

# oneio™

## The Service Desk Manager's Guide To SIAM

An easy to follow introduction to  
optimising Service Desks for Service  
Integration and Management

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# How to Use This Guide?

This guide is designed to help service desk managers and IT managers responsible for services, to establish a more grounded understanding of what SIAM is, why it benefits the business and how to go about making the most of your part in it.

By outlining the benefits of SIAM and why businesses often choose to organise their IT services in this way, we hope to help you understand your role in enabling effective SIAM.

The guide will also go beyond the conceptual value of SIAM and discuss the practical elements, which both influence your job as a Service Desk Manager and the day-to-day activities of the people, processes and technologies you manage

## The Benefits of SIAM

SIAM is about gaining control of the way your business manages vendors, suppliers and outsourced IT functions, in a way which enables internal IT teams to further their focus on the core activities that drive technology based success in the business.

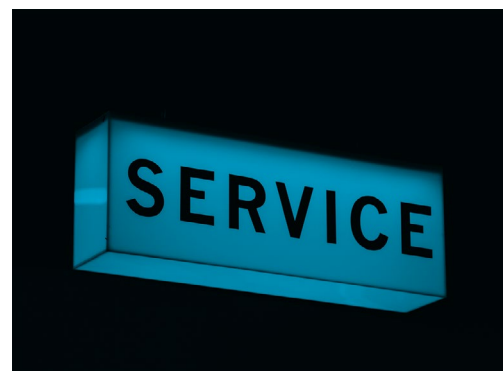
What this commonly looks like in reality is a structure of compartmentalised services, such as service desk, hosting, application development, infrastructure or NetOps, then applying another layer of management on top. That additional layer ensures that those services work together well, aligning functions such as service level management, outages, major incidents and so on. This

management layer can then be further outsourced to another managed service provider, who will ensure the very best level of integration, management and collaboration possible.

The reason this is helpful is because for many organisations, all these different services are looked after by different suppliers, who traditionally don't talk to each other. Meaning, internal IT can spend way too much of their time chasing third parties, keeping data on outages and service requests up-to-date and managing complex chains of communication. A single system for integration and managing now not only provides a 'best in class' approach to picking suppliers, but also reduces the time and cost of managing multiple third parties.

## How SIAM Changes the Role of IT in Your Business

You may have heard the term 'service desk brokers' thrown around a bit in the last few years, particularly at big events or in industry publications. The premise of a service desk broker, rather than a service desk analyst or technician is quite simple. A traditional analyst/techy role is an expert in solving problems around specific platforms or technologies. A broker role is introduced when the number of technologies and third parties used grows and you need a specialist to help coordinate and manage service requests across all those different parties.



For example: A ticket may come into the service desk to setup a new member of staff. Traditionally, where you might have one person with access to multiple

systems setting up all their system access, a broker will communicate with the team responsible for file, email, ERP and specialist software access to ensure everything is setup on time, then simply manage the communication of those new accounts back to the requestor or new starter. This is a common role within SIAM as the number of systems and services customer require can be large and complex. So many traditional analyst roles will transition to focus more on communication, management of suppliers and the design of quicker faster service and operational level processes/agreements.

## Training and upskilling your team

Yes, the role of a service broker will become more important to your team as SIAM matures and grows in your organisation. However, it is not the only personnel change you will need to prepare for.

The overall approach to large scale integrated services means staff will need to take on more conscious and skilled approaches to managing vendors, tendering for new suppliers and overseeing the creation and renewal of contracts. Beyond this – much like the role of a broker – IT staff will need to take more responsibility for the end-to-end delivery of IT and supplier value. In other words, making sure that the value created by both the SIAM structure and its associated third parties is visible from the point of a customer need or request,



up to the service delivery by a supplier then back down to fulfilment of that customer need. That focus on the journey services take through the internally provided service and then across perhaps a number of suppliers; service level agreements, support tickets and systems is a vital area to train up your staff in.

There are of course SIAM focussed training courses appearing in the market. Though in terms of accessible and straight forward upskilling you can do right now, encouraging and enabling your staff to build better relationships across the business and with key suppliers is going to be very helpful.

## Talk About SIAM to the Business

Well designed and delivered SIAM will create better customer outcomes. However, there will be great opportunities there which you won't want to miss around educating customers about where those outcomes and added values are coming from.

IT is complex at the best of times and discussing technical challenges with the wider business has always been a struggle for IT teams, big and small. With SIAM you are providing IT with the chance to turn those traditional technical discussions into new conversations about service and good management. SIAM enables business to adopt a more efficient and simple approach to managing large sets of suppliers and in doing so, be more selective about finding the 'best in class' partners. Spending less time managing the technology and more time focussing on the service will also mean customers get more attention and better quality interactions with IT.

Everyone in the business will understand working with suppliers, so be sure to use their language, as often terms like SIAM and other IT acronyms can create blockers between IT and the business. By demonstrating how IT is simplifying its ability to manage theirs, in order to focus on the more 'point of contact' services will most likely be a story your customers and end users really want to hear!

## New Technologies You're Going to Need

From a systems and technology perspective, SIAM comes with a number of advantages and headaches alike. Handing over the management of certain services and systems to other parties is helpful because it creates less areas of skills weakness in the team. Also, the worry of losing certain staff or taking on new training needs for projects like large software updates... just sort of goes away!

### Third Party Vendors & Suppliers

But there is bad news too. Suppliers have ticketing tools - just like you do - and there will be some significant challenges around passing service ticket information around between your own service management tools and your suppliers'. What traditionally might have been done over the phone or by email between you and your suppliers, simply can't be done that way anymore. This is because the need to understand where a service request is at any one time, across a wide ecosystem of services and suppliers will be much greater.

### Here at ONEiO...

ONEiO has invested a great deal into working out how to radically simplify and automate these challenges; which has successfully reduced the risks related to traditional integration development projects as well of managing integrations in production including manual configuration, management and change of

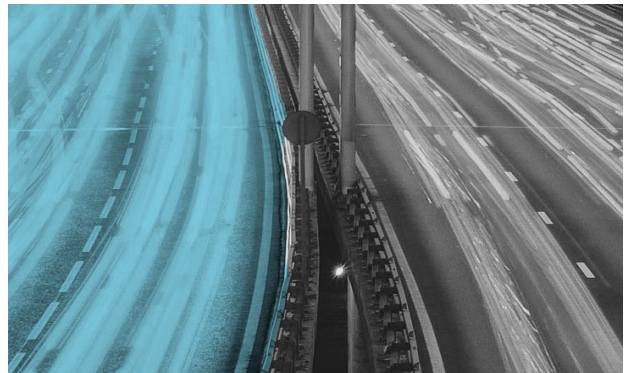
software integrations. So, integrations which might have taken weeks and months to design and build before, now just take minutes.

Focusing on the technology that enables flexibility and real-time reliability will be vital to your success with SIAM.

## What's Next?

Hopefully this guide has given you a greater idea of what SIAM is and what it might look like in your organisation.

SIAM implementations are long and complex projects, which often require a lot of collaboration and help from external partners.



At ONEiO we specialise in the tool and process integration part of your

SIAM implementation, by drawing upon our experience in managing large ITSM and Service Integration projects. This in combination with our 'first of its kind' integration service for creating, managing and changing integrations, means ONEiO SaaS helps you to radically simplify integration projects (no development needed).

Providing out-of-the box supplier-to-supplier integrations and ITSM adapters, as well managing integrations in production as subscription based solution throughout the whole life cycle of your SIAM set-up. If you would like to seek help from our expert team or trial ONEiO in your SIAM environment, just get in touch.



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