

Application Development Management

Total Visibility Into Your Applications

Do you have good visibility into the products and releases that your application development group is working on? Can you quickly and accurately:

- Get current status on upcoming product releases
- Monitor key software development metrics all in one place
- Quickly and easily prepare for executive reviews

Get Visibility for Better Business Impact

If you can't answer yes to these questions, you're not alone. Most application development groups take an ad hoc approach to monitoring their activities, which gives them little to no visibility across their applications. Without that visibility, it can be challenging to quickly flag issues, identify problems, prioritize potential new products or releases, or communicate commitments to key stakeholders. The results are inevitable—excessive costs, wasted effort and lost opportunities.

Improve Alignment with the Business

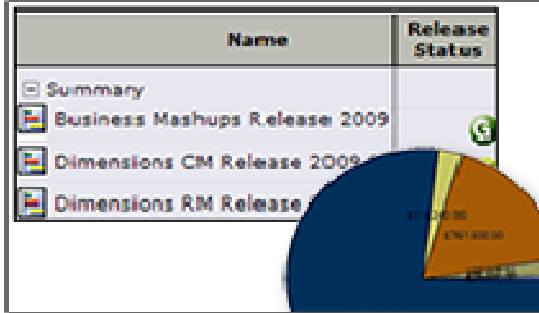
Is it challenging to figure out which requests to pursue from the business and in which order? Are you having a hard time saying “no” to new requests? Identify the business drivers for each new product or release making sure there is strong alignment with factors such as corporate strategy and competitive differentiation. For each approved development activity, set expectations with the business about the key release themes and expected return from the project. Don't rely any longer on the loudest voice getting first priority or simply saying “yes” to everyone.

Supports Cross-Platform and Cross-Methodology

In addition, Serena® Application Development Management (ADM) is cross methodology and cross platform. You can use traditional waterfall or Agile methods, and Serena or 3rd party development tools. All of your applications are tracked in one place. Your development teams can then update project status, track milestones, and manage development costs for each product release. ADM combines this capability to track and monitor progress with the ability to present reports on key development metrics for that release. For example, ADM can easily present Serena TeamTrack/Business Mashups reports on issues and defects. In general, ADM can display any report that is URL addressable. That allows ADM to present information from across multiple development systems in one location so that you can see the big picture.

Dashboard

At your fingertips snapshot of active products under development including project health, key dates and total development costs.



Financials

Plan costs and project net benefits from your development activities.

Product Costs	
	Q1 '08
Labor	
Developer (FTE)	68.00
Self	0.00
Rollup	68.00
Technical Writer (FTE)	3.00
Test (FTE)	20.00
Miscellaneous Labor (FTE)	2.00
Total Labor Hours (FTE)	93.00
Total Labor Cost	\$2,288,000

Release Status

Monitor product releases with at-a-glance red/yellow/green health indicators, a daily status update, and key contacts such as product owner.

Status	Release Themes	Code M
Name	Dimensions CM Release 2009	
Product Owner	Tim Joyce / Steve Ransom	
Release Status	Yellow	
Release State	Active	

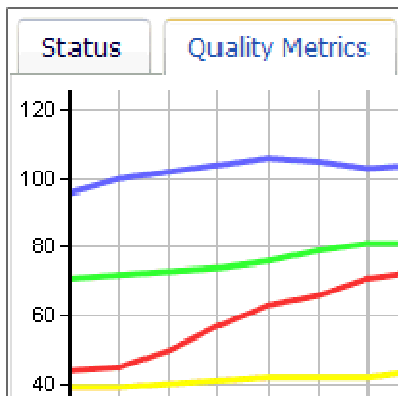
Release Milestones

Track progress against key milestones in your software development lifecycle (SDLC). Easily monitor date changes. Highly configurable to match your particular process and terminology.

Milestone Summary	
Start	Original Plan
Product Commit	6/13/2008
Feature Complete	7/31/2008
Internal Rollout	
Beta	1/25/2009
General Availability	

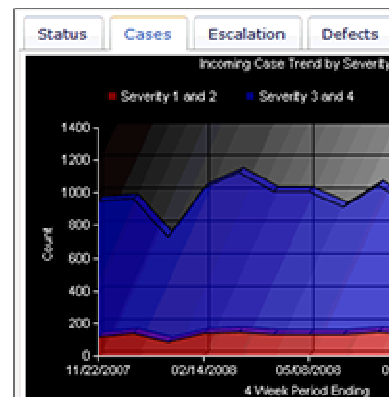
Quality Metrics

View reports from systems such as Serena TeamTrack/Business Mashups that track the inflow and resolution of customer requests over time and by priority.



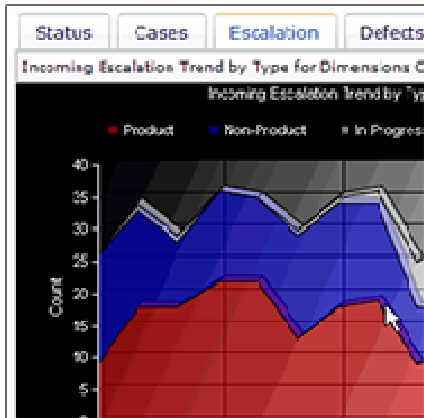
Support Case Metrics

View case reports from your help/support desk system such as cases by severity and close rates.



Escalations

Track escalations through reports such as incoming requests by type over time. With Serena TeamTrack/Business Mashups reports, you can drill down into specific escalations for history, status, and other key information.



Customer Commitments

View customer commitment reports from TeamTrack/Business Mashup showing customer requests to be delivered within a given release.

Customer Commitment	
Business Mashups Customer Commitment	
Now showing Change Requests 1 - 6 of 6 Sorted by	
Base Project > Change Requests > Business Mashups	
Item Id	Title
INT110154	Apache Axis2C Web Services Implem

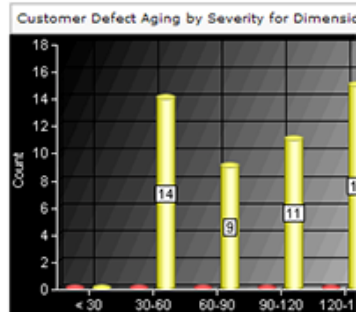
Application Health Report

Get a quick snapshot of the health of active projects.

Name	Release Status
Summary	
Business Mashups Release 2008 R.1	G
Business Mashups Release 2008 R.2	G
Business Mashups Release 2008 R.3	G
Business Mashups Release 2009 R.1	G
Dimensions: CM Release 2008 R.1	G
Dimensions: CM Release 2008 R.1	Y
Dimensions: I/M Release 2008 R.1	R

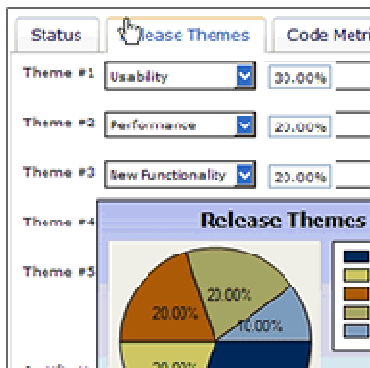
Defects

View TeamTrack/Business Mashup reports such as defect backlog by severity and defect aging.



Release Themes and Justification

Define the business drivers and expected return from the project. In addition, agree to the release themes and levels of investment.



Import Application Information

To jumpstart your set up of ADM, use our Excel template to bulk import your product and release information.

Workspace Import Data View

1. Download data template Excel file.
 Template will contain an Excel sheet for each type of data that can be imported.

On Demand or On Premise

Serena Application Development Management is available either On Demand or On Premise. ADM On Demand is a Software as a Service (SaaS) offering, providing immediate access. That means reduced cost and time to implementation for you and your organization. Best of all, you only need a browser and an internet connection to access the application. Purchased as a subscription, it enables you to realize benefits quickly.

In addition to ADM On Demand, Serena also offers ADM On Premise Edition. Organizations who prefer or need Serena ADM running within their own environment should consider this option.

When considering ADM On Demand and On Premise Edition, you should keep in mind time to value. With ADM On Demand, your solution will be available within a matter of days. In the end, you'll need to weigh the benefits of an on demand solution against those that you'd expect from running ADM within your network.

ABOUT SERENA

Serena Software, Inc. provides software and services to make Enterprises and the business people within them more productive. More than 15,000 organizations around the world, including 96 of the Fortune 100, rely on Serena solutions delivered either on premise or on demand, to provide visibility and efficiency to the application development process. The company provides software solutions such as Serena Mariner (Project & Portfolio Management), Serena Business Mashups, Serena Dimensions (Change & Requirements Management) and will be providing Agile Lifecycle Management tools in the near future. Serena is headquartered in Redwood City, California, and has offices throughout the U.S., Europe, and Asia Pacific. For more information on Serena solutions and services, visit www.serena.com.

CONTACT

Learn more about Serena Application Development Management by visiting <http://www.serena.com/products/application-development-management> or contacting one of our sales representatives in your area.

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