

eBOOK

Why SIAM Matters



A guide to service management transformation
for organisations of all sizes

SIAM

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Introduction

Service Integration and Management, or SIAM, has grown in significance over the past few years and is considered an essential part of the service management toolkit for collaborative service delivery.

The perception is, however, that SIAM is for large organisations with complex service needs and a big geographical footprint. This eBook gets to grips with what SIAM really is, and what it means for organisations that are looking to digitally transform and adapt to their service needs now, in the immediate future and beyond.



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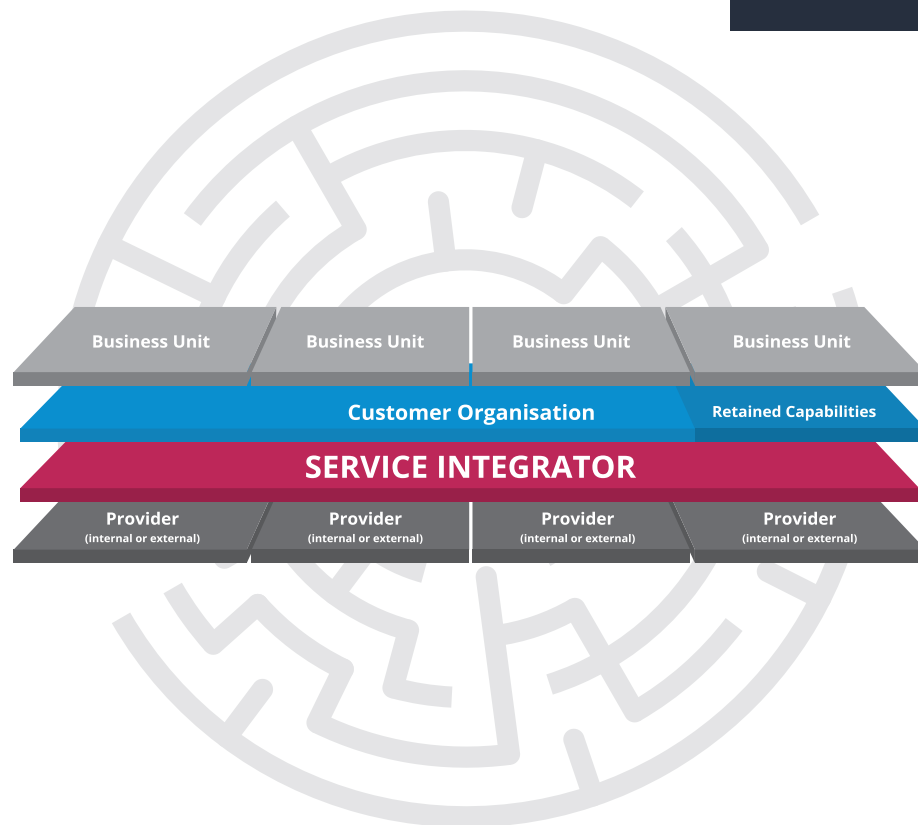
So what is SIAM?

SIAM is a management approach that helps organisations to stay in control of their internal and external service providers as they gradually move to a more selective and dynamic sourcing model. SIAM is a prerequisite for dynamic sourcing, which in turn makes it possible for organisations to maximise the speed at which they are able to innovate.

A SIAM ecosystem has three layers:

1. Customer Organisation
2. Service Integrator
3. Service Providers (both internal and external)

Each layer has a role to play to ensure effective end-to-end management of services and the delivery of maximum value to the stakeholders of the customer organisation.

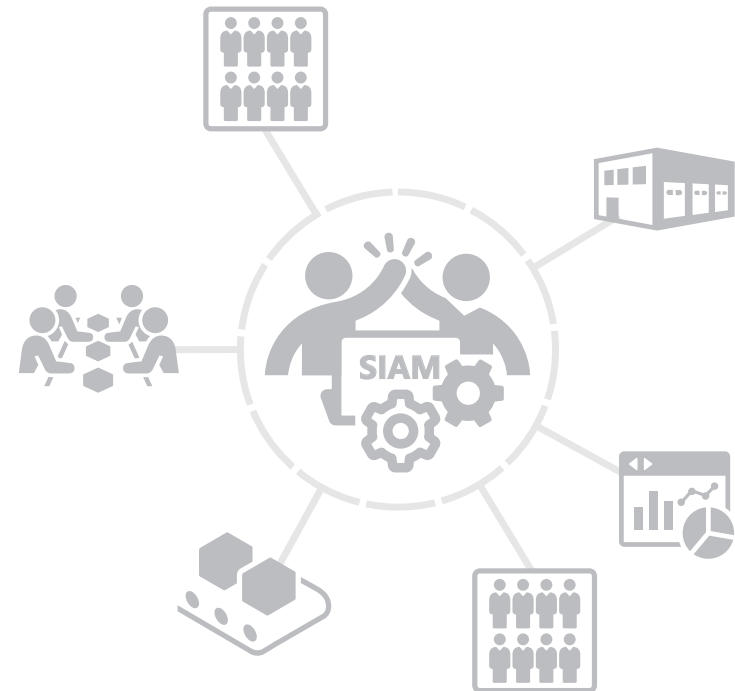


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What has SIAM enabled?

At this point, you may well be wondering what this means in real terms, or thinking that it sounds too niche or enterprise-level for your needs. The reality is, however, that SIAM has forced service toolsets to adapt their thinking to be more focused on collaboration and to enable functions that you would definitely find useful day to day.

SIAM is about collaboration. Of course, there is much more complexity to the SIAM ecosystem than this, but the key benefit to most companies is the ability to share data and SLAs in real time. This is of benefit to geographically spread organisations and to their customers and suppliers. Imagine a fully connected service system where staff, customers and suppliers are all able to see their own view of the services they provide or consume.



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What does SIAM mean for large businesses?

The expansive and interconnected nature of large enterprises has always been a challenge for service teams to manage and to keep on top of. With most organisations now relying on an increasing number of outsourced services as well as the ones that they provide, SIAM has connected the web of customers and suppliers into one manageable process. In reality, of course, there are many processes at play, but it is more about seeing how they affect each other and how they can be best managed.

Visibility is the key word here, as SIAM enables enterprises to see SLAs for their own service provision and for the services they are consuming from suppliers and partners. This visibility gives management the ability to deal with SLA breaches and to optimise the service and contract agreements with the suppliers they use. They can also terminate a service provider if the service is not meeting expectations.

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What does SIAM mean for smaller businesses?

Smaller organisations may still be thinking that SIAM is not for them, but the truth is that it is in many ways essential to any business that is focused on growth through agile expansion and collaboration. As we have already highlighted, SIAM is very much about connecting processes, and enabling service suppliers and consumers to collaborate at scale.

To begin with, this may mean that you just want to enable suppliers of services such as web or marketing to use the same toolset to manage workflow and work requests. As time goes on you can add in more suppliers, more process controls for change, projects and so on. The most critical point is that you will have the opportunity to be agile and for the tool to grow with you, rather than having to find something else to use each time your requirement changes.



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Can you have SIAM benefits without typical SIAM costs?

We have established that SIAM offers great scalability and collaboration capabilities to any service organisation. The problem with this, though, is that SIAM tools have always been expensive. This is due mainly to the complexity of the solution and the way in which it will work. We are referring to complex consultancy as well as the tool itself.

As SIAM has been around for a while, there are a large number of vendors that are rolling SIAM methodology and capability into their own service management products. In most cases, you end up paying for this capability as an additional module.

A key foundation block of the 4me product is that it was built to deliver SIAM capabilities from the beginning. This means that you are not paying for additional modules or capabilities as it is already built in. 4me has one price and all the capability, whether you are a large or small organisation.



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So how do we do this?

Revo is a leading 4me partner in the UK and Scandinavia, with extensive experience in deploying 4me and utilising its SIAM functionality in global projects. In almost all cases, our customer projects have been so successful that the use of 4me grows and adapts as the company does, with customers opting to use the product for more departments, more locations and to support more customers and suppliers.



"4me delivers the standard service management processes you would expect but its capability to integrate all of our internal and external service providers has radically improved supplier collaboration."

SSP Group



"Being able to use the tool right across the enterprise now allows us to be much more agile and fleet of foot. 4me really helps us drive forward our proactive servicing model."

Vitality

Why SIAM Matters

"I couldn't meet the growing service needs of my business and deploy service management beyond IT..."

...until I met Revo."



Get in touch

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