exam, as well as the VeriSM™ *Essentials* and VeriSM™ *Plus* exams are now available from 1st January 2018. Organisations can also apply for accreditation in January 2018.

The VeriSM™ exams will be developed by both EXIN and BCS, and offered by EXIN, BCS and APMG worldwide.

The Official Publisher of the VeriSM™ body of knowledge will be Van Haren Publishing. In 2018, the body of knowledge will be extended as and when additional certifications are to be released.



How did VeriSM™ get defined and built and who is behind it?

There is a wide need for a new approach to service management, based upon market feedback from end-user organisations, accredited partners and professionals. Organisations like EXIN, BCS, Van Haren Publishing, and Scopism identified the same need.

As such, the IFDC was set up to commission the development of the VeriSM™ body of knowledge. A diverse Architect team was set up to this end, with more than 70 contributing authors and reviewers from all corners of the globe, and from different types of organisations and industry sectors. Contributors from organisations such as Microsoft, IBM, Huawei, NHS Digital, Atos and Autotrader were involved in the development.

We were all very keen to combine the strengths of our global community in partnership, to create one accepted standard in the market as opposed to fragmentation.

What is the value of VeriSM™ to the industry – practitioners, end-user organisations, service providers, and training organisations?

For practitioners, VeriSM™ provides them with the opportunity to update their skills and differentiate themselves in the marketplace. There are many certified ITSM professionals these days, but few of them have knowledge of how to integrate Service Management with newer, progressive practices such as Agile and DevOps.

For end-user organisations, VeriSM™ helps them to establish a tailored model that works best for their organisation, getting optimal value out of all the different practices out there, and focused on the needs of the business. This leads to more practical business outcomes, better services, increased effectivity, higher customer satisfaction and loyalty – and in the end, a higher ROI.

For service providers (including consulting organisations and tool vendors), VeriSM™ provides them with an approach upon which they can build their tools and service offerings, thus facilitating them in helping end-user organisations to get prepared for the digital age.



For training organisations, VeriSM™ provides them with a new, exciting portfolio offering relating to Service Management for the digital age. VeriSM™ also lends itself very well to being used as an introduction to a broader portfolio of training and certification, since it covers on a high level many different areas such as Agile, DevOps, SIAM, Lean, and Security – all of which could be interesting for professionals to study in more depth depending on their individual needs.

Why have you trademarked the VeriSM™ brand?

We have trademarked the VeriSM™ brand to protect and to ensure that VeriSM™ can be offered in an open, community-based model. The VeriSM™ brand is protected in the not-for-profit foundation IFDC (International Foundation for Digital Competences).

What does this mean for the wider industry using VeriSM™ concepts and products?

The focus is on ensuring we can create a standard in the market for training and certification. The IFDC will provide a free-of-charge license for any organisations wishing to make use of the trademark, such as training organisations, publishers and trade associations.