Introduction to SIAM®

Helen Morris & Liz Gallacher

Who are we?

- Helen Morris

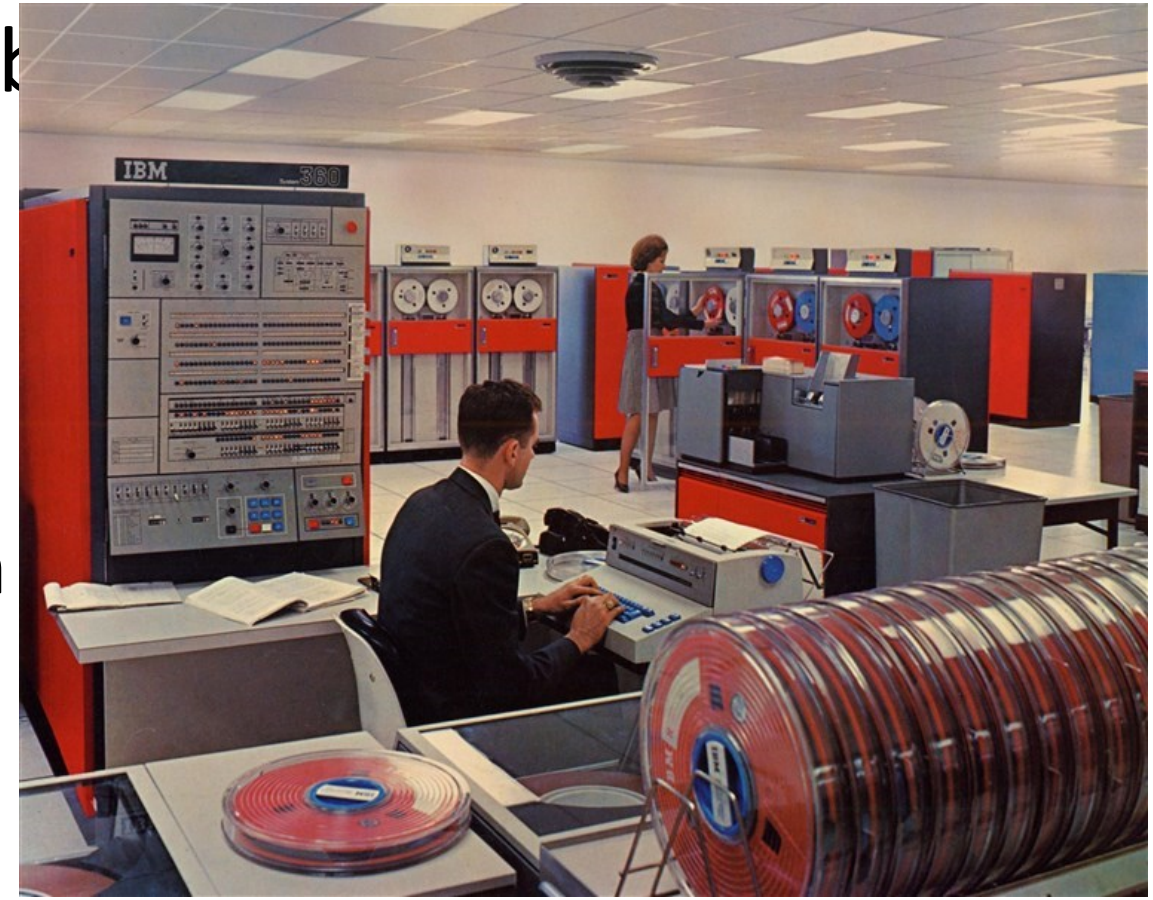
  Resilience Coach
  Resilience Manager Toolkit
  https://theawaremind.org

- Liz Gallacher

- ITSM consultants
- ITSM tutors (ITIL V2, V3, V4)
- Co-authors of:
  - SIAM Foundation Study Guide
  - SIAM foundation course materials
  - ITIL V3 study guides

Background to SIAM (1970s &1980s)

- Early IT provision primarily b
  in-house providers
  - Limited specialist skills and experience
  - Diversion from core business of the organization
  - Dependency on inflexible contracts with external suppliers



Background to SIAM (1990s)

- Outsourcing
- Single outsourcer
  - Simple, but expensive
  - Little innovation
  - Inflexible
  - Integration of internal and external service-providers problematic

Background to SIAM (1990s)

- Multi-vendor
- IT structured around specialist provider 'towers'
  - Ability to choose "best of breed"
  - Flexible

  BUT
  - Little collaboration
  - Encouraged blame-shifting
  - Required central coordination and management

Origins of SIAM

- Originated in the UK public sector 2005
- Department of Work and Pensions
  - Aimed to obtain better value for money from services delivered by multiple service providers

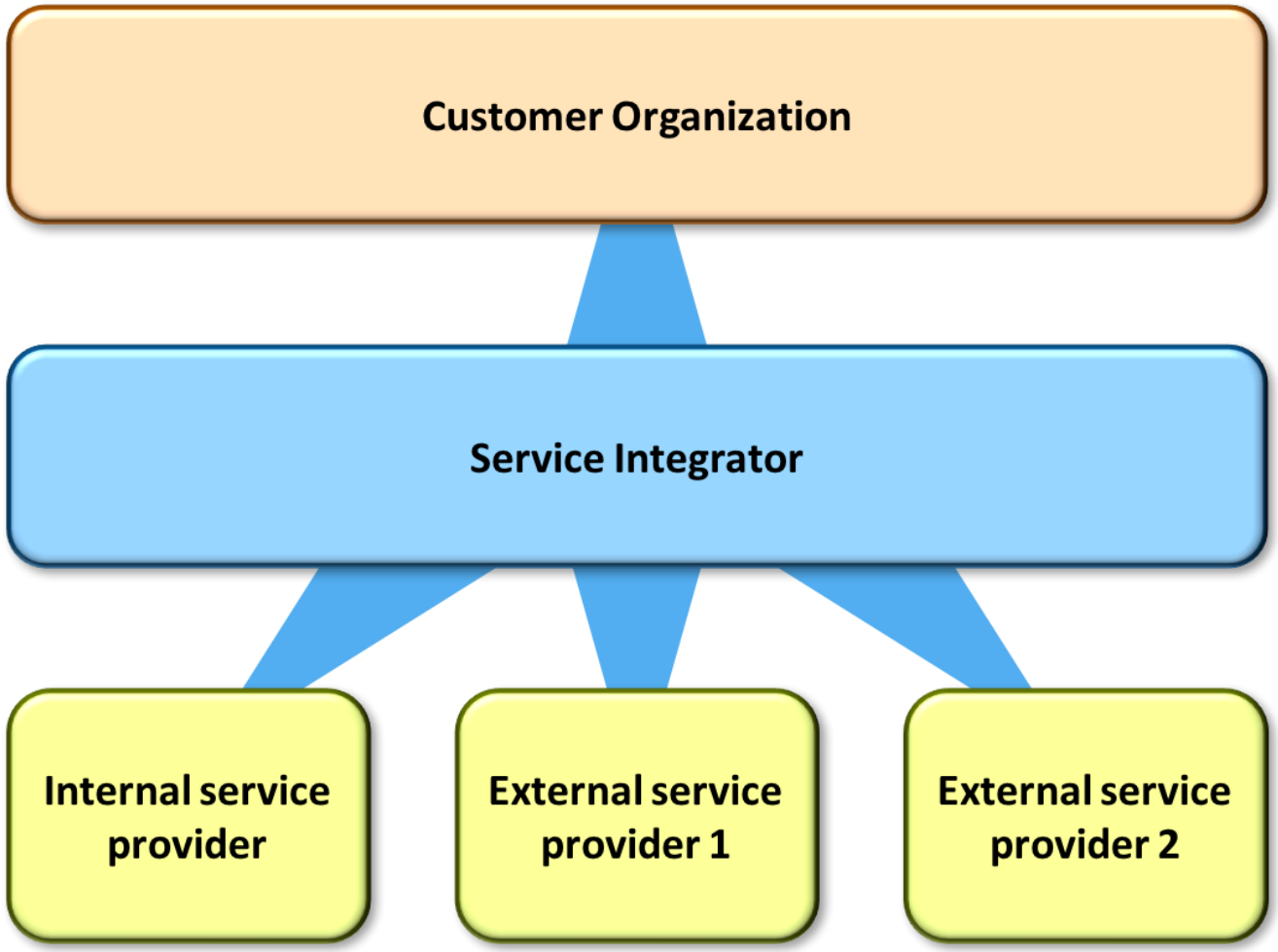
Origins of SIAM

- Management methodology
  - Environment including services sourced from several service providers (may be both internal and external providers)
  - More than supplier management

SIAM Roles

- Introduced the ‘service integrator’ concept
- Allows the organization to concentrate on its core activities
  - No longer managing multiple suppliers, each providing services that the organization may not fully understand

The SIAM Ecosystem



Service Integrator Role

- Single point of accountability for the customer organization
  - Eliminates complex relationships with multiple suppliers
  - Provides governance, management, integration, assurance, coordination
- Emphasis on collaboration between all parties
- Concept can be applied to IT and non-IT services
- Particularly suited to larger companies

Customer retained capabilities role

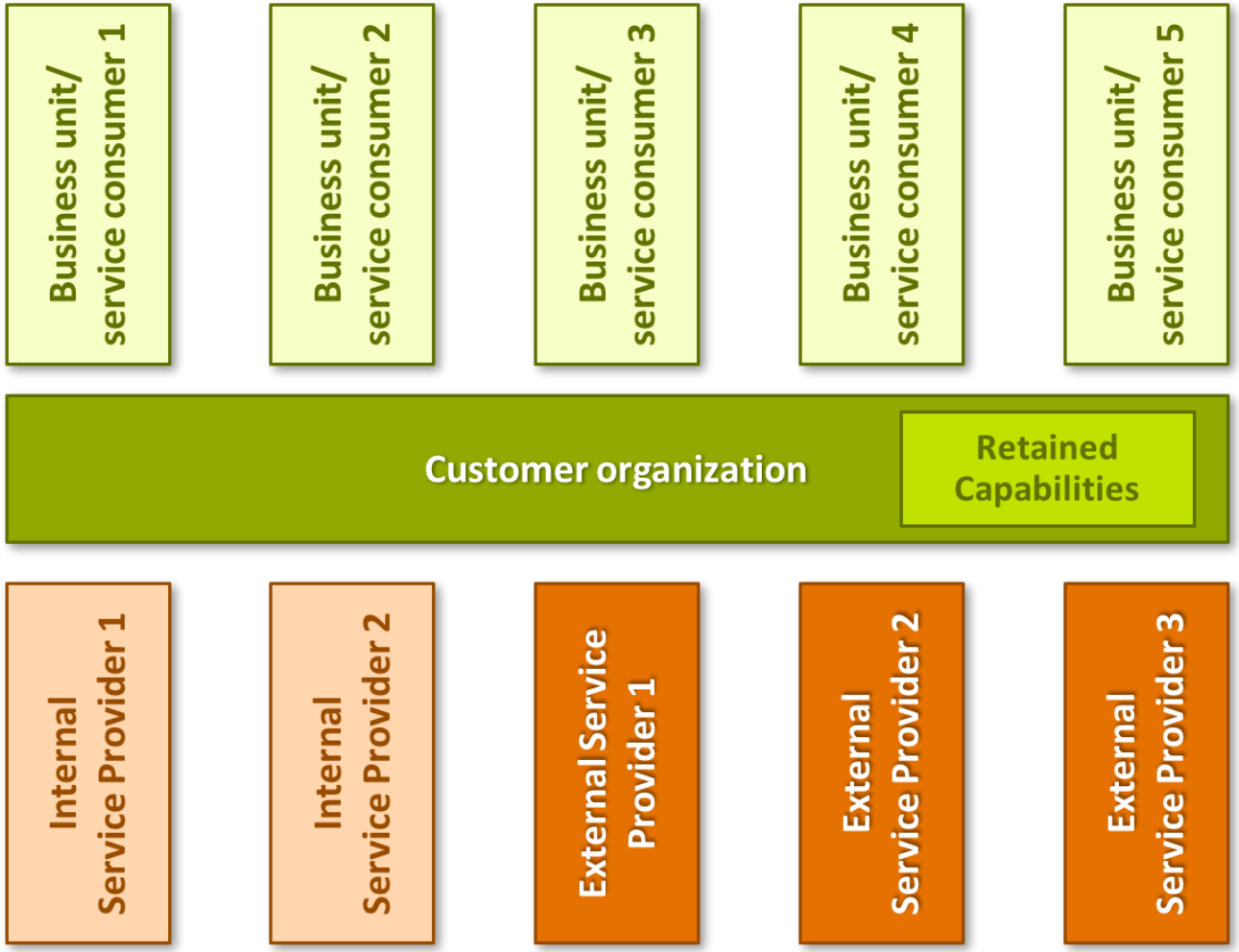
- Customer responsibilities
  - Legal or regulatory requirements
  - Enterprise architecture,
  - Contract, financial and service portfolio management
  - Selection of service integrator
  - “Intelligent client”

Benefits of SIAM?

- Separates service integration capabilities from systems integration and IT service provision
- Reduces duplication of activities by service providers
- Encourages service providers collaboration to drive down costs and improve overall service quality

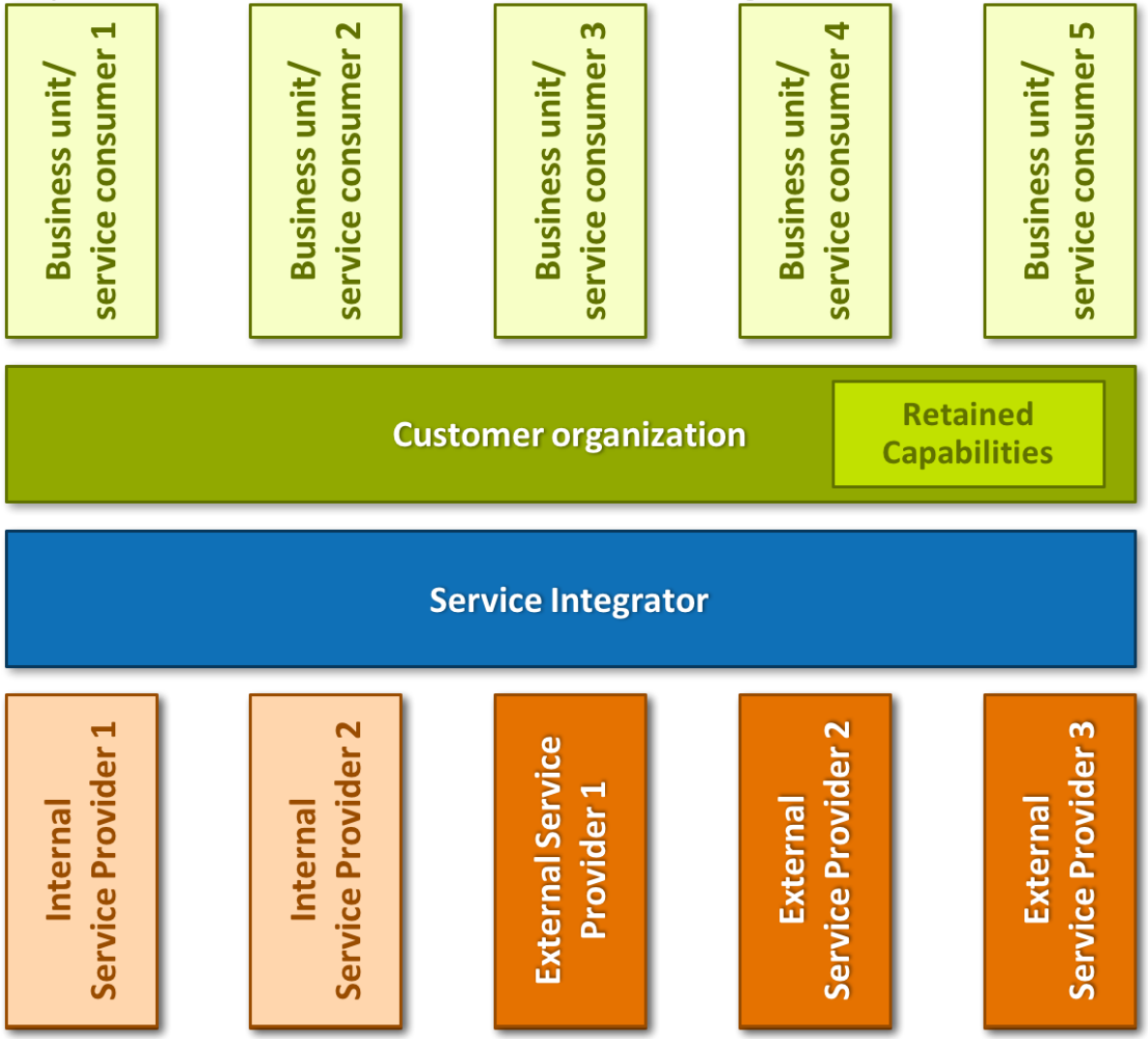
SIAM Concept: Service Integrator

- Without SIAM

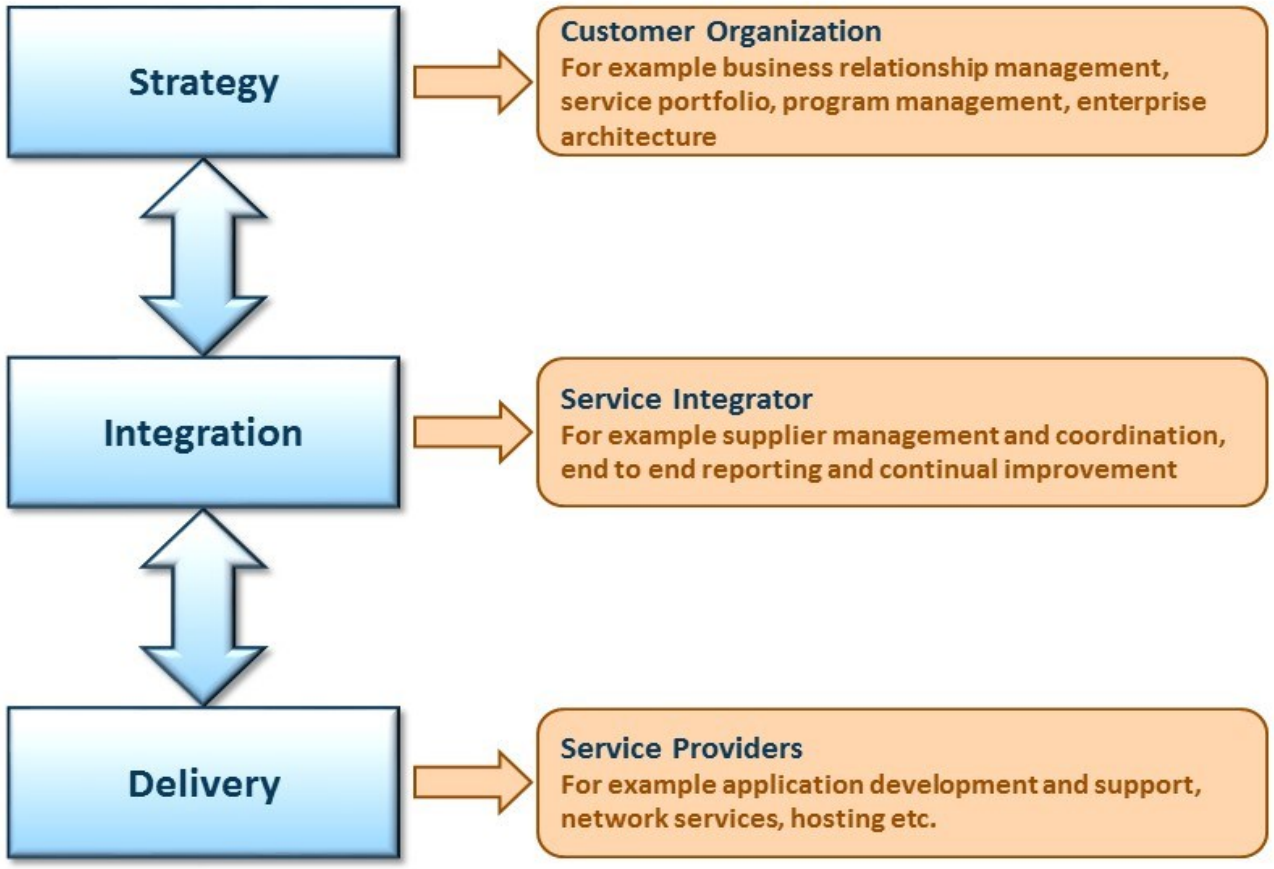


SIAM Concept: Service Integrator

- With SIAM



3 Layer Focus



Why SIAM?

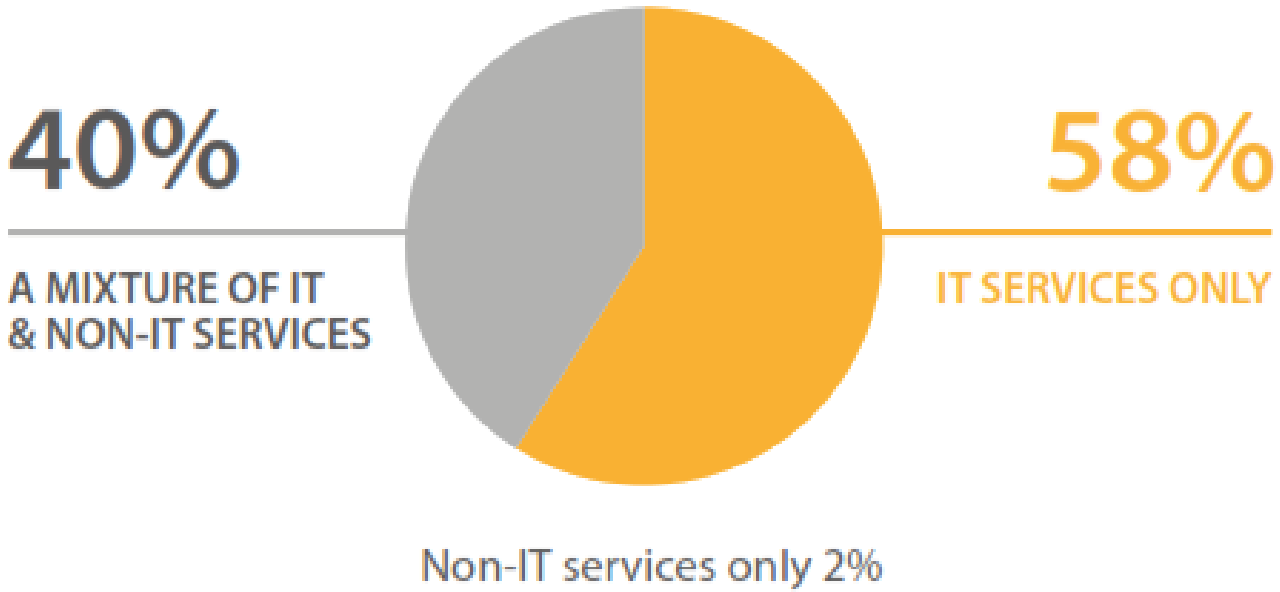
- SIAM supports
  - Cross-functional
  - Cross-process
  - Cross-provider integration

Why SIAM?

- Creates an environment where all parties:
  - Know their role, responsibilities and context in the ecosystem
  - Are empowered to deliver
  - Are held accountable for the outcomes they are required to deliver
  - Are encouraged to collaborate

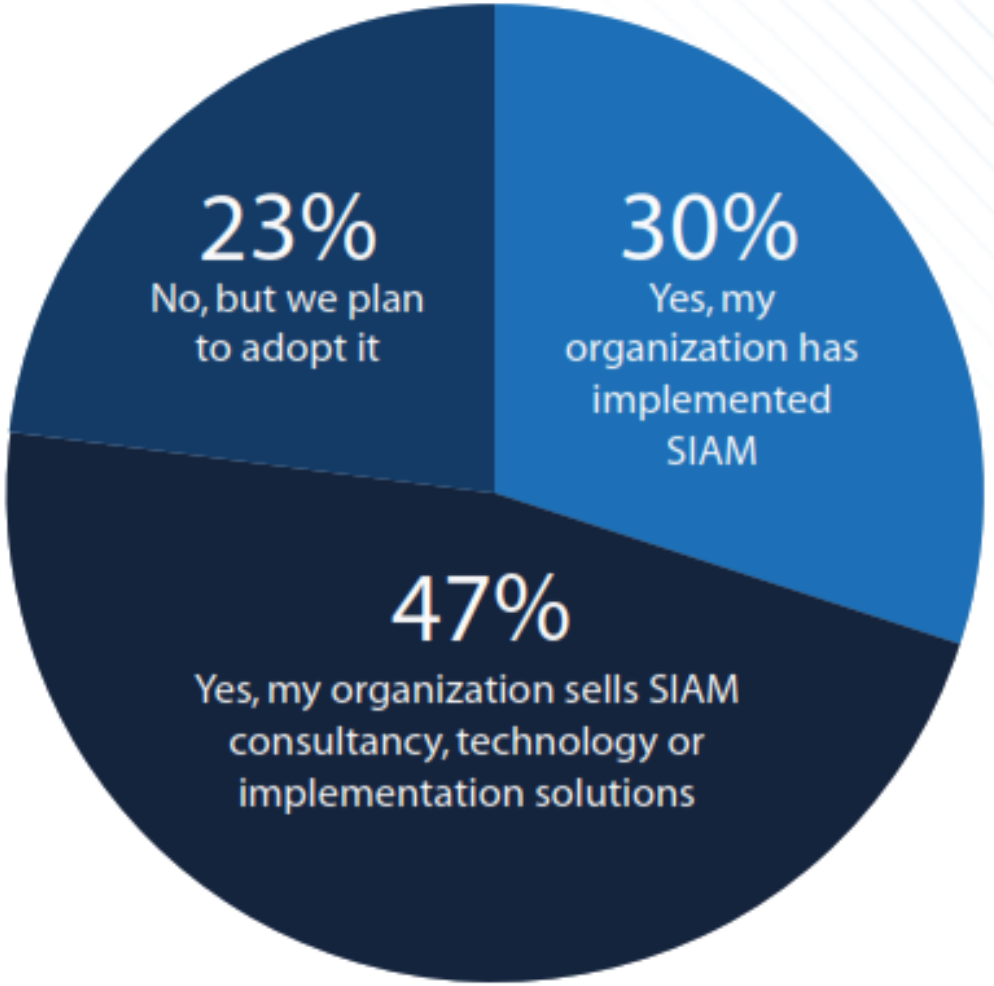
How popular is it? (2020 Global Survey respondents)

- 351 responses from 42 countries (up 26% on 2019)
  - India 21%
  - UK 16%
  - Australia 11%
  - USA 5%
- Which services are in scope?



How popular is it? (2020 Global Survey respondents)

- Have you implemented SIAM?



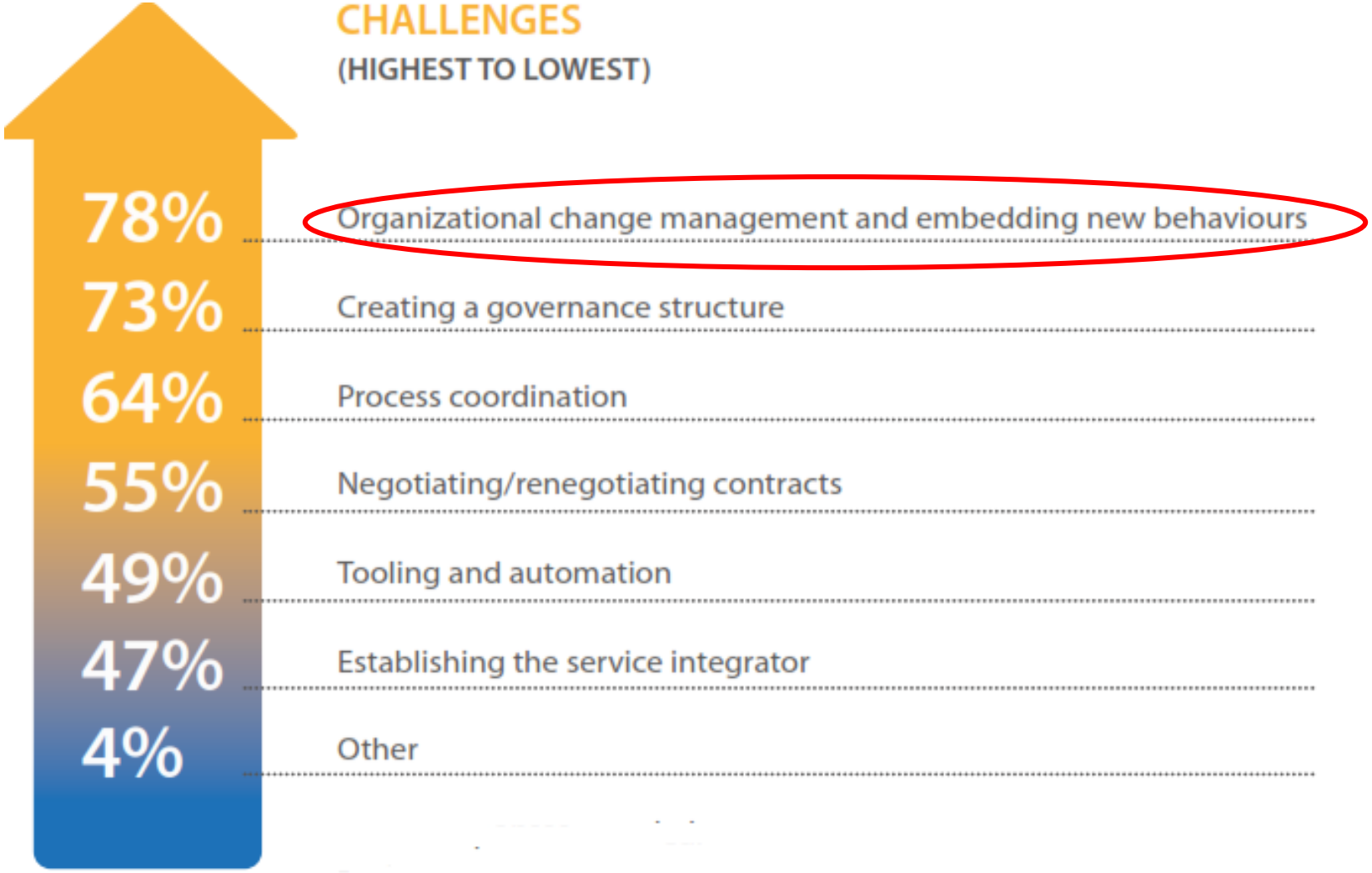
Why SIAM? (2020 Global Survey respondents)

- Perceived benefits:*

**Choose all that apply*

Why SIAM? (2020 Global Survey respondents)

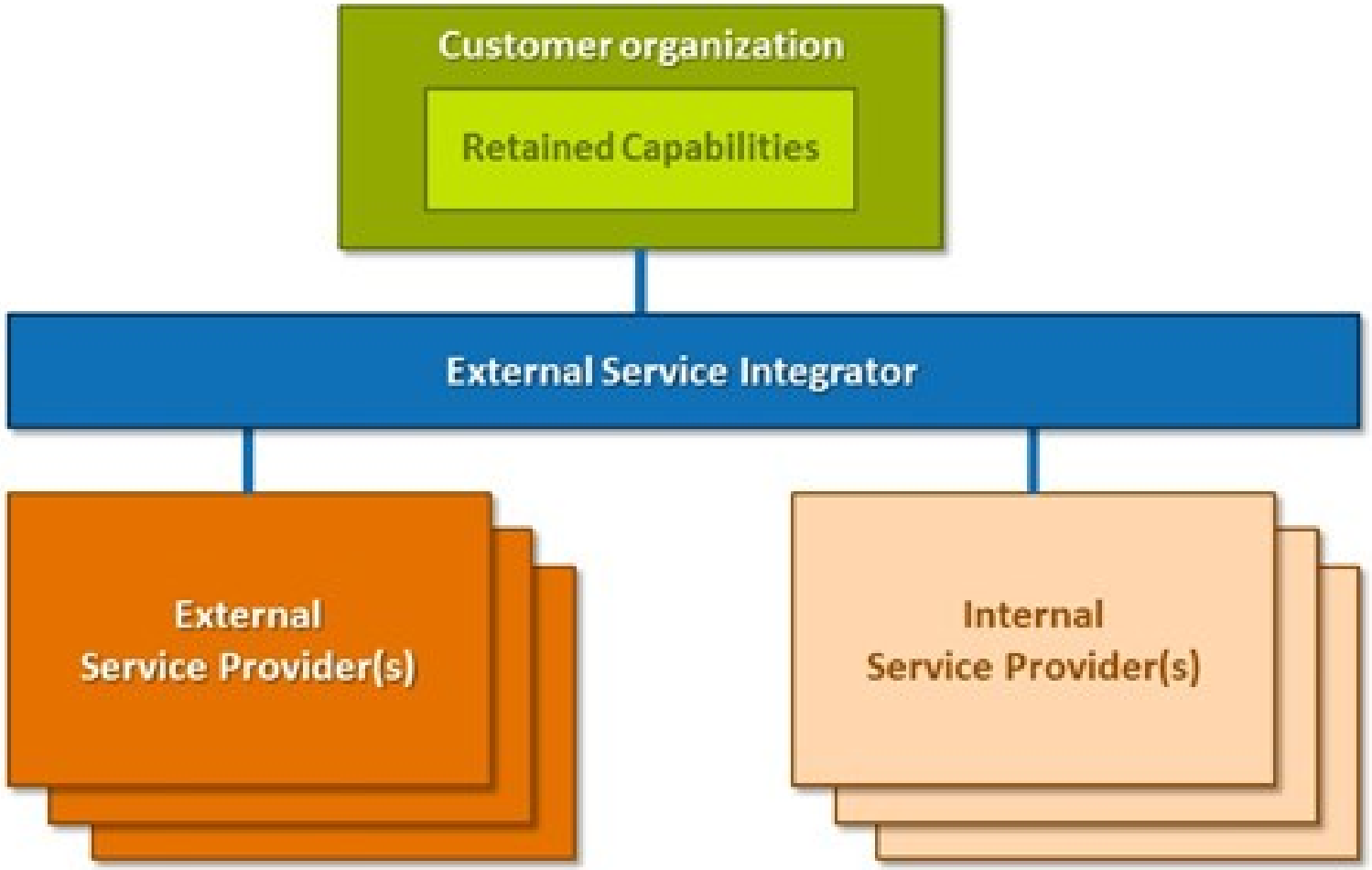
- Expected challenges:*



**Choose all that apply*

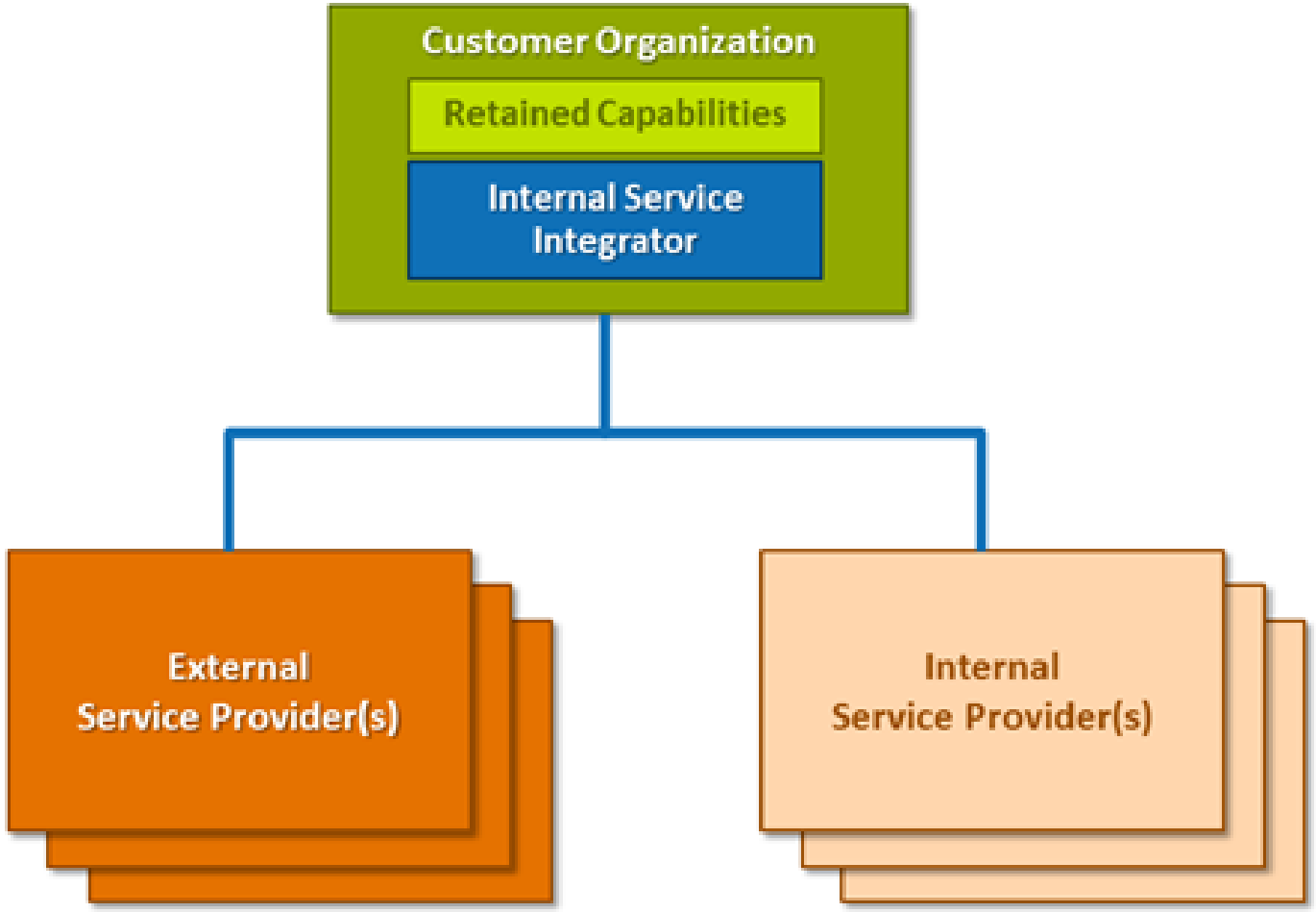
SIAM Structures

- Externally sourced service integrator



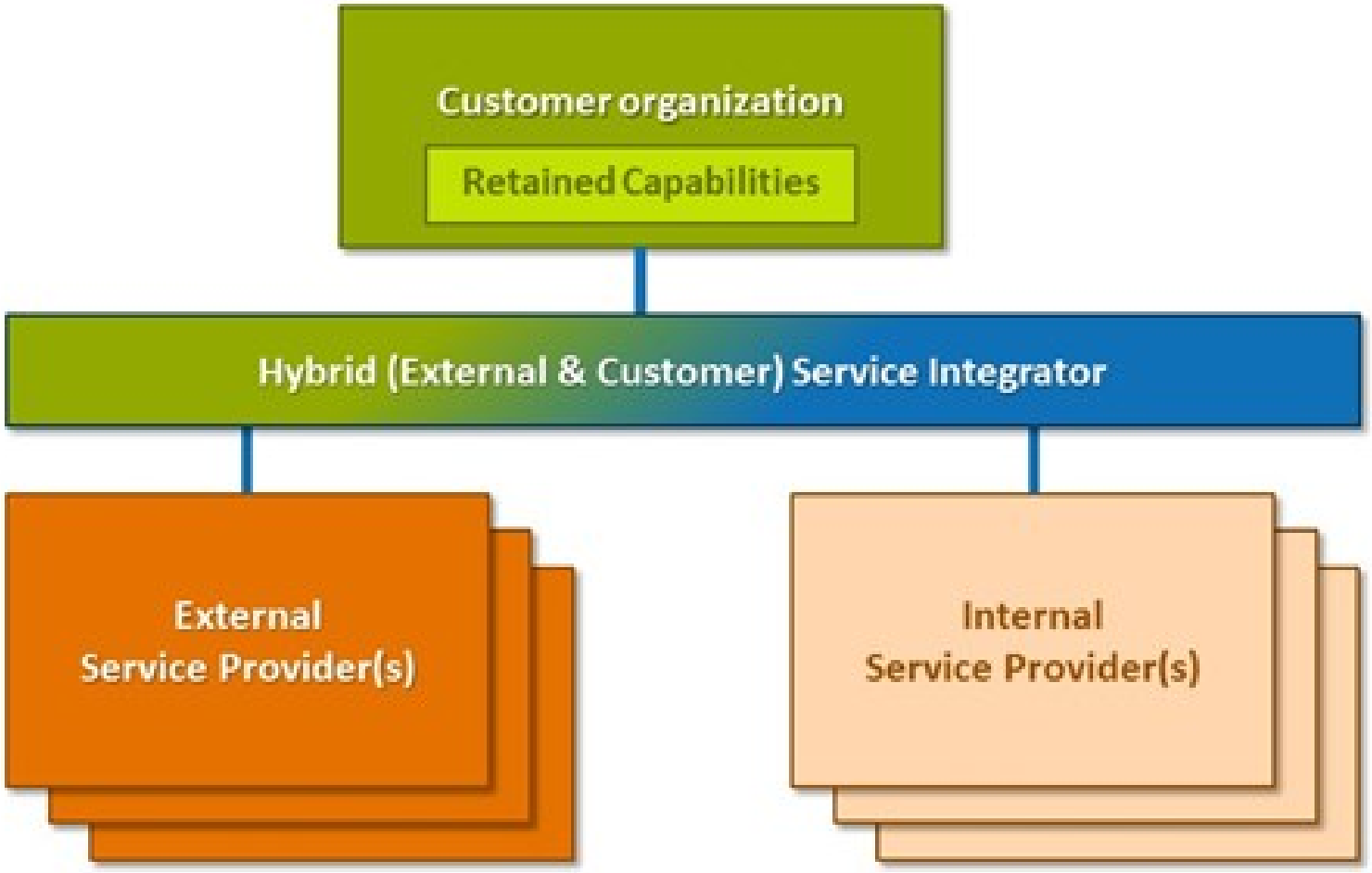
SIAM Structures

- Internally sourced service integrator



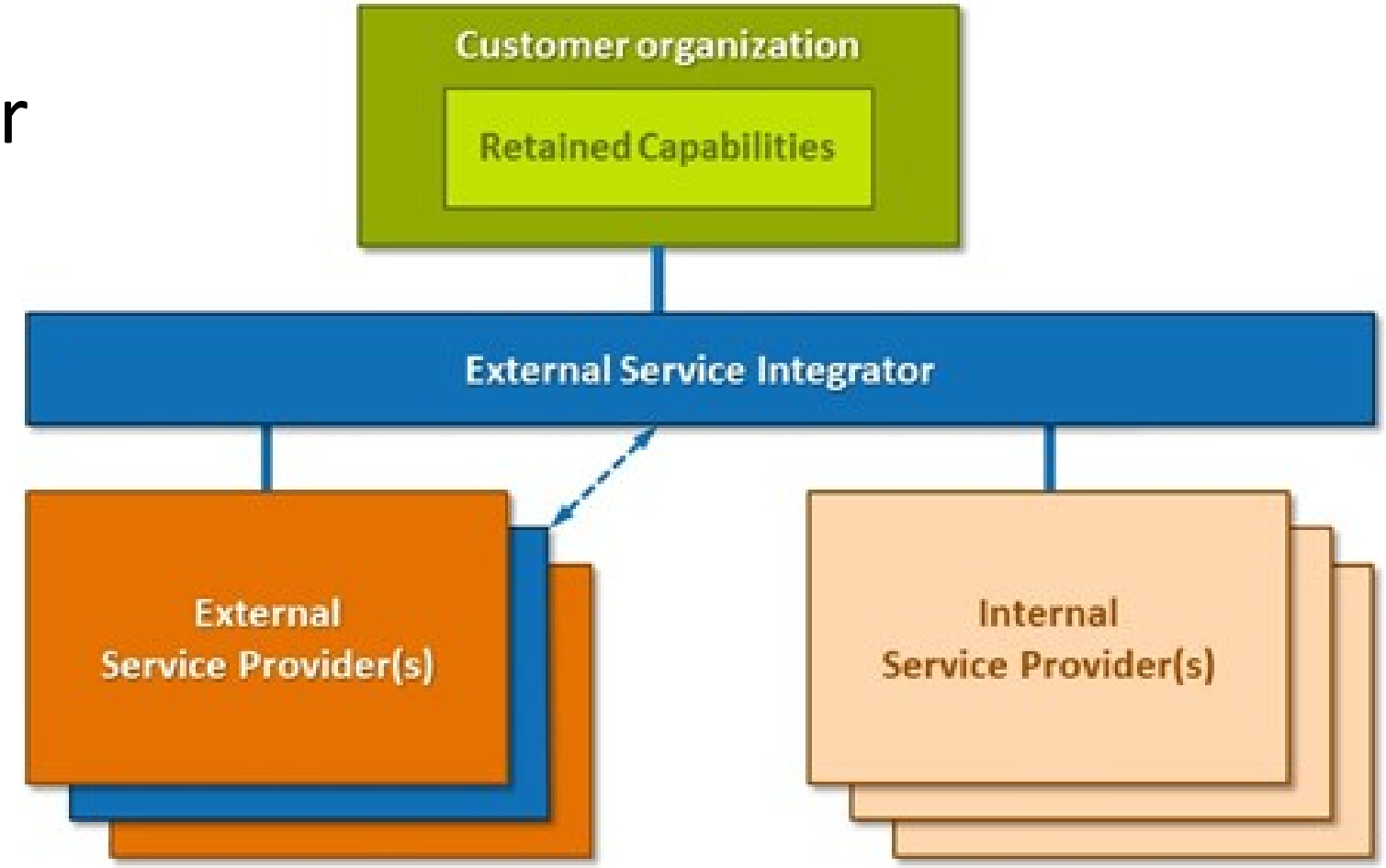
SIAM Structures

- Hybrid service integrator

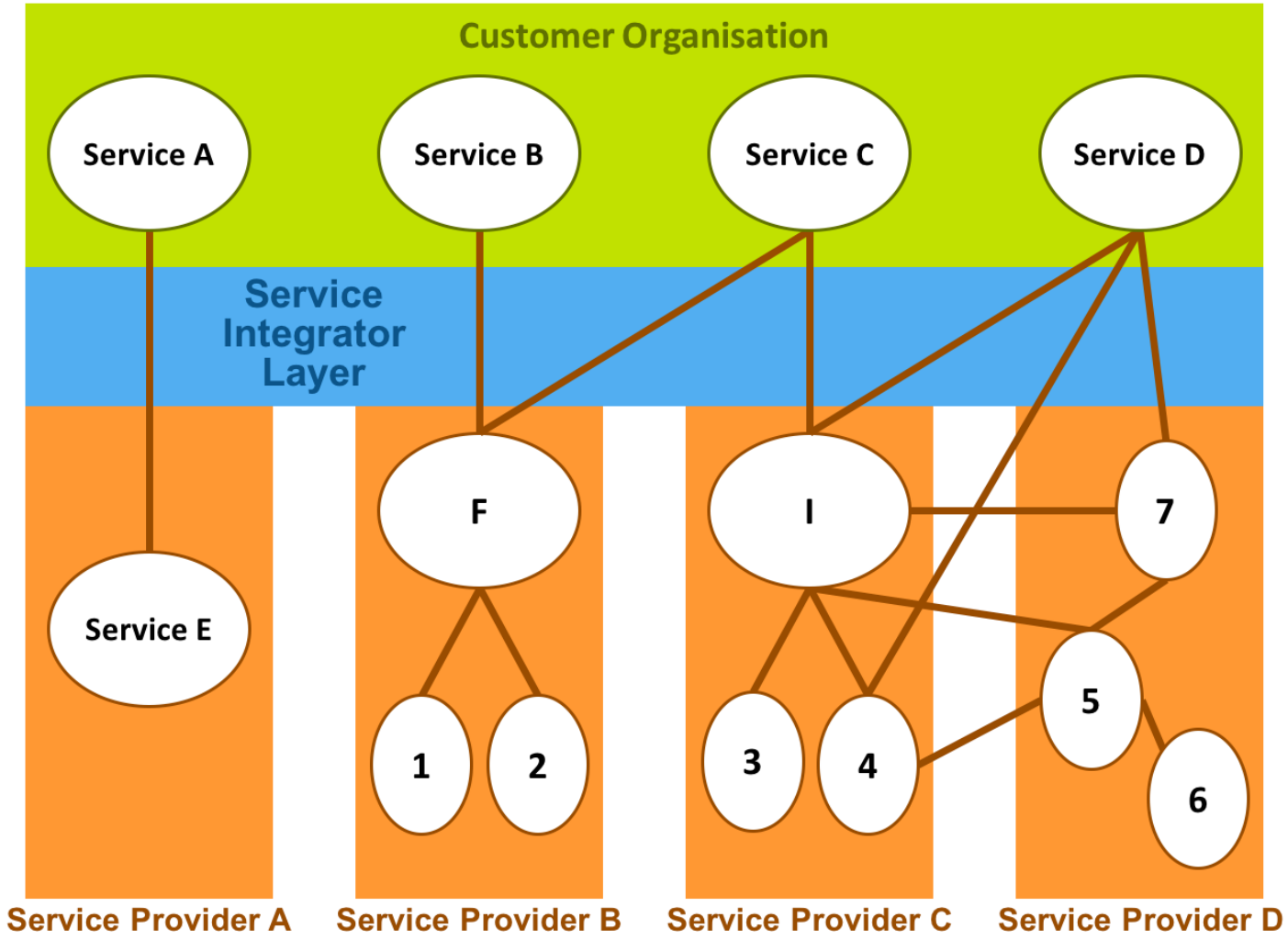


SIAM Structures

- Lead supplier



Service Model

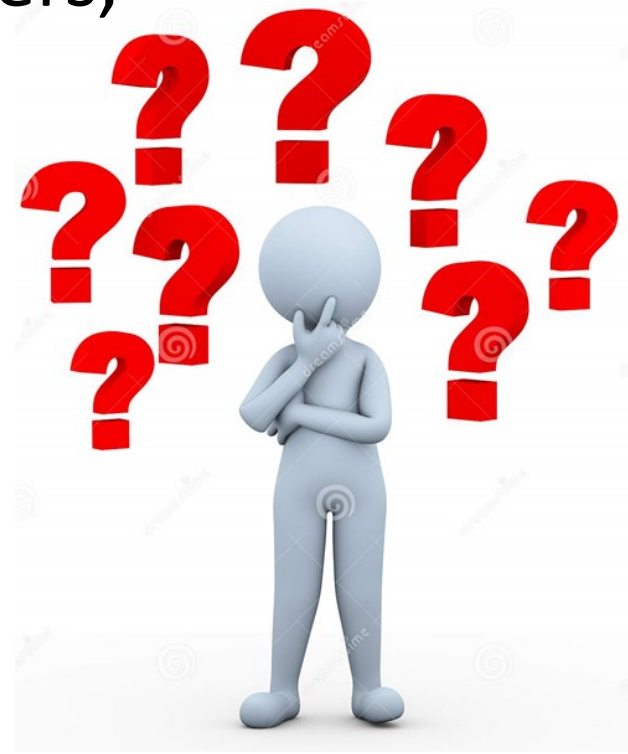


A New Mindset

- Unlearning of management attitudes
  - Organizational change management
- Suppliers
  - Perception of 'going native’
  - Seeking competitive advantage over other providers
  - Blaming others

A New Mindset

- Customers
  - Avoid tendency to go direct to internal providers, “bending the rules”
- Internal Providers
  - Accepting the service integrator’s authority



Collaboration

- Essential to success
  - Not optional
  - Some providers cannot adapt!
  - SIAM offers practical guidance

Changing the Culture

- Collaboration
  - It can be done!
- COVID vaccine examples
  - Collaborative working practices
  - ‘Teams’ / ‘Zoom’

Challenges and Risks

- Building a business case
- Level of control and ownership
- Commercial challenges, and legacy contracts
- Security
- Measurement of success
- Trust, eliminating micro-management, and level of control
- Culture, collaboration and cooperation

What next?

- Available free from Scopism.com:
  - SIAM Body of Knowledge
  - SIAM Key Facts
  - SIAM Process Guides
- SIAM Foundation Study Guide
- SIAM Foundation training and certification

Questions?