SERENA™

Serena Software

Helping Organizations Orchestrate Their Application Delivery, IT and Business Processes

CORPORATE OVERVIEW

Exceptional Support from Serena

The support from Serena has been unsurpassed. Their availability to assist in problem determination and to provide a solution is exactly what our organization needs to improve performance. We needed a global and cost effective approach and this is exactly what Serena delivers with the products and services they provide.

Global 500 Bank

Serena Software

Founded:
1980

Headquartered:
Redwood City, CA (U.S.A)

Global Offices:
New York, Los Angeles, Washington D.C.
Sao Paulo
London, Paris, Madrid, Milan, Munich, Stockholm, Antwerp
Singapore, Tokyo, Melbourne, Bangalore, Seoul

Employees:
700+

Customers:
Over 4,000 leading enterprises with nearly 1 million users across all industries and geographies

Management Team:
John Nugent – President and CEO
Joe Passarello – SVP and CFO
David Hurwitz – SVP, Worldwide Marketing
Ed Malysz – SVP, General Counsel
Ali Kheirolomoom – Group VP, SBM Products and Solutions
Steve Brodie – Group VP, Application Lifecycle Management Business Unit
Peter Sianchuk – Group VP, Customer Experience and IT
Alison Edge – VP, Worldwide Human Resources
Mike deFisser – VP, Americas
Eric Driffort – VP, EMEA
Sharryn Millican – VP, APAC

Investors:
Silver Lake Partners, the leader in private investments in technology-enabled industries

Recognition:
Winner, Pink ITIL Innovation of the Year Award, February 2012
Visionary, Gartner Magic Quadrant for Application Life Cycle Management, June 2012

Learn More:
Visit serena.com

Serena Software

Serena Software provides Orchestrated IT solutions to the Global 2000. Serena's core purpose is to advance the business value of IT. Our 4,000 active enterprise customers, encompassing almost one million users worldwide, have made Serena the largest independent Application Lifecycle Management (ALM) vendor and the only one that orchestrates DevOps, the processes that bring together application development and operations.

Headquartered in Silicon Valley, Serena serves enterprise customers from 29 offices in 14 countries. Serena is a portfolio company of Silver Lake Partners, the leader in private investments in technology-enabled industries.

Serena's Vision: Orchestrated Processes

Processes are the connective tissue of enterprises. IT processes connect users to services, services to operations and operations to applications. Business processes connect customers to services, services to fulfillment, fulfillment to production and production to development.

Processes are often disjointed, either because they start off small and then need to scale or because they can't flexibly adapt to shifts in a business model. Whatever the reason, disjointed processes are hard to speed up, hard to audit, hard to improve, hard to scale and hard to modify.

Serena's vision is that all important enterprise processes will one day be orchestrated. Orchestrated processes are automated, transparent, configurable and connected. Orchestration leads to dramatic improvements in cycle time, compliance, adaptability and accountability.

Serena customers power their orchestrated processes with an orchestration engine called Serena Business Manager. SBM underlies Serena's Orchestrated IT solutions across Development, Operations and the IT Front Office. It is also used by thousands of enterprises around the world to orchestrate a wide variety of product development and business processes, leading to astounding results.

SBM enables Serena Software to deliver tremendous value to customers, whether focused on IT, product development or any other critical process.

Serena Solution: Orchestrated IT

Serena Orchestrated IT solutions help tie an organization's existing IT tools into a coordinated, process-driven, highly visible human workflow. Orchestrated IT streamlines IT processes to deliver applications faster, improve IT service performance and reduce IT costs. The Serena family of Orchestrated IT solutions works together to deliver the speed, automation and control demanded by today's application development and IT operations organizations. All Serena products are configurable and easily adaptable, while delivering the lowest total cost of ownership (TCO).

> "Any time we look at using SBM, we ask the question, 'Will this process change or expand?' If the answer is 'yes,' then we absolutely use SBM to automate the process. We have evaluated other tools and we cannot find anything that is as flexible to let us make changes on the fly like SBM."

CareerBuilder

Serena's Orchestrated IT solutions solve key problems in Development, Operations and the IT Front Office.

Serena Solutions for the IT Front Office

Serena helps the IT Front Office – the "customer facing" part of IT – improve engagement with the business by capturing and prioritizing business requests, seamlessly working with the rest of IT to fulfill demand and continually reporting status back to the business.

Centralized "Store Front"

The Serena Request Center "single store front" and IT service catalog help organizations centralize IT request management to encourage user self-service, the prioritization of requests and the expediting of request fulfillment.

End-to-End IT Demand Management

Serena Demand Manager helps organizations understand and manage IT demand across the entire application and service delivery lifecycle. You can see all IT work, prioritize new demand, approve requests more quickly and understand how all resources are contributing.

Intelligence and Insights

The Serena Dashboard offers real-time intelligence that spans the entire IT lifecycle. The Dashboard helps IT executives, business stakeholders and team members easily draw information and meaningful insights from Serena and non-Serena systems, including predefined metrics like cycle times, queue sizes, wait times and performance against service-level agreements (SLAs).

Faster, Cheaper and Better Development

"Serena will allow CVS Caremark to do development cheaper, faster and better than ever before. Using Serena Requirements Manager, requirements will be tracked systematically from capture through to production deployment. All requirements are then directly linked to their corresponding test case and to the business process map. Improved visibility is another Orchestrated ALM benefit that CVS Caremark will receive with Serena, including the ability to measure cycle time and rework throughout the application delivery process."

CVS Caremark

Serena Solutions for Development

Serena's Orchestrated Application Delivery solutions automate end-to-end application delivery from demand to deployment, by helping IT organizations elicit, refine and track requirements, easily manage changes to software configurations and deftly deploy releases with confidence. Serena has helped thousands of organizations make dramatic improvements in application delivery, including greater visibility, faster time-to-market, higher stakeholder satisfaction and lower cost.

Demand to Develop to Deploy

Serena Orchestrated Application Delivery consists of three solutions powered by a process orchestration platform:

Serena Requirements Manager helps development leaders elicit, develop and track the right features, communicate status across the organization and provide greater visibility and responsiveness. The solution provides integrated capabilities for requirement elicitation, collaboration, prototyping and management.

Control and Visibility over the Full Lifecycle

"We set out to improve how we manage the process for developing and maintaining software across our organization. This had to be based on an end-to-end view of the lifecycle for applications, from initial demand within the business units through to development and then release. Serena's approach to orchestrated ALM fit our requirements exactly. With Serena, we have been able to achieve the efficiency gains that we set out to get, as well as providing better quality information back to the business."

Kutxa

Serena Development Manager helps distributed development teams manage and track changes to software configurations and timelines. The solution provides capabilities for agile software development, software prototyping and software change and configuration management (SCCM) across Unix, Linux, Windows and mainframe platforms.

Serena Release Manager automates the release process across platforms, environments and application tiers. Development organizations increase release frequency while reducing manual labor and risks with Serena's automated release planning, release calendars, release automation and release vault.

Orchestration by SBM: By connecting traditionally siloed processes and applications, Serena Business Manager Orchestration provides greater visibility, insight and traceability into the entire end-to-end application delivery process via process automation and integration, common dashboards and metrics and collaboration capabilities.

Leverage What You Have

Unlike traditional rip-and-replace approaches, Serena's Orchestrated Application Delivery approach easily integrates and works with existing tools and processes. Dramatically minimizing point-to-point integration, orchestration ties tools into a process backbone, from which their status updates flow into unified dashboards. The result is a lower cost, more resilient and more actionable system.

Serena Solutions for IT Operations

Serena's Orchestrated IT Operations solutions help organizations streamline the entire process of capturing, routing, fulfilling and releasing IT services. Orchestrated Ops helps IT increase visibility, improve SLA performance and lower TCO.

Process-Based IT Service Management

Serena Service Manager (SSM) is an out-of-the-box ITIL automation system that reduces the cost of IT services, improves resolution time and boosts service desk satisfaction. SSM features contemporary ease of use, comprehensive visibility and breakthrough deployment, configurability, extensibility and integration options.

It does this by presenting out-of-the-box ITIL functionality in a fresh and highly accessible user interface. For instance, SSM's configuration browser brings to life its underlying Configuration Management Database (CMDB), ensuring high levels of agent acceptance.

More importantly, SSM presents to IT's customers an easy to use interface that is inherently process-based. SSM orchestrates service management processes from the end user through to the service desk and on to operations and fulfillment.

Service Management Success

Serena Service Manager does exactly what we need it to do. It is extremely comprehensive and provides an interface that is both easy to use and also customize, when needed. The other products that we looked at were too rigid and didn't offer the level of flexibility we required. Price and deep reporting capabilities also played an important role in our decision to go with Serena – the competition didn't come close.

SunGard

Manage Mainframe SDLC

We use Serena ChangeMan ZMF to successfully manage our mainframe software development lifecycle, from initial development to deployment into production.

Global 500
Media Company

Built for do-it-yourself flexibility, SSM is visually configurable by nontechnical administrators. Thus, it readily adapts to ongoing process changes driven by continuous improvement, mergers and acquisitions, reorganizations, as well as all of the other drivers that have historically required expensive customization in IT service management systems.

Release Management for IT Ops

Serena helps reduce deployment costs and enable the delivery of additional revenue as applications go online faster and sooner. Serena release management solutions help increase the flow of operational releases into production while improving release quality.

Dev + Ops Collaboration

Serena provides solutions that help development and operations work better together. The game-changing integrated solutions Serena Service Manager and Serena Release Manager help *Dev versus Ops* become Dev+Ops, enabling increased business agility, reduced costs and increased revenue.

Serena Solution: Mainframe Application Development

Serena's legendary mainframe products are renowned in the most demanding IT shops around the world for their capability and reliability, powering change and configuration management processes in the world's leading banks, governmental agencies and telcos. Serena's mainframe products include ChangeMan ZMF, Dimensions z/OS and StarTool, as well as Comparex, the first product developed by Serena founder Doug Troxel.

Customers

Serena's unique approach to Application Lifecycle Management, Service Management and Process Management delivers solutions that power confidence and process improvement for more than 4,000 active enterprise customers, encompassing almost one million users worldwide.

Our solutions are used across industries, geographies and company sizes. Examples of our successful customers include:

Aerospace & Defense
U.S. Air Force Research Laboratory
BAE SYSTEMS plc
CACI
Boeing Company
European Space Agency
Lockheed Martin Corporation
U.S. Naval Research Lab
MTU Aero Engines GmbH

Automotive
American Honda Motors Co., Inc.
Johnson Controls, Inc.
Siemens Automotive SA
Chrysler
Daimler
Marquardt GmbH

Orchestrated Success

With Serena solutions, we've transformed our application lifecycle processes into an orchestrated, streamlined system, from initial request to software deployment to the tracking of the programming hours spent on the change. Because of this integrated process, we have realized significant improvements in security, accuracy and efficiency.

Fortune 500
Insurance Company

Banking & Finance
Barclays Bank Plc
Credit Suisse
Deutsche Bank AG
JP Morgan Chase & Co.
UBS Financial Services Inc.
Citigroup
BBVA Compass
BB&T

Insurance
CIGNA Corporation
Farmers Group Inc
Fidelity Investments
Nationwide Mutual Insurance
AVIVA
Progressive Insurance
Allstate
Western & Southern Financial Group
Premera Blue Cross
United Health Care

Business Services
Computer Sciences Corporation
Honeywell International Inc.
SAIC, Inc.
SunGard Trading and Risk Systems
The Dun & Bradstreet Corporation
Thomson Reuters
TransUnion LLC
TSYS

Communications & Media
Cablevision Systems Corporation
France Telecom SA
T-Mobile
Verizon
Virgin Mobile
Vodafone Limited

Entertainment
MGM Mirage
Technicolor Inc.
Ticketmaster

Food & Beverage
Cargill, Incorporated
Frito-Lay, Inc.
The Procter & Gamble Company

Government
Federal Trade Commission
New York City Office of the Comptroller
California Department of Insurance
State of Maryland
US Postal Service (USPS)

Healthcare
Abbott Laboratories
Kaiser Permanente
CVS Caremark
Johnson & Johnson
Orchid Biosciences Europe Ltd
WebMD Health Corp.

Retail
Best Buy Company, Inc.
Nordstrom, Inc.
Safeway
Starbucks Corporation

Travel & Transportation
Burlington Northern Santa Fe
Choice Hotels International, Inc.
United Parcel Service, Inc.

Technology
Intel
Citrix
AT&T
HP

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