SIAM
Building a Community

By Scopism Community Manager,

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The Chartered Institute for IT

Conference App:

Agenda, Q&A, Polls, Feedback

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1

Agenda

- Service Integration and Management (SIAM)
- The Global SIAM Survey
- SIAM & Artificial Intelligence (AI)
- The Scopism SIAM Community

About Me

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What is SIAM?

"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

Let's get to the facts…

SIAM's dead!

What is SIAM???

SIAM's great, but it needs to get out of IT

SIAM's just posh supplier management

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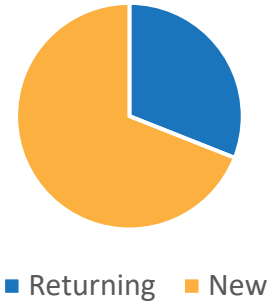
State of SIAM 2023

About the Global SIAM Survey

- Launched in 2018, now in its sixth year
- Sponsored by 4me - 2018, 2019, and 2021, and Kinetic IT - 2020, 2022 and 2023 + the 5-year review
- Tracks SIAM trends and specific issues in organizations planning to adopt SIAM, those who have adopted SIAM, and organizations who sell SIAM consultancy or solutions
- 200+ respondents every year

Based on feedback from the SIAM community, this year saw the addition of a new question – have you completed the global SIAM survey before?



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Who’s Who in SIAM?

The survey tracks information including age, gender, and job titles

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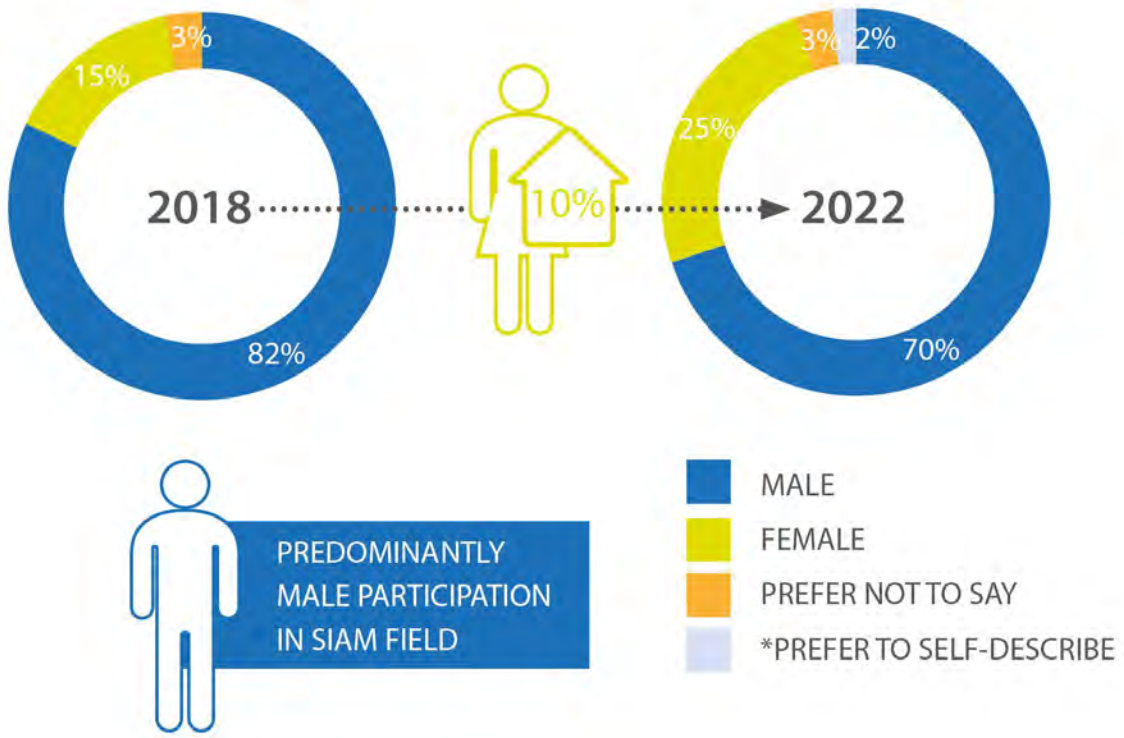
Age

	UNDER 30	31-45	45-60	61+	
2018	5%	45%	43%	5%	2% PREFER NOT TO SAY
2019	3%	37%	50%	7%	3% PREFER NOT TO SAY
2020	3%	34%	51%	8%	4% PREFER NOT TO SAY
2021	3%	46%	41%	7%	3% PREFER NOT TO SAY
2022	5%	39%	43%	9%	4% PREFER NOT TO SAY
2023	**3%**	**52%**	**34%**	**8%**	**3% prefer not to say**

- 31-45 and 45-60 age groups continue to dominate the responses.
- In 2022, the 45-60 age group had the highest number of respondents.
- This year, the 31-45 age group is higher which may explain the decrease in under 30's.

Gender



2023	
Male	81%
Female	17%
Prefer not to say	2%
Prefer to self-describe	<0%

- The number of women is gradually increasing:
  - 2020: 16%
  - 2021: 18%
  - 2022: 25%
- Men make up 70% of the respondents in 2022

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Salaries

On average over the last five years, 43% of respondents earn over $80,000 USD, 28% of which earn over $100,000 USD.

- SIAM roles are well compensated as we've seen again in 2023
- Looking back at the job titles, many seem to be related to implementing or leading a SIAM transformation
- Operational roles may not see themselves as 'working in SIAM'

What Organizations use SIAM?

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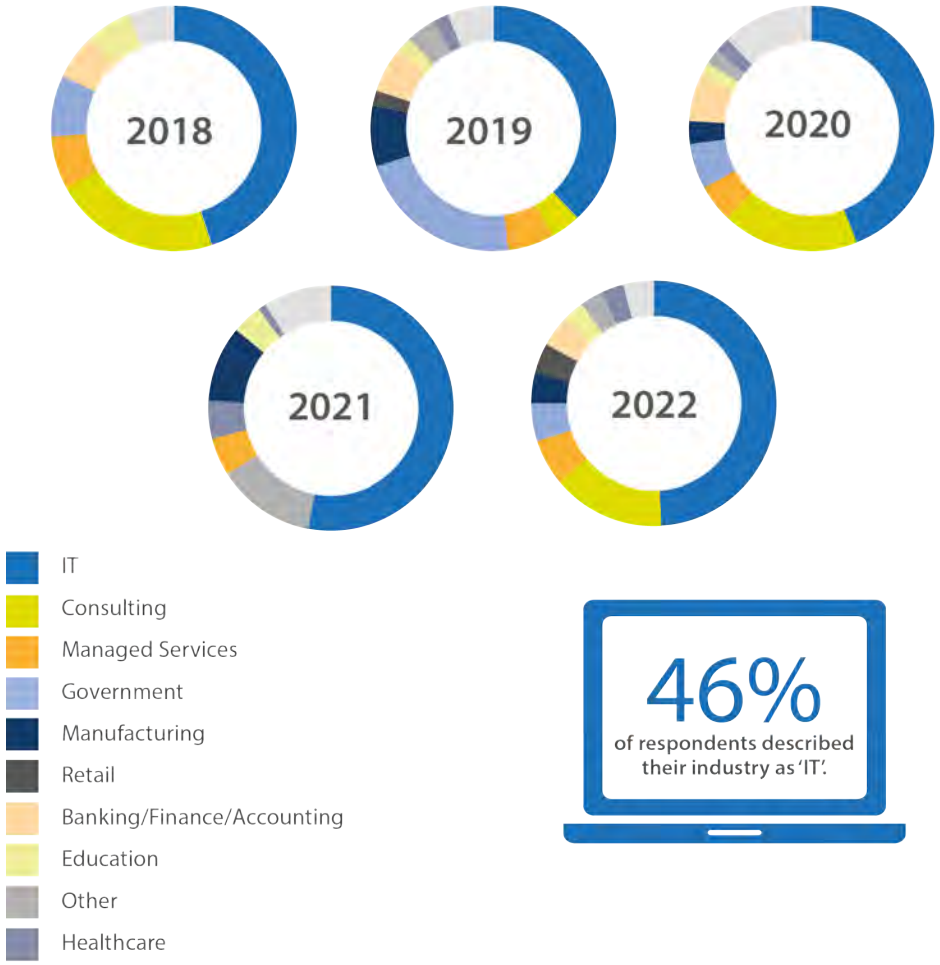
Organization Size

	1-50 EMPLOYEES	51-200 EMPLOYEES	201-500 EMPLOYEES	501-1000 EMPLOYEES	1001+ EMPLOYEES
2018	22%	4%	12%	0%	62%
2019	15%	6%	6%	3%	69%
2020	19%	7%	5%	5%	63%
2021	14%	4%	5%	5%	63%
2022	13%	3%	4%	7%	73%
					11% INCREASE
2023	**12%**	**7%**	**5%**	**5%**	**72%**

SIAM is a management methodology that is well-suited to larger organizations. Many large organizations also sell SIAM consultancy and provide service integration and staff augmentation services.

Sectors



46%
of respondents described their industry as 'IT'.

- This year, 20 industry types responded to the survey. 50% described their industry as IT, a slight increase compared to 2022.
- SIAM's public sector roots are reflected in the % of government organizations using it

SIAM Benefits

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SIAM Benefits – Planning to adopt SIAM

Respondents were able to choose multiple options. These are the top four options:

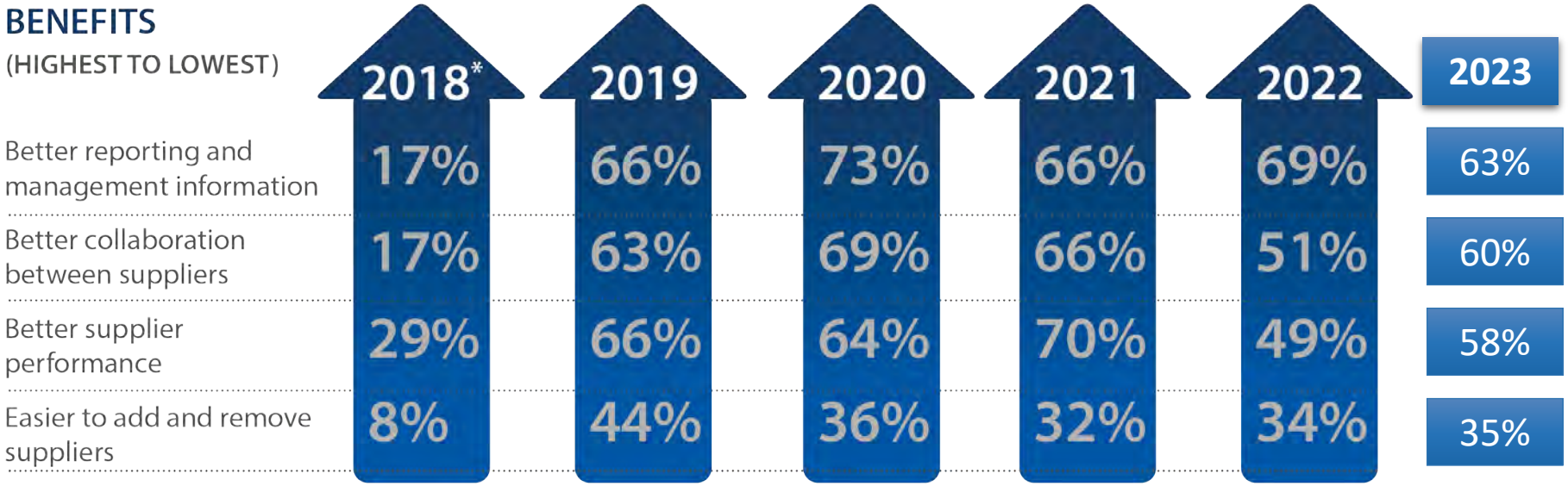
BENEFITS (HIGHEST TO LOWEST)	2018*	2019	2020	2021	2022	2023
Better supplier performance	32%	78%	64%	73%	79%	71%
Better collaboration between suppliers	23%	81%	69%	71%	71%	71%
Better reporting and management information	11%	62%	73%	73%	71%	58%
Better return on investment from suppliers	16%	57%	65%	41%	61%	46%

*In the first SIAM survey, respondents were only able to choose one option. This was altered in later years to allow them to choose multiple options. We can now see the spread was quite evenly distributed, with the top 4 options being fairly consistent.

SIAM Benefits – Have adopted SIAM

Over the five years, these have consistently been the top four options.

Respondents were able to choose multiple options.



*In the first SIAM survey, respondents were only able to choose one option. This was altered in later years to allow them to choose multiple options.

SIAM Benefits - Sell SIAM consultancy/solutions

These are the top four options:

BENEFITS (HIGHEST TO LOWEST)	2018*	2019	2020	2021	2022	2023
Better collaboration between suppliers	30%	77%	83%	87%	87%	87%
Better supplier performance	27%	80%	79%	84%	86%	83%
Better reporting and management information	5%	65%	77%	79%	75%	77%
Better return on investment from suppliers	12%	56%	56%	56%	57%	58%

*In the first SIAM survey, respondents were only able to choose one option. This was altered in later years to allow them to choose multiple options.

SIAM Challenges

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SIAM Challenges – Planning to adopt SIAM

Respondents were able to choose multiple options. These are the top four options:

CHALLENGES (HIGHEST TO LOWEST)	2018*	2019	2020	2021	2022	2023
Organizational change management and embedding new behaviors	53%	82%	78%	83%	93%	71%
Establishing the service integrator	13%	63%	47%	48%	71%	46%
Creating a governance structure	16%	72%	73%	65%	68%	71%
Process coordination	7%	58%	64%	63%	61%	67%

*In the first SIAM survey, respondents were only able to choose one option. This was altered in later years to allow them to choose multiple options.

SIAM Challenges – Have adopted SIAM

Respondents were able to choose multiple options. These are the top four options:

CHALLENGES (HIGHEST TO LOWEST)	2018*	2019	2020	2021	2022	2023
Organizational change management and embedding new behaviors	32%	76%	78%	72%	63%	63%
Creating a governance structure	16%	65%	73%	63%	57%	55%
Tooling and automation	16%	55%	49%	72%	57%	50%
Process coordination	0%	65%	64%	61%	49%	33%

*In the first SIAM survey, respondents were only able to choose one option. This was altered in later years to allow them to choose multiple options.

SIAM Challenges - Sell SIAM consultancy/solutions

CHALLENGES (HIGHEST TO LOWEST)	2018*	2019	2020	2021	2022	2023
Organizational change management and embedding new behaviors	32%	80%	75%	81%	84%	81%
Creating a governance structure	19%	67%	68%	72%	70%	67%
Establishing the service integrator	10%	47%	58%	55%	55%	44%
Tooling and automation	7%	57%	60%	66%	53%	63%
Process coordination	2%	49%	62%	60%	51%	43%
Negotiating/renegotiating contracts	5%	41%	41%	47%	48%	49%
Other	12%	5%	8%	11%	4%	2%

*In the first SIAM survey, respondents were only able to choose one option. This was altered in later years to allow them to choose multiple options.

SIAM and tooling

- Tooling and automation is seen as a challenge by approximately 50% of respondents across all categories (planning to adopt, adopted, selling SIAM services)

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SIAM & AI

SIAM+ AI

Incorporating AI into SIAM processes leads to:

- More efficient service management
- Improved service quality
- Reduced operational costs
- Enhanced customer satisfaction

AI can significantly enhance Service Integration and Management (SIAM) by providing advanced capabilities for automation, data analysis, and decision-making across the entire service ecosystem

How can AI enhance SIAM?

- Automation of Service Coordination
- Real-time Monitoring and Alerting
- Incident Management
- Predictive Analytics
- Optimised Resource Allocation
- Performance Management
- Data Integration and Insights
- SLA Compliance Monitoring
- Continuous Service Improvement
- Security and Compliance

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Case Study
NHS Primary Care

Background

The National Health Service (NHS) in the United Kingdom is facing several challenges

- Increasing patient volumes
- Rising healthcare costs
- Shortage of healthcare professionals

To address these challenges and improve primary healthcare services, the NHS has integrated AI technologies into its primary care system.

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Case Study
NHS Primary Care

Scenario

Digital Clarity are currently working with Health Care organisations on the use of wearables, remote consultations and information flow throughout the care setting.

- AI-Powered Triage and Appointment Scheduling
- Early Disease Detection
- Virtual Health Consultations
- Drug Interaction and Prescription Support
- Health Monitoring Devices

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Case Study
NHS Primary Care

Results

- Reduced Wait Times: AI-powered triage and appointment scheduling have reduced the waiting times for patients, ensuring quicker access to care for those in need.
- Early Disease Intervention: Early detection and proactive care for chronic diseases have led to improved health outcomes and reduced hospital admissions.
- Enhanced Doctor Efficiency: AI support during consultations has increased the efficiency of healthcare professionals, allowing them to see more patients.
- Patient Empowerment: Patients have become more engaged in managing their health, with access to personalised insights and guidance.

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SIAM & AI Takeaway

Process should be monitored just like infrastructure, ensuring optimal process is crucial to cost efficiency, staff satisfaction and customer experience.

Embracing emerging technologies such as AI and RPA allows organisations to move from reactive to proactive to predictive in a way that has never been possible before.

For any further information or questions please contact Digital Clarity

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If you'd like to know more or be involved in our SIAM+ series, scan the QR Code or contact steph@scopism.com

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The SIAM Community

Scopism SIAM Community – High Level Year 1 Plan

Q1

- Define Vision and Goals
- Community Research & Analysis
- Identify Partners

Q2

- Relationship Building & Development
- Regional Events
- Partner Onboarding

Q3

- Community Launch
- Global Survey 5-year Analysis
- Global Survey Y6 Launch
- Partner Extension

Q4

- Host Service North
- SIAM Professional Training
- SIAM Leadership Council
- Community Evaluation & Growth

Scopism Community's mission:

To provide dynamic, data-informed, quality-driven expertise and experiences so that members of the Scopism Community can achieve their goals.

'Connect, learn, grow'

Connect

- Introductions
- Ask the Community
- Community Champions
- Events
- Competitions

Learn

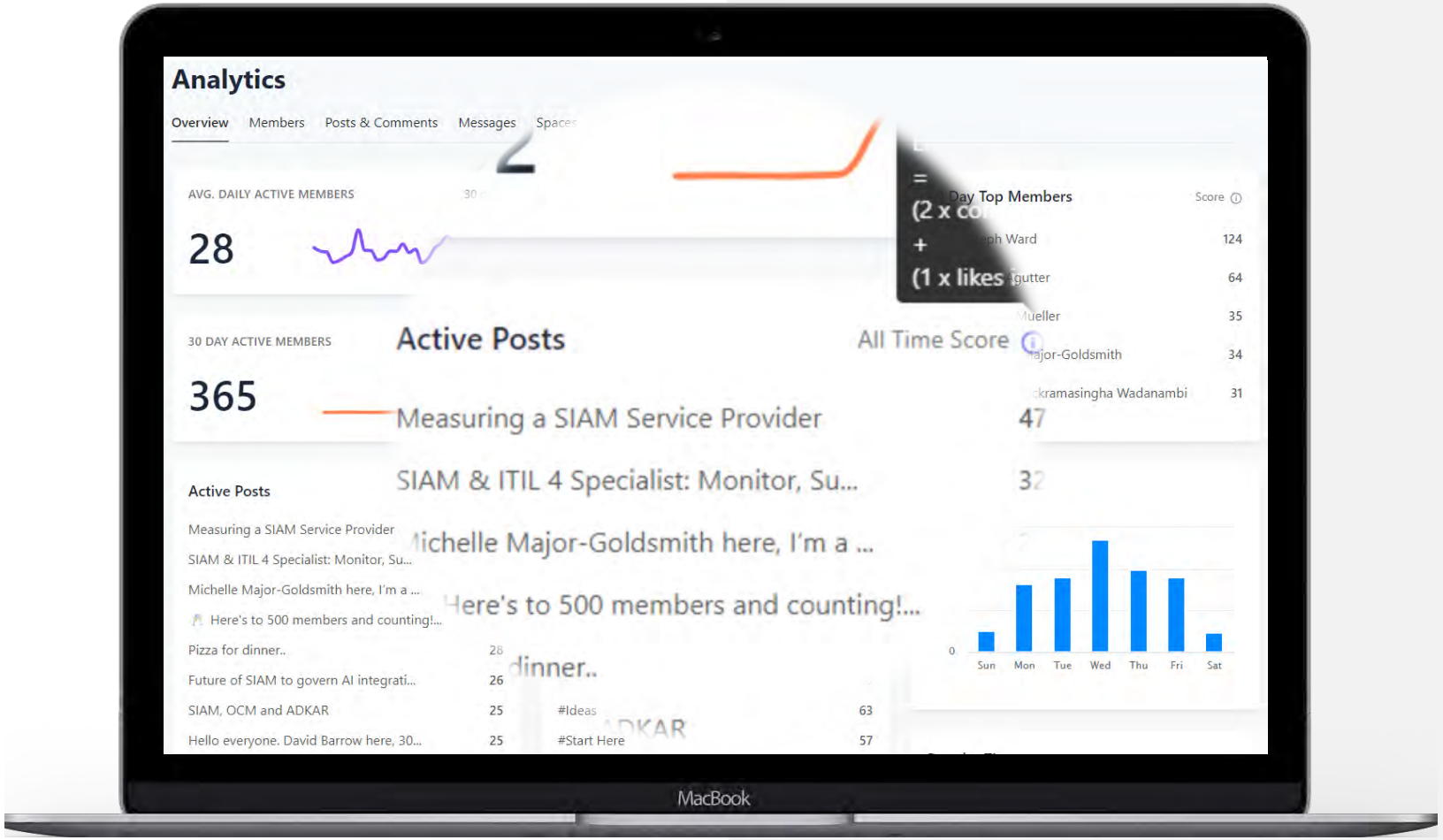
- Knowledge base
- Bodies of Knowledge
- Case Studies
- Global SIAM Surveys
- SIAM Process Guides
- Service North Virtual 2021
- Service North Virtual 2022

Grow

- Geo: About
- Geo: SIAM DACH
- Geo: SIAM Denmark
- Geo: SIAM India
- Geo: SIAM Netherlands
- SIG: About
- SIG: SIAM & Agile/DevOps
- SIG: SIAM & Security
- Feedback

Analytics

- Enabling dynamic & data-informed growth
- New members & daily activity
- Popular days, times, posts
- Adapt spaces accordingly
- Targeting key focus areas
- Building a plan to address the needs and requirements of our members



Supported by our member feedback through:

- Polls
- Webinars
- Panel Discussions
- External Sources

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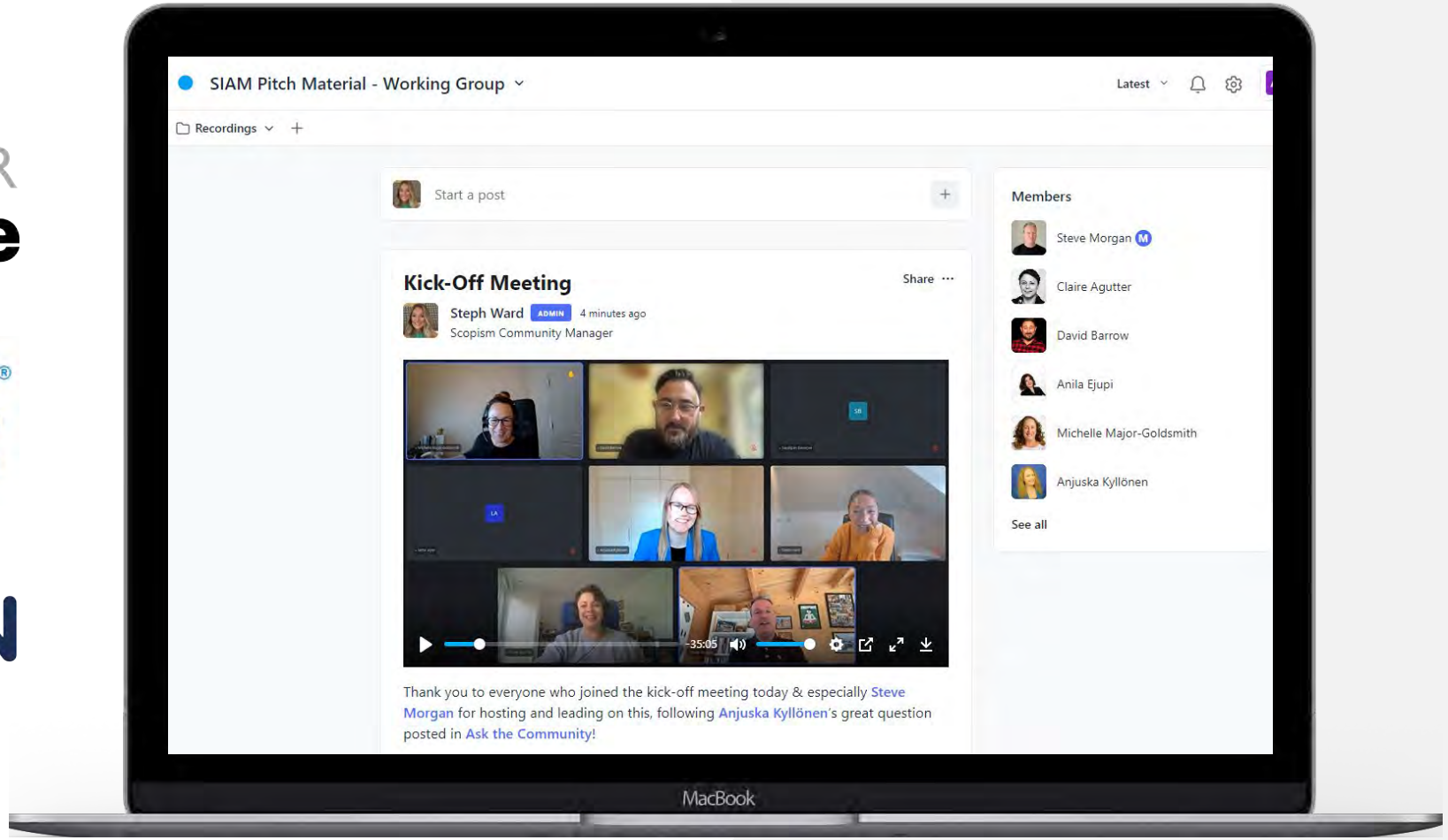

Scopism SIAM Community – High Level Year 2 Plan

Building upon successes & lessons learned from year 1 we will continue to engage and encourage feedback to adapt our strategies accordingly. Ongoing nurturing of relationships, value identification & creation to foster an environment for long-term success.

Q1

- Strategic analysis & opportunity
- Cross promotion & collaboration (i.e. Service North Nordics)
- Maintain Community Culture

Q2

- Content Diversification
- Long-term projects(i.e. recruitment & career opportunities, tooling assessments & certification, accelerator packs)

Q3

- Y1 Partnership reviews & renewals
- 7th Global Survey

Q4

- Host Service North
- 2023 Review
- 2024 Strategy planning

ServiceNorth 2023

- 7th November
- 8/9th November SIAM Professional training
- Manchester, UK
- https://www.scopism.com/events/

BCS Event 50% discount code: BCS50

Click/Scan the screen to join

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