



SERENA DIMENSIONS 10 – ANALYST QUOTES

Gartner

“Up to now, many of the planning and control elements of the development lifecycle have not been well integrated. This situation often leads to outages and lower productivity in the enterprise. Companies need well coordinated, end-to-end process control throughout the application development lifecycle – from inception through requirements to deployment – to govern change successfully across the enterprise. An effective, process-centric approach has to accommodate the reality of today’s development teams that may be geographically dispersed, working in a variety of technologies and on a variety of platforms.”

- **Jim Duggan**, Research Vice President, Research Group

Forrester Research

According to Forrester Research, a development effort can still fail miserably even if analysts document business requirements perfectly, architects build flawless models, developers write defect-free code, and testers execute thousands of tests. ALM is labor-intensive and error-prone without the integration of lifecycle tools. These connections take ALM to the next level by improving the efficiency of each of the three pillars of ALM: traceability of relationships among lifecycle artifacts, automation of high-level processes, and visibility into the progress of development efforts.

– **Carey Schwaber, John R. Rymer and Jacqueline Stone**, “The Changing Face of Application Life-cycle Management: Tomorrow’s ALM Platforms Will Deliver on the Promise of ALM Suites,” August 18, 2006, p. 3, Forrester Research, Inc

Figure 4: Major Vendors' Approaches To ALM

| Vendor | Approach |
|-----------|---|
| Borland | Single-vendor ALM platform |
| CA | SCM, not ALM |
| Compuware | Multivendor ALM platform |
| IBM | Single-vendor ALM platform |
| Mercury | More test management than ALM |
| MKS | Single-vendor, single-repository ALM platform |
| Microsoft | Single-vendor, single-repository ALM platform |
| Serena | Single-vendor, single-repository ALM platform; multivendor ALM platform |
| Telelogic | Single-vendor ALM platform |

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Source: Forrester Research, Inc.

Ovum

“The long awaited Dimensions 10 is a significant step forward for Serena. It both simplifies and enhances Serena’s range of ALM products.”

- **Ian Wesley**, Research Director