

RESULTS

- Increased productivity in managing 1 million lines of code for Toyota
- Eliminated a layer of project management with the ability to tightly manage projects and costs off-site
- Created confident clients due to project visibility and control
- Improved ability to compete with well established, large firms



**INFORMATION
SYSTEMS
GROUP**

...making technology work

CHALLENGES

- Inability to ensure security of documents via email
- Lack of control over projects
- Generic management systems were frustrating and fraught with problems
- Loss of productivity due to manual processes and tracking via email

PRODUCTS

Serena® Business Mashups

INDUSTRY

Information Security
Management Consulting



CUSTOMER FOCUS

ISG Customers See Payback In Less Than 12 Months With Serena's Lean BPM

Secure documents via email among the key drivers

Securing documents in cyber space and establishing control over projects frustrated consultancy firm ISG's managing director John Frisken for years, until he discovered a Serena Software process management system that enabled him to easily track tasks across his company while still maintaining security.

ISG specialises in certifications for information security management processes, consulting with government departments and major companies. Turning over between \$1 million and \$1.5 million each year and competing against much larger consultancy firms, Frisken said being able to send sensitive documents securely via email was essential to ISG's success.

ISG found generic management systems to be inconvenient and fraught with problems. In order to run the business successfully, ISG sought a partnership with application developer Serena Software to improve its business

management and workflow, and since then the company has never looked back.

"Before we partnered with Serena it was just horrendous," Frisken said. "Using a management system with email drove us around the bend, because the information you needed was always in somebody's email inbox. Not everyone on a project could see what was going on or what changes had been made to documents at any given time."

"Serena's solutions are central to the provision of integrated solutions to our clients. I don't think we could run the firm without it."

ISG began to manage applications for their clients using Serena Software in 2003, starting with their largest customer, Toyota. Frisken said today ISG manages more than one million lines of code for Toyota across three different sites. With Lean BPM processes in Serena

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— John Frisken
Managing Director, ISG



Business Mashups they streamline and automate processes across all locations, and manage projects off site.

“Prior to using Business Mashups, clients would try to build ad hoc management solutions using poor technologies, such as email, which meant our consulting designs could not be supported,” he said.

Frisken said Serena products give users better control, allowing ISG to tightly manage projects and costs using automated processes.

ISG started using Serena’s business process and workflow solutions several years ago. The application was designed as a client management system to collaborate between ISG and client teams, tracking all phases and deliverables.

Frisken said the advantage of using Serena Lean BPM solutions was that every user could actually see on their desktop the development of each project, from meetings with clients, emails and explanatory notes, while also being able to view when a task had been completed, approved and released to a client.

The partnership between ISG and Serena provided another benefit by enabling ISG to offer an additional service to their clients. Using Serena toolsets and methodologies, ISG now implements custom developed, technical solutions for clients using high end Serena products, on top of their consultancy work.

“Although we give best practice advice to customers, without the ability to translate that into working solutions, it can be very hard to promote business to the private sector,” Frisken said.

With about 12 employees at its Surry Hills headquarters in Sydney, ISG is a company punching above its weight, competing against well established large firms such as Price Waterhouse Coopers and KPMG.

As a former principal with Ernst and Young, Frisken is well aware of the need to offer clients extra services to attract business, which was a key strategy in partnering with Serena.

“Even though we are a small company, we compete with the big guys,” Frisken said. “The decision to offer solution delivery as well as consultancy is really starting to pay off. We work with the technology every day and we know how it works. If we say it can do something, it can.”

ISG now uses and implements a wide range of Serena products including Mariner and Dimensions to bring better control to the business. Any Serena product sold is now implemented by ISG, with clients including Toyota, RBA, ASIC, Sensis and Sydney Water.

One of the key challenges in this industry is making private companies aware of the benefits of IT governance and information security. Using Serena applications, ISG was able to present solutions to prospective clients that help them manage project management, application development, enhancement and support, administration, marketing and secure file exchange. The solution has a time to value shorter than 12 months.

Due to the visibility and control provided by Serena products, ISG and their clients are confident they are on track with every aspect of their projects.

While ISG initially sought partnership with Serena because their product is so widely used, Frisken said the control, security, and visibility available from Serena applications led the way for the products to become a vital part of ISG.

“It eliminates a layer of management as it gives us the ability to tightly manage projects without having a project manager on site. This makes us more competitive as a business in terms of cost.”

“We look forward to continuing our partnership with Serena Software and expect to integrate solutions to allow us to better manage demand for resources in the future.”



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