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# SIAM Community NL Online Meeting

Woensdag 17 september 16:00 – 17:30

Bijeenkomst Nr. 29

# Agenda

- 16.00 Welkom
- 16.05 Bestuursmededelingen
- 16.15 Presentatie SIAM & XLA (Harry, Michiel, Robin)
- 16.45 Break-out SIAM & XLA
- 17.15 Plenaire terugkoppeling
- 17.30 Einde



# Bestuursmededelingen



- Bestuurswisselingen
  - Suzanne Galletly --> Vacature
  - Peter Luijendijk --> Linda van 't Klooster
- Questionnaire
  - Status, oproep tot invullen
- Fysiek event
  - Capgemini, Utrecht
  - Woensdag 19 november

# XLA Institute



Introduction  
SIAM Community NL





XLA Institute

# Quick Facts

## XLA Institute

*“The independent member organization where business executives, practitioners, buyers, and suppliers collaborate to create employee, customer, and supplier experiences that matter to the economy”*

- **Started february 2024**
  - **XLA Foundation & Practitioner materials (accredited by APMG)**
  - **Active in United Kingdom, Benelux Brasil & US**
  - **Partnerships with best practices like SIAM & DASA.**
  - **Active Chapters in Sourcing, SIAM & Standardization (NEN/ISO)**
  - **First Certified organizations (XLA Verified)**
- **Member types**
    - Individual
    - MSP/ISG
    - Consulting/Training organizations
    - ISV
    - Corporates

# Key Contributions

- **Education and Advocacy**  
Through training, workshops, and certifications, the Institute equips organizations with the skills to design and scale XLAs.
- **Global Standards and Certification**  
The XLA Institute collaborates with leading organizations to co-develop standards, including NEN 8038 and upcoming ISO certifications (ISO 20000-18), ensuring consistency and credibility in experience governance.  
The first organizations are **XLA Verified** by the XLA Institute.
- **Dynamic Experience Management Framework (DEMF)**  
A modular, scalable framework that governs the design, implementation, and optimization of XLAs across industries to operationalize experience management at scale.



XLA Institute

# XLAs<sup>®</sup> are the future of Experience Governance

- **Universal and Adaptable**  
XLAs provide a **single governance framework** for all experience domains, ensuring consistency and scalability across industries.
- **Outcome-Oriented**  
XLAs enable organizations to **measure what matters**—perceptions, sentiment, and outcomes—rather than just outputs.
- **Strategic Value**  
XLAs directly link experience improvements to business objectives, driving operational efficiency, risk reduction, and commercial growth.



Building it together

# Members –XLA Verified





XLA Institute

# Growth Individual Members (standard)



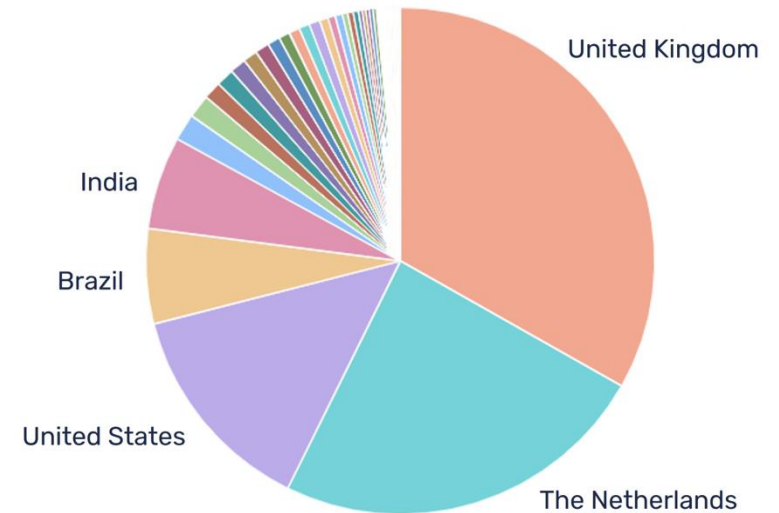
**2024**  
#50

**2025 (Sept)**  
#1950

**2025 (December)**  
#2250

**2026 (June)**  
#3250

**2027**



# The Tidal Wave Approaching

**66%**

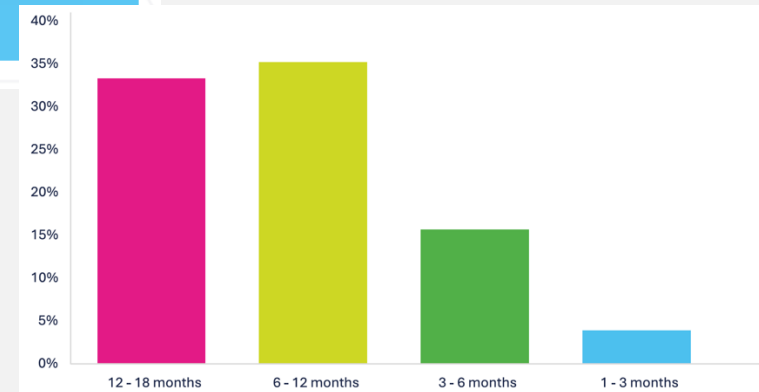
familiar with XLAs

**43%**

Put XLAs into  
practice

**57%**

Not yet  
implemented



# SIAM experience first: measuring what really matters in service integration

SIAM Community NL Online Event  
17 September 2025 16.00 – 17.30



## Meet the speakers



**Michiel Boom**  
Operating Model & Service Integration Advisor  
Kyndryl



**Harry Lamers**  
Domain Lead Experience mgt & Service Integration  
Simac

From different corners of the world, one shared perspective

# Meet the Minds Behind the Whitepaper

Ahmed Ibrahim,  
SAMI Advanced Electronics

Harry Lamers,  
Simac

Michiel Boom,  
Kyndryl

Robin Marchand,  
XLABS

Anthony Orr,  
Ellicorr

Joachim Farla,  
Kyndryl

Rene Visser,  
New Way Learning Services

Roman Pelzel,  
ISG

Arjan van der Poel,  
Suerte Academy

Jose Ojeda,  
Independent Consultant

Remco de Weerd,  
OGD

Virginia Wassenaar,  
ABN AMRO

*“This whitepaper was co-created by members of the XLA Institute SIAM Chapter , combining deep practical knowledge with a vision for the future.”*

# SIAM experience first: measuring what really matters in service integration

## From Idea to Whitepaper – Our Journey

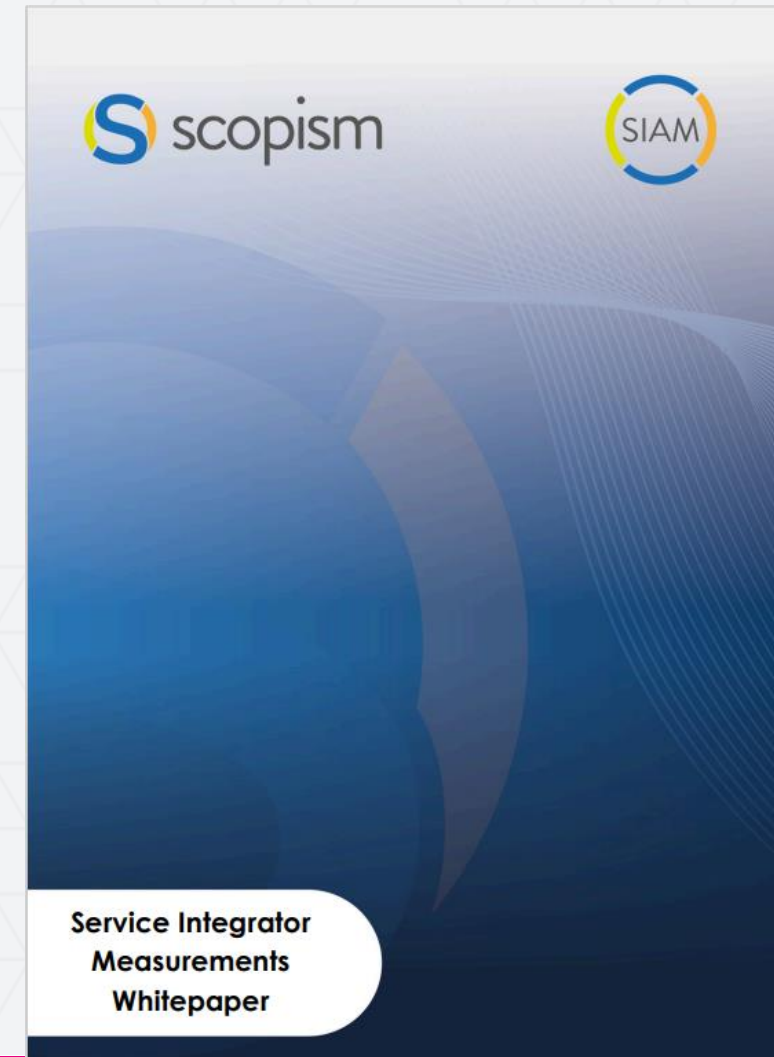
As result of the creation Whitepaper “Service Integrator Measurements” - by Scopism

### Objectives

- Encourage global collaboration and development
- Develop a comprehensive XLA framework for service Integration
- Kick-start research and development in adjacent fields

### Reference Documents

- SIAM BoK v2
- NEN 8038 : 2023



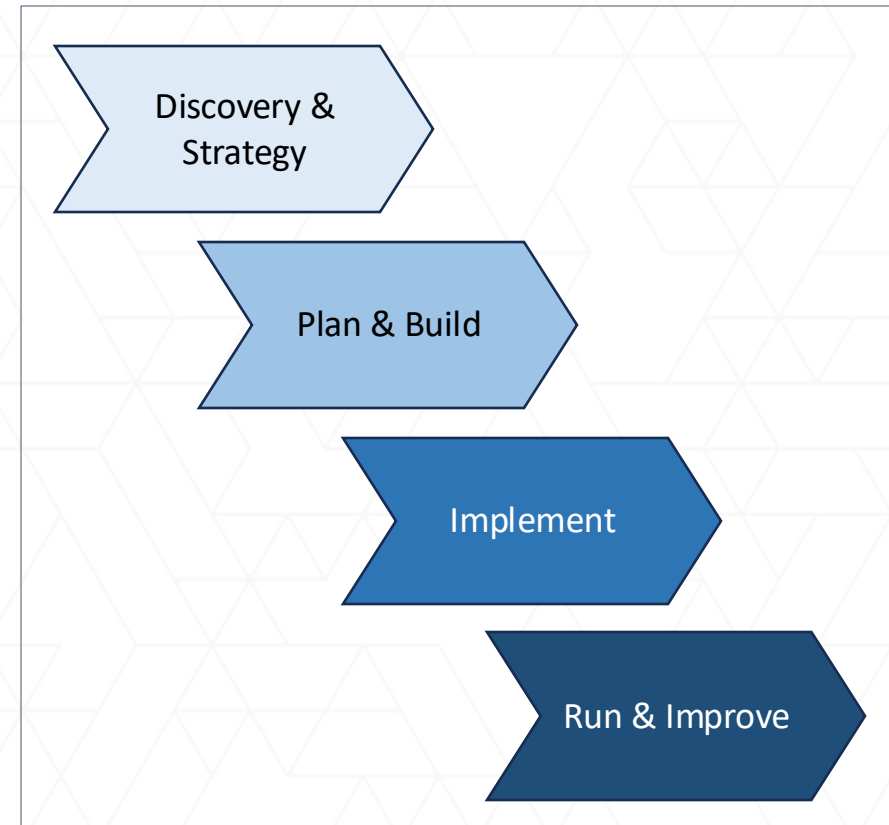
# SIAM experience first: measuring what really matters in service integration

## SIAM Methodology – by Scopism

### SIAM Drivers

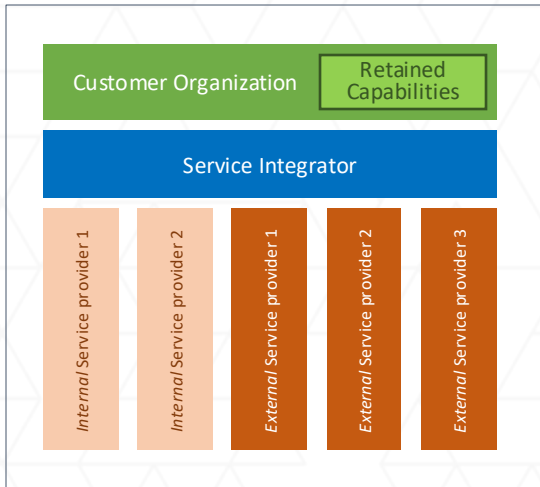
1. Service & Sourcing landscape
2. Operational Efficiencies
3. External drivers
4. Commercial drivers
5. **Service Satisfaction**
  1. Service Performance
  2. Service Provider interactions
  3. Clarity of Roles & Responsibilities
  4. Slow change
  5. Demonstration of Value
  6. Lack of collaboration
  7. Delivery silo's

### SIAM Roadmap

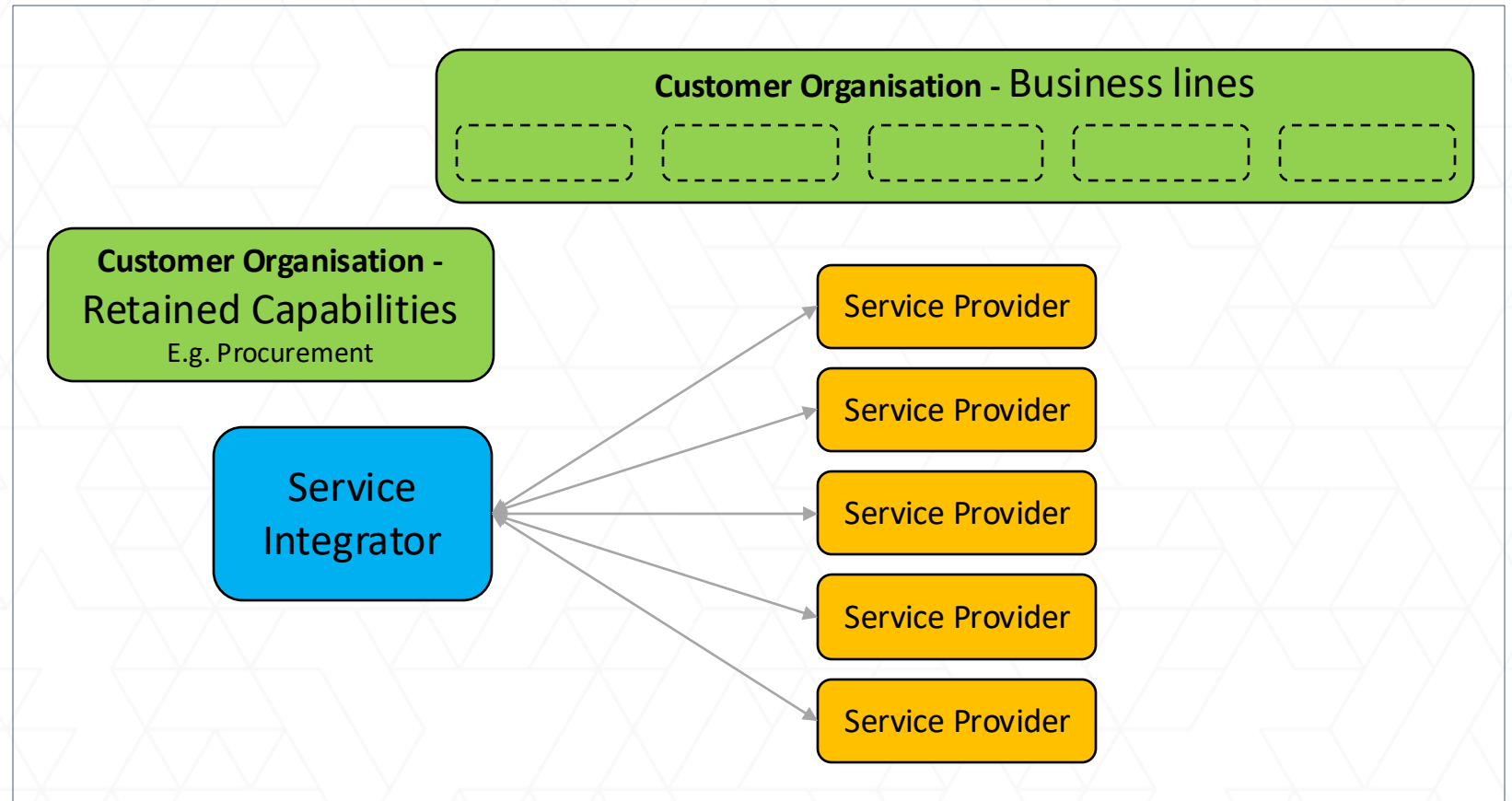


## SIAM Ecosystem – Layers & Roles

From SIAM BoK



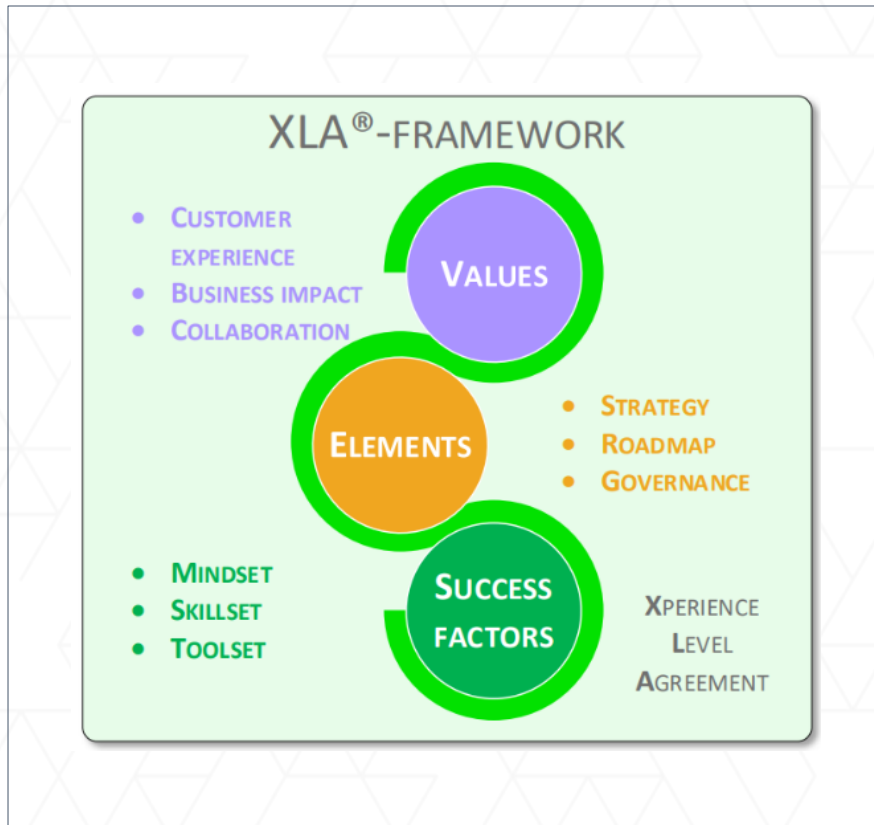
### SIAM Roles



# SIAM experience first: measuring what really matters in service integration

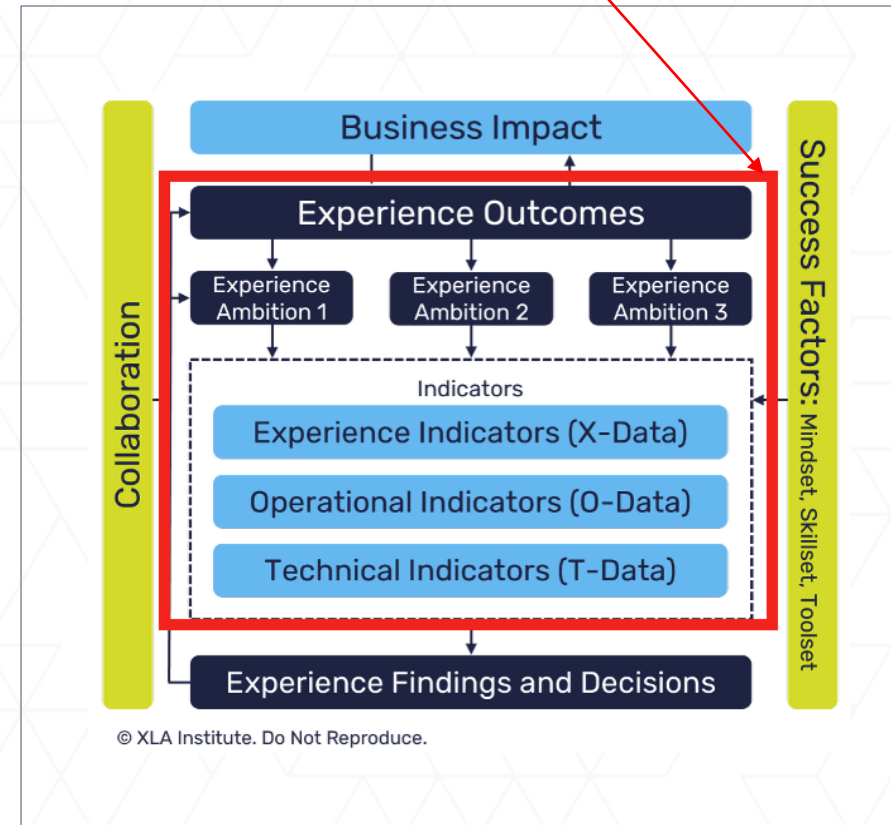
## Experience Management – key concepts used

### XLA Framework



NEN 8038: 2023

### XLA stack



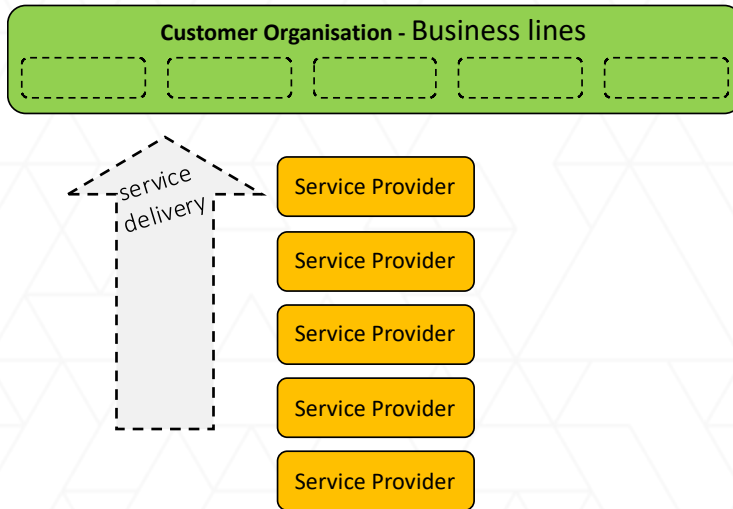
for each Persona

## How to create value with SIAM and XM

2 perspectives on value of Service Integration

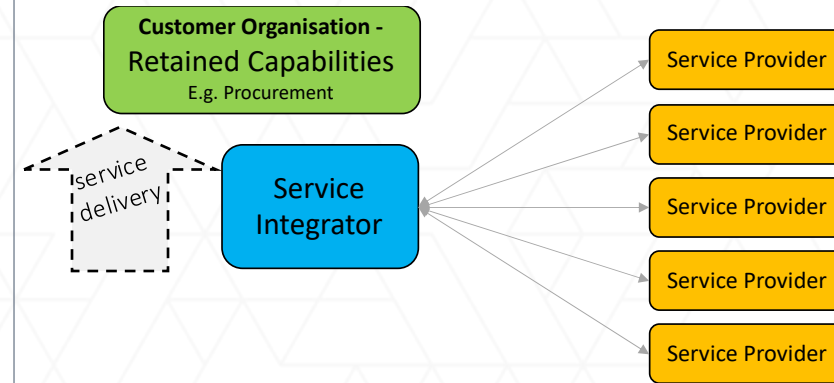
### Integrated Business Services

- Main perspective on value of service integration, from those **receiving the integrated services**
- Value of end-to-end integrated services from various service providers



### Integrator Services

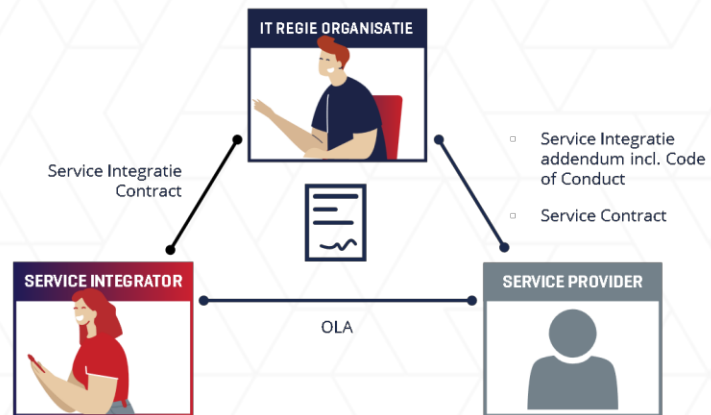
- Retained Capabilities perspective, selecting, facilitating and **receiving the Integrator services**
- Value delivered by Service Integrator
  - Realisation of SIAM Objectives
  - Manage SIAM Governance
  - Manage Collaboration
  - Manage conditions – orchestrate mindset, skills & tools



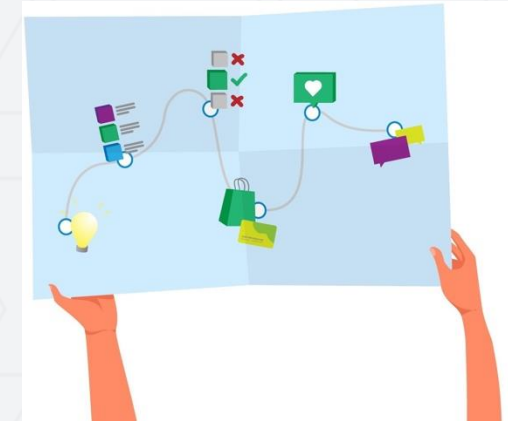
# How to use the XLA Framework for the Measurement of Service Integration

## XLA Stack for the Service Integrator services

### Step 1 “Define the personas”



### Step 2 “Define the Customer Journey – Moments that Matters”



For example:

- Governance Boards: Are the right topics discussed?
- Process Forums: Are incidents reviewed transparently and with accountability?
- Workgroups: Are improvements tracked and turned into action?
- Escalations: How smoothly and fairly are disputes between vendors handled?

# How to use the XLA Framework for the Measurement of Service Integration

## XLA Stack for the Service Integrator services

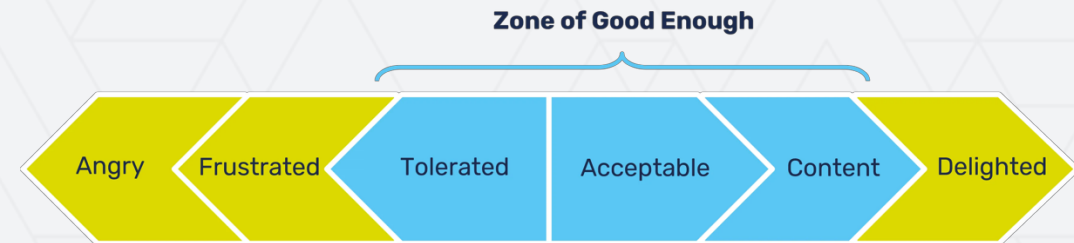
### Step 3 “RoX ”



For example:

- Efficiency Value: e.g., reduced governance overhead.
- Productivity Value: e.g., faster vendor onboarding.
- Customer Value: e.g., fewer service disruptions.
- Future Value: e.g., scalable integration processes.
- Commercial Value: e.g., contractual agility.

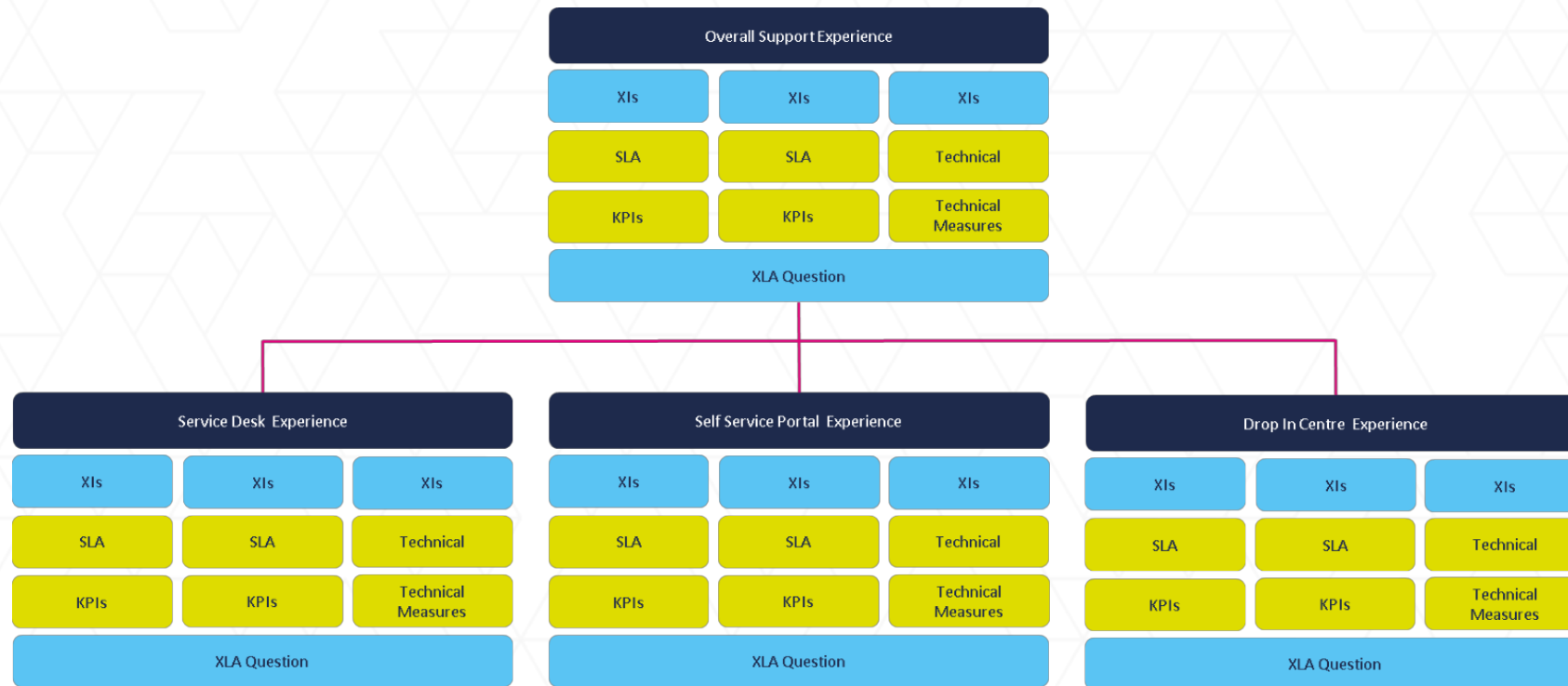
### Step 4 “Zone of Good Enough ”



For example:

- Too Low: Disorganised governance boards with no follow-up.
- Acceptable: Structured meetings with tracked actions.
- Delightful: collaboration that drive innovation and cohesion.

## XLA Stack for Integrated Business Services



Example: Experience Bridging for Multiple XLAs

# Key Success Factor for Experience Management of Integrated Business Services

- 1. Define a Shared Vision**

Establish a clear, shared **ambition** for the service integrator's role
- 2. Start with a Reality Check**

Take a baseline measurement of how **collaboration, communication, and governance** are currently perceived.
- 3. Evolve the SI Role**

Move beyond process coordination. Today's Service Integrator (SI) should act as a **Connector**, a **Coach** and a **Catalist** for continuous improvement
- 4. Write Experience into Agreements**

Include experience objectives and joint commitments in contracts, annexes, or OLAs (Operating Level Agreements).
- 5. Build Experience Awareness Across the Organization**

Make experience part of the everyday **Onboarding, Governance and Leadership**
- 6. Use Experience Indicators (XIs)**

Track how things *feel*, not just how they *perform*
- 7. Integrate XM into Governance Rhythms**

Feed experience data into existing governance structures (monthly reviews, retrospectives, etc.) to ensure continuous alignment and improvement.
- 8. Focus on Outcomes that Matter**

# Key Success Factor for Experience Management of Service Integrator Services

### Succesfactors

- 1. Creating a Shared XM Mindset**  
Build awareness and understanding of XM's value across all stakeholders, embedding it into the SIAM strategy and governance.
- 2. Building Minimal Skill Levels Across the Ecosystem**  
Ensure all ecosystem partners, regardless of maturity, have the skills and tools to actively participate in XM activities.
- 3. Developing a Unified Toolset**  
Select and implement shared tools for data collection, correlation, feedback, and reporting to gain a comprehensive view of experience.
- 4. Establishing an Experience Management Office (XMO)**  
A central XMO acts as a steward to maintain standards, coordinate training, assure data quality, and champion continuous improvement

### Roadmap items

- 1. Discover & Strategy (Enlighten, Explore, Envision):**  
Raise awareness, assess current ecosystem maturity, and define realistic yet aspirational XM goals aligned with business priorities.
- 2. Plan & Build (Enable):**  
Equip the ecosystem with necessary tools, processes, and training to enable broad participation in XM.
- 3. Implement (Execute):**  
Integrate XM into daily operations, ensuring all service providers contribute and share accountability for experience outcomes.
- 4. Run & Improve (Embrace):**  
Embed XM into the SIAM ecosystem's DNA through continuous feedback, evolving metrics, and ongoing governance-driven improvements.





SIAM experience first: measuring what really matters in service integration

# Curious for More? Download the Full Story

Use the QR code to get the full version of the whitepaper and explore how SIAM and Experience Management truly come together.



# That's a Wrap — Thanks for Tuning In!

We've only scratched the surface in these 20 minutes — and there's so much more to explore.

In the coming months, we'll be hosting a series of interactive webinars where we'll dive deeper into the themes, case studies, and lessons from the whitepaper *"How to Use the XLA Framework for the Measurement of Service Integration."*

Stay tuned — dates and registration links will follow shortly. We'd love to continue the conversation with you!



Thank  
You!

# Voorstel Stellingen



1. **“Zonder Experience Management verliest SIAM zijn echte waarde voor de business.”**
2. **“SLAs geven nog steeds genoeg inzicht in kwaliteit—XLAs zijn vooral ‘nice to have’.”**
3. **“De rol van de Service Integrator is belangrijker als coach en verbinder dan als procesmanager.”**
4. **“Momenten die ertoe doen (‘Moments that Matter’) wegen zwaarder dan technische uptime.”**
5. **“Een XLA moet net zo bindend zijn als een SLA in contracten met leveranciers.”**
6. **“Samenwerking tussen providers staat of valt met de manier waarop de integrator ervaring meet en terugkoppelt.”**
7. **“De zone van ‘good enough’ is in de praktijk ambitieus genoeg voor service-integratie.”**
8. **“Experience data hoort standaard een vast onderdeel te zijn van governance- en stuurinformatie.”**
9. **“Een Experience Management Office (XMO) is essentieel om XM in een SIAM-ecosysteem blijvend te laten werken.”**
10. **“Business value ontstaat pas echt als providers, integrator en retained capabilities één gezamenlijke ervaringstaal gebruiken.”**



**SIAM Community NL**  
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