

**SERENA ARM BENEFITS:**

- Gain control over your release management process
- Lower costs by avoiding unplanned downtime
- Gain efficiency and reliability by automating release processes
- Stay compliant and save time with end-to-end traceability and audit support

**FEATURES:**

- Browser-based workflow manages the entire release process, from initial request, through release planning, to release and verification in production
- Single system of record for release planning, approval, and control
- Release Calendar ensures process enforcement, notification and reporting
- Supports mainframe and distributed platforms via integrations with ChangeMan ZMF and Dimensions CM
- ARM Integration Services enables you to customize and extend to fit your environment
- Supports ITIL Release Management Concepts and Best Practices

**RELATED SERENA PRODUCTS:**

- ChangeMan ZMF
- Dimensions CM
- Serena Business Manager

# APPLICATION RELEASE MANAGER

## INCREASE EFFICIENCY, REDUCE RISK AND IMPROVE QUALITY

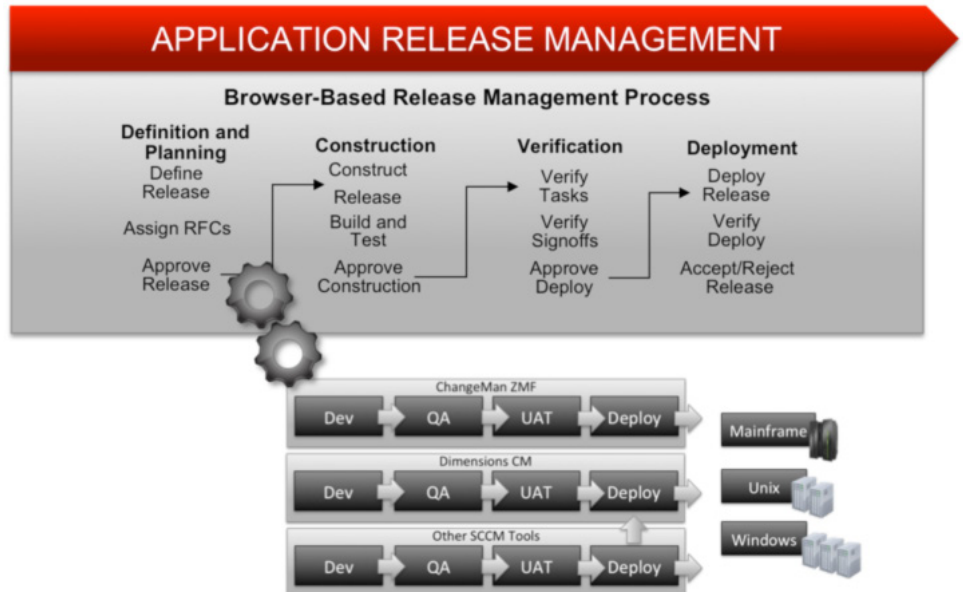
### THE APPLICATION RELEASE MANAGEMENT CHALLENGE

They say that the only thing that does not change is change itself. This is especially true in today's enterprise IT environment. Change is a fact of life as IT continues to align more with the business. This alignment has put tremendous pressure on IT organizations to effectively satisfy the needs of the business. To remain competitive in today's global economy, businesses must be agile and react quickly to changes in the market. This business agility drives a tremendous amount of change into the application development and IT organizations.

Compared with the sequential development path of yesteryear, modern application development requires that multiple releases of the same systems be "in motion" concurrently so that waves of new functionality can be delivered and business problems solved on an assembly line of software. And today's regulatory environment requires that enterprises provide comprehensive audit trails, reporting, notifications, alerts and access control.

### A PROCESS-CENTRIC APPROACH

Application Release Manager (ARM) provides a platform that allows you to manage the implementation of software change into your production environment whether you are managing the entire release life-cycle or just the rollout of a new patch for an application. ARM is designed to support the release management process from requirements to deployment.

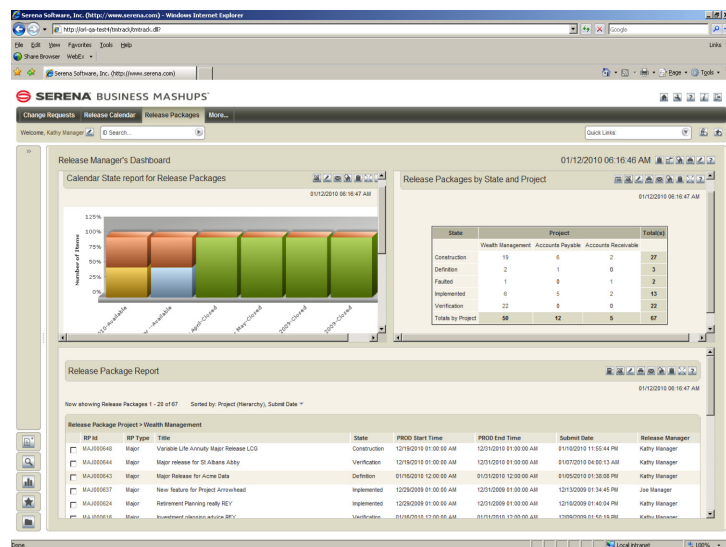


Using ARM web services, ARM automates the ChangeMan ZMF and Dimensions CM change packages based on your release management process. Whether its one package or hundreds of packages, ARM automates the promotion path and installation into production.

### LOWER COSTS. ELIMINATE MANUAL ERRORS. PUT AN END TO UNPLANNED DOWNTIME.

Most unplanned downtime events aren't caused by catastrophic hardware failures. In Fact, approximately 80% of unplanned downtime is due to issues with people and processes. Plain and simple: it's a problem of coordination. No more coordination problems. No more "dropped balls" leading to application failures.

Application Release Manager makes it easy to coordinate release processes. It helps you ensure that people are notified on upcoming changes. It manages approvals and tracks sign-offs. Using open, Web Services-based interfaces, it coordinates release activities across all your different development systems. Instead of relying on manual processes and individual heroics, you can implement a repeatable, reliable process—saving you headaches, and a whole lot of money.



### GAIN EFFICIENCY AND RELIABILITY.

Effective release management requires that many groups work together, including development, testing, and data center operations. It requires planning, coordination, and communication. It's a daunting task by any measure - made even more complex given your teams are spread across the globe. Our process-based approach to release management makes it simple to get all your teams working together to deliver and manage a release into production.

**ABOUT SERENA**

Serena Software, the Change Governance leader, helps more than 15,000 organizations around the world—including 96 of the Fortune 100 and 90 of the Global 100—turn change into a business advantage. Serena is headquartered in Redwood City, California, and has offices throughout the U.S., Europe, and Asia Pacific.

**CONTACT**

**Website:** [www.serena.com](http://www.serena.com)  
**Phone:** 800-547-7827  
**Email:** [info@serena.com](mailto:info@serena.com)

Application Release Manager ships with an easily changed release process that is based on ITIL best practices. It lets key stakeholders - whether they are in the business, IT Operations, or elsewhere - take an active part in deploying code. Through a simple, browser-based interface they can approve changes, run reports, and view real-time project status.

**STAY COMPLIANT. AUDIT IS A BREEZE**

When you need to comply with government regulations like SOX and HIPAA or best practices like CMMi or ITIL, you need visibility and traceability. You have to know who did what and when. You have to collect approvals every step of the way. And you have to be ready to prove it at the drop of a hat. Every action, every approval, every transition—it's all logged in a single place. No more piecing together data from five different systems to answer a simple question. It's all there and in a single place.