



# SIAM Snakes and Ladders

Claire Agutter

# Welcome

We're going to learn where value is currently leaking from your organizations and how adopting SIAM principles can help, including:

- An introduction to SIAM principles and the SIAM roadmap
- Current value leaks (SIAM snakes) and the impact on your organization
- Positive actions that you can take in your organization (SIAM ladders) and what benefits this will deliver

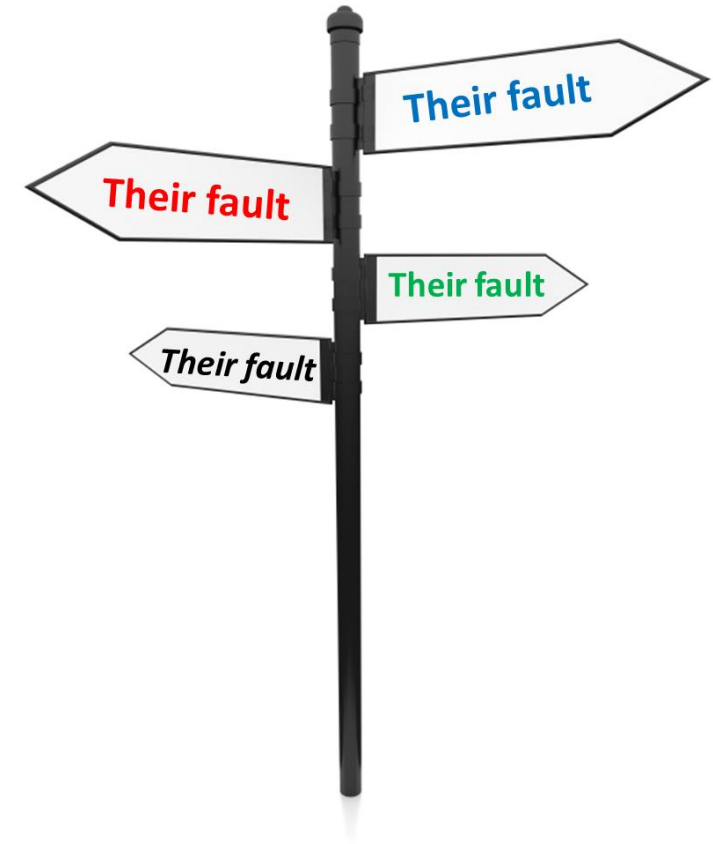
# An Introduction to SIAM



# Service Integration and Management

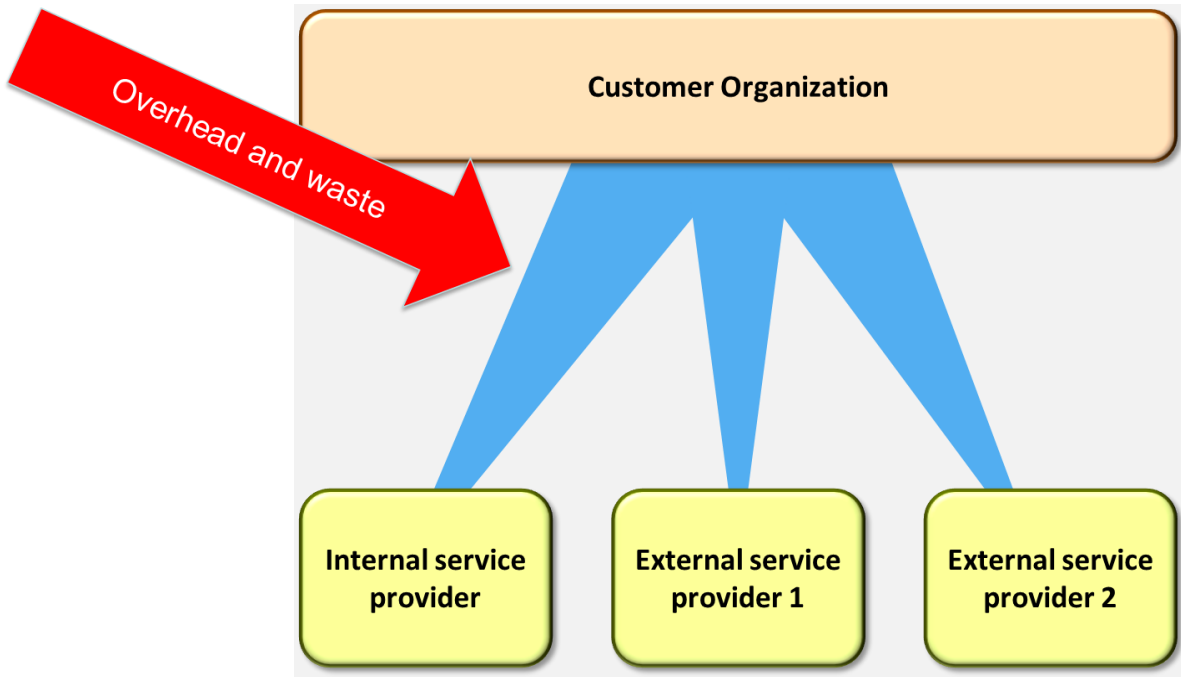
*“Service integration and management (SIAM) is a management methodology that can be applied in an environment that includes services sourced from a number of service providers”*

- SIAM has a different level of focus to traditional multi-sourced ecosystems with one customer and multiple suppliers
- It provides governance, management, integration, assurance, and coordination to ensure that the customer organization gets maximum value from its service providers

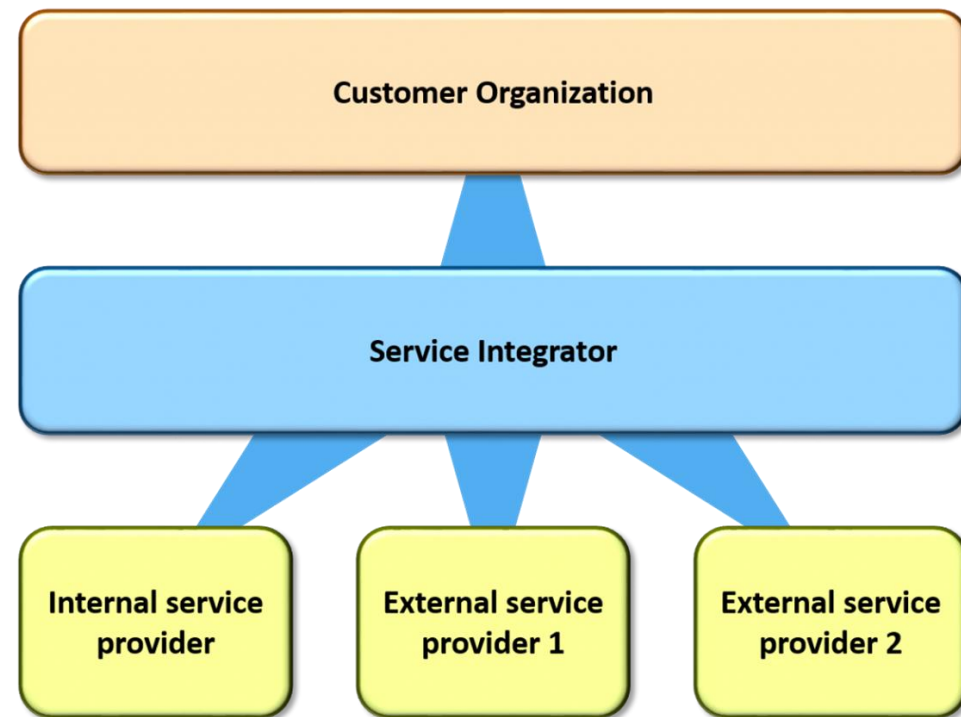


# Service Integration and Management

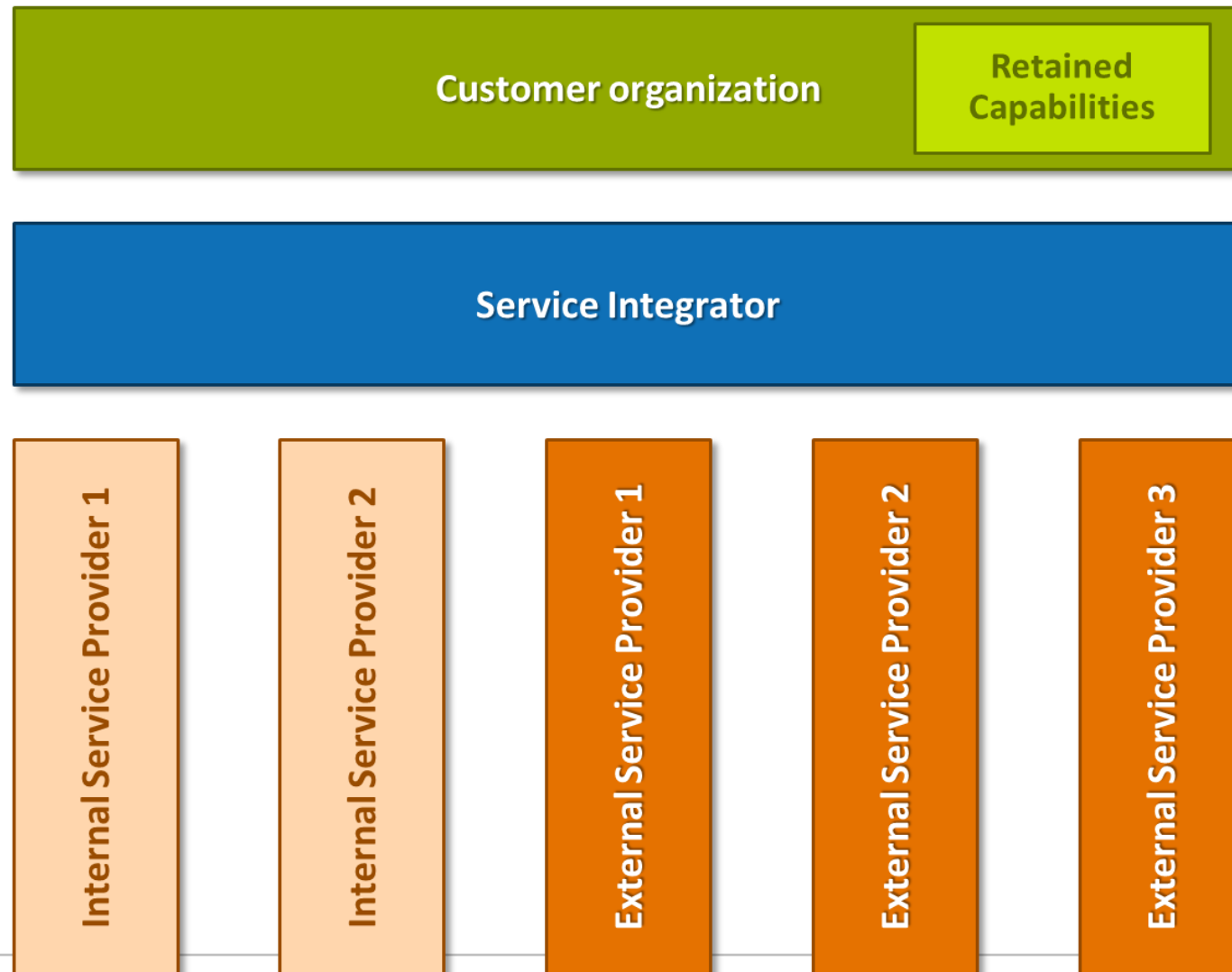
Without SIAM



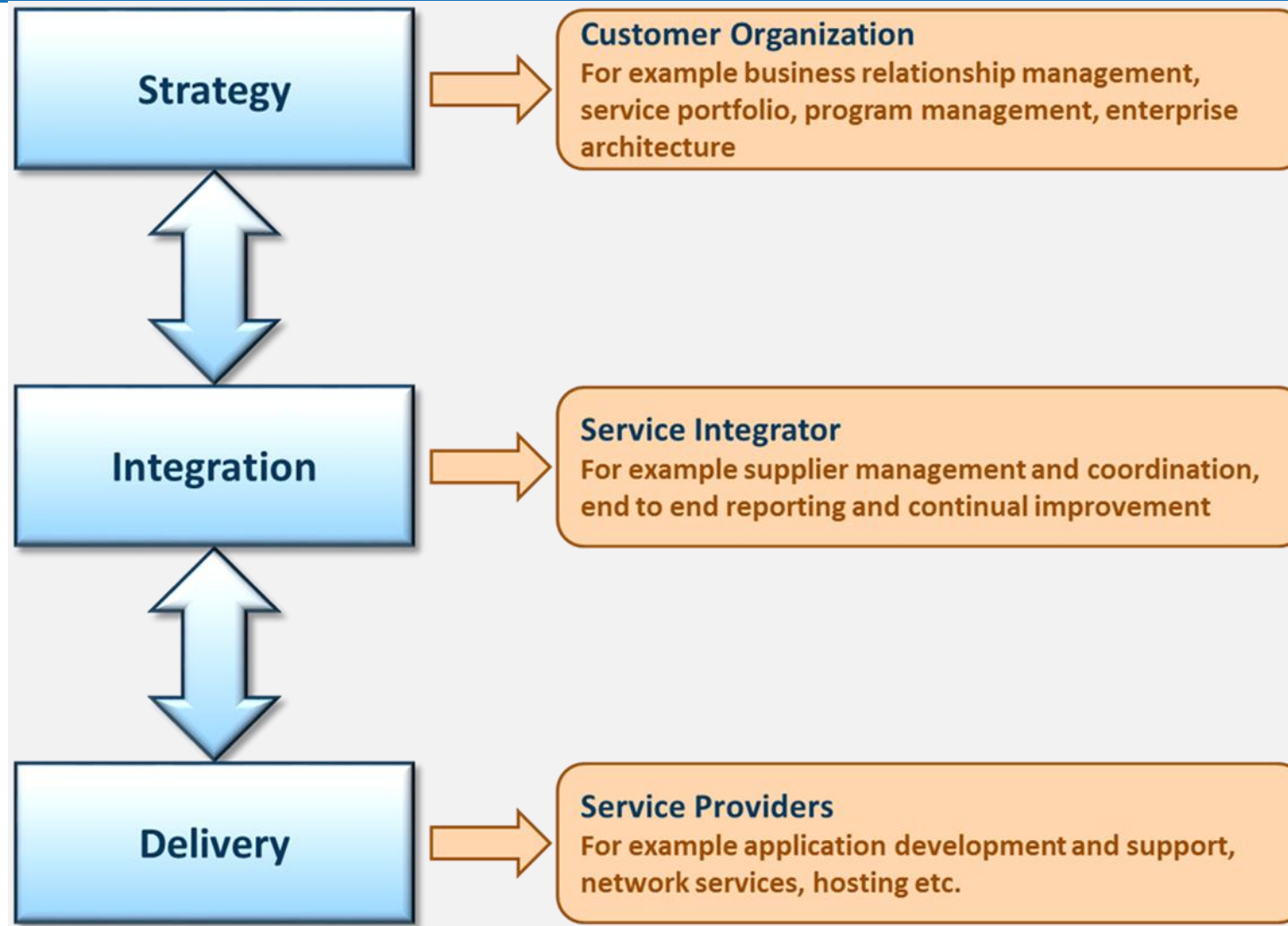
With SIAM



# Service Integration and Management



# Service Integration and Management



# Key SIAM Elements

- Contracts
- Culture
- Automation and tooling
- Governance
- Roles and responsibilities

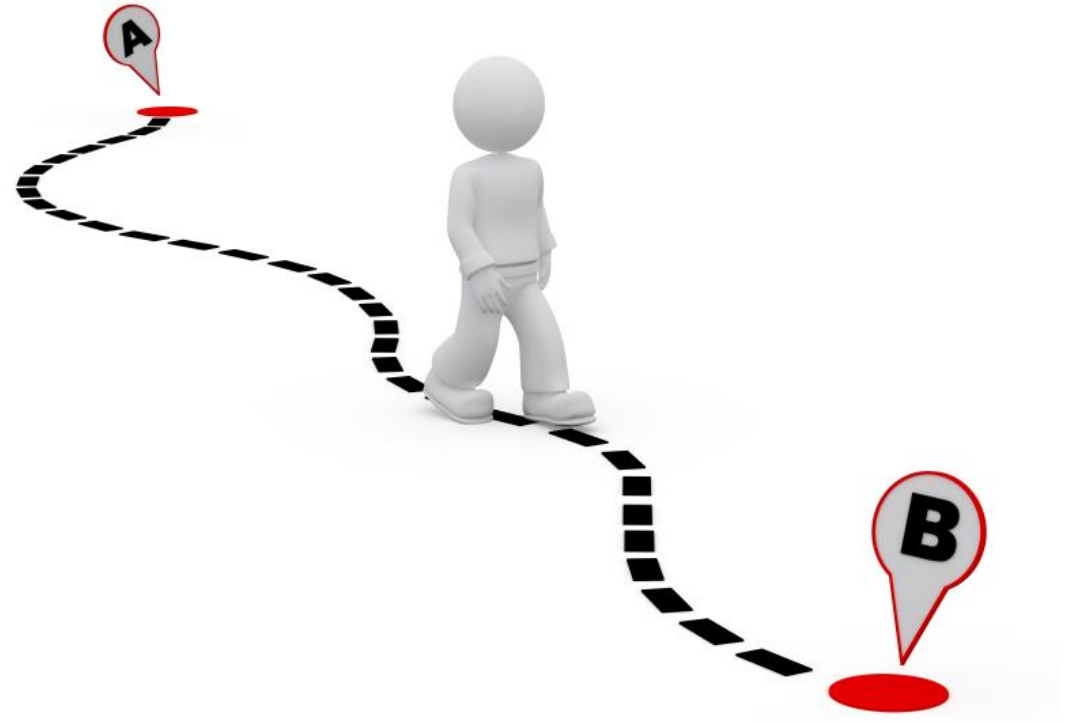




# The SIAM Roadmap

Four iterative stages:

- Discovery and Strategy
- Plan and Build
- Implement
- Run and Improve



# SIAM Snakes and Ladders

# SIAM Snakes and Ladders



## The Scenario

**What is the business challenge?**



## The Outcome

**What does good look like?**



## The Snakes

**What could go wrong?**



## The Ladders

**What can we do to maximize success?**

# Introductory Scenarios

- What sort of snakes appear when an organization has many different suppliers?
- What are the first ladders you would introduce?



Photo by [Cesar Cid](#) on [Unsplash](#)

# Introductory Scenarios

- What snakes would appear when you try to introduce SIAM into a mature organization?
- What skills are required for effective service integration and to overcome the snakes?



Photo by [The New York Public Library](#) on [Unsplash](#)

# SIAM Roadmap: Discovery and Strategy

# Scenario: Discovery and Strategy

The Discovery & Strategy stage initiates the SIAM transformation project, formulates key strategies, and maps the current situation. This enables the customer organization to:

- Determine what it intends to source internally
- Consider any additional skills and resources that may be required
- Determine what it would like to source externally
- Understand the expected benefits



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# Discovery and Strategy

## Outputs:

- An established SIAM transition project
- Strategic objectives
- Governance requirements and high-level SIAM governance framework
- Defined principles and policies for roles and responsibilities
- Map of existing services and sourcing environment
- Current maturity and capability levels
- Market awareness
- Approved outline business case for SIAM
- Strategy for SIAM
- Outline SIAM model

- ✓ Be clear about the 'why'
- ✓ Get a realistic picture of where you are now
- ✓ Be realistic about the potential benefits

# SIAM Roadmap: Plan and Build



# Scenario: Plan and Build

The Plan & Build stage builds on the outputs from the Discovery & Strategy stage to complete the design for SIAM and create the plans for the transformation. During this stage, all plans and approvals are put in place before the Implement stage begins. The main objectives for this stage are to:

- Complete the design of the SIAM model, including the services that are in scope
- Obtain full approval for the SIAM model
- Appoint the service integrator and service providers
- Commence organizational change management.



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# Plan and Build

## Key outputs:

- Full design of the SIAM model
- Approved business case
- Organizational change management activities
- Service integrator appointed
- Service providers appointed
- Plan for service provider and service retirement

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- ✓ Don't underestimate how long this will take
  - ✓ Build on good foundations: choose the right partners, draft the right contracts
  - ✓ Use OCM to start the journey

# SIAM Roadmap: Implement

# Scenario: Implement

The objective of this stage is to manage the transition from the organization's 'as is' current state to the 'to be' desired future state, the new SIAM model. At the end of this stage, the new SIAM model will be in place and in use.

The timing for the start of the Implement stage can be influenced by events in the existing environment. For example, implementation could be triggered by:

- The end of an existing service provider's contract
- An existing service provider ceasing to trade
- Organizational structure changes due to corporate restructure or takeover.



**The Scenario**

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# Implement

- SIAM model in place and operating
- Supporting contracts and agreements in place

- ✓ Continue with the OCM efforts
- ✓ Be aware of external factors (e.g. contract end dates)
- ✓ Relationship building starts now

# SIAM Roadmap: Run and Improve

# Scenario: Run and Improve

The objectives of the Run & Improve stage include:

- Manage the SIAM model
- Manage day to day service delivery
- Manage processes, teams and tools
- Manage continual improvement activities.



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# Run and Improve

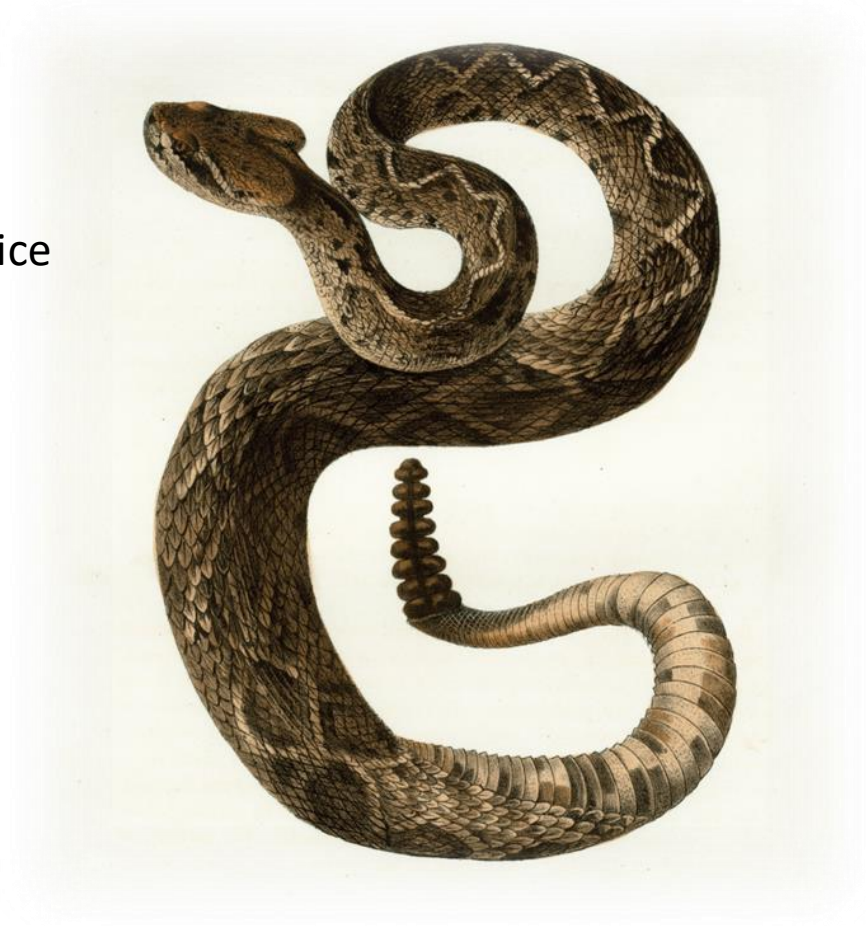
## Key outputs:

- Run outputs: business as usual outputs including reports, service data and process data
- Improve outputs: information used to evolve and continually improve the SIAM model

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- ✓ Don't let 'run' take over from improve
  - ✓ Work on culture when people change
  - ✓ Practice on and off-boarding

# Bonus Scenarios

- What are the challenges of introducing SIAM in a mature organization?
- What skills are required for effective service integration?
- How would you encourage cooperation and collaboration between service providers?  
Think about internal and external SPs
- How do we adapt SIAM in an Agile/DevOps world?





## Stay in Contact



**EMAIL**  
claire@scopism.com  
steph@scopism.com



**WEBSITE**  
[www.scopism.com](http://www.scopism.com)



**SOCIAL MEDIA**  
Twitter @claireagutter  
LinkedIn



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