

# Topdanmark Makes Their Mark in the Industry with **Serena Software**

Dimensions Software Drives Unified Process Across the Enterprise



**COMPANY** Topdanmark    **LOCATION** Denmark    **URL** [www.topdanmark.dk](http://www.topdanmark.dk)

**INDUSTRY** Insurance    **PRODUCT** Dimensions 10

**APPLICATION** Change and Configuration Management

“The goal here is to create a consolidated, unified process across the enterprise with common vocabulary and parallel project management. Serena Dimensions 10 provides the technology to support that sizeable goal.”

– Peter Reetz, IT Architect, Topdanmark

## Executive Summary

### CHALLENGE

Growing application backlog  
Difficulty coordinating activities across platforms, silos and varying terminology  
Rising trend in hot fixes

### SOLUTION

Dimensions 10  
Creating an enterprise-wide, consolidated, unified process with common vocabulary  
Creating a parallel project model across platforms

### RESULTS

Project leads have better insight into projects  
Greater release management capabilities  
Improved reliability and predictability

When the second largest full-featured commercial and private life insurance company in Denmark realized that meeting their customer expectations was at risk due to their own internal processes, they quickly made some extensive, well-founded decisions to course correct.

Realizing that the siloed processes and diverse technology that had developed over time no longer served their best interest, the team responsible for defining the internal processes for their IT department took on the challenge. “When we started the project with Serena Dimensions, it was because we wanted to find a better way to handle the way we manage changes in our system portfolio. We needed a stronger, more collaborative and cohesive process,” said Peter Reetz, IT Architect. “When the customer has a problem, we need to solve the problem regardless of what platform it affects.” This new thinking meant moving from a silo-based development model that had been developed and used for over 20 years to a project-based model.

### Challenge

It’s not an uncommon story. As businesses grow, necessary processes and technology are put in place that may not scale or are outgrown over time. In IT and Application Development this can create unnecessary, yet correctable, obstacles. “The goal here is to create a consolidated, unified process across the enterprise with common vocabulary and parallel project management. Serena Dimensions 10 provides the technology to support that sizeable goal,” says Reetz.

Topdanmark was having a hard time getting enough changes through the pipeline, and the backlog continued to grow. Add to that a mix of mainframe technology and new Java and Web-based technology, unlinked processes across silos, and a huge difference in the use of terminology, and you’ve got a no-win situation. Meeting customer expectations was at risk.

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### **Solution**

After surveying several tools on the market, scouring the Ovum report for SCM tools, Topdanmark selected several of the major SCM/ALM tool vendors. The tool they selected would need to integrate with CA’s Clarity, HP Quality Center, BladeLogic Application Release Manager and Webshpere Studio. The proof of concept process led them to select Dimensions for many reasons, mainly due to the ability to cater to both the mainframe and distributed development environments. Reetz stated that Dimensions was also the only tool that had a true build strategy, easily integrated with the other tools in their development environment, and would allow them to create a common vocabulary across the development platforms. “For this to be successful, fundamental vocabulary must be consistent across the board. Terms such as ‘baseline’ and ‘release’ must mean the same thing throughout the entire process,” says Reetz.

Because this project has enterprise-wide impact, Topdanmark was very methodical in its approach. With much prototyping to ensure they had exactly what they wanted, the product went live with 150 users in the mainframe team in late 2007. In mid-2008, they expect to rollout another 100 licenses to the Java developers and other teams.

### **Results**

This project is among the most important internal IT projects in the company, Serena Dimensions enabled Topdanmark to see the reality of the impact of their current processes. “If you ask the project leads, they suddenly have better insight into what is going on inside the projects. Release managers have better visibility into what is being hot fixed and why, allowing them to better manage their releases,” says Reetz. “These are not quantifiable results, but they have already made a very positive impact.” Reetz expects the true ROI to show up once they are able to move all teams to the project-based model and have rolled out across the enterprise.

For Topdanmark, quality control, reliability and predictability across the process are the key drivers. Serena Dimensions is a core component of attaining these objectives. Reetz says, “When you change the way people have been working for the last 20 years, it takes a great deal of planning and discussion to get it right and get everyone on board. Rolling out the actual technology was the easy part.”

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#### **ABOUT SERENA**

Serena Software, Inc. is the leading global independent software company focused on Business Mashups Project Portfolio Management (PPM) and Application Lifecycle Management (ALM). More than 15,000 organizations around the world, including 96 of the Fortune 100, rely on Serena solutions to automate the application development process and effectively manage their IT portfolio. Serena is headquartered in Redwood City, California, and has offices throughout the U.S., Europe, and Asia Pacific.

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Learn more about the enterprise-wide power of Serena products by visiting [www.serena.com](http://www.serena.com) or contacting one of our sales representatives in your area.

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