

Serena Mariner 2008

Total Visibility Into Your Projects, People, and Costs

“Using Serena Mariner, we’re able to prioritize projects based on their strategic value to the business. We’ve shortened our budget cycle from nine months to six weeks, and reduced PMO operating costs by 47 percent.”

*Ernie Nielsen
Managing Director
Enterprise Project Management
Brigham Young University*

Forrester Calls Mariner A Leader

“... top of the line project portfolio management.”

*Lewis Cardin
Forrester Wave
Project Portfolio Management
Tools, December 2007*

As the world continues to flatten, markets grow more competitive with any advantage short lived. As a result, focus on growth has intensified whether by innovation in products and services, reaching into new market segments, and/or utilizing technology. In all cases, people are the drivers and more and more their work is project-centric. They need to collaborate to produce results in line with business strategies, in a lightening quick fashion, and within budget. Add to it, work teams are often spread across geographic locations and time zones. What’s more, organizations are extending their boundaries to work more collaboratively with partners, suppliers, and vendors.

The success of your organization can be defined in how you select and manage projects to deliver maximum value to your business. In doing so, it is critical that you can answer these three critical questions:

- What work is going on in my organization?
- Who is working on what projects?
- How much is it costing me?

If you can’t answer yes to these questions, you’re not alone. Some of the challenges that organizations face in answering these questions include:

- Inability to get a single view across projects, people, and costs (quickly or at all)
- Current tools that do not allow aggregation, collaboration, or analysis (MS Excel, PowerPoint, Project, etc.)
- Poor alignment of projects with business strategies from lack of process and tools
- Inability to manage demand of resources or new projects

A project portfolio management solution can help you address these challenges.

Why Project Portfolio Management (PPM)

Working with spreadsheets or even basic project management software will not support, in fact may even prevent, resolution of these problems. You will benefit from the use of tools that are specifically designed for portfolio management practices.

Spreadsheets are subject to significant flaws as the “user” designs the data structure and flow and computational regimens. Mistakes are the rule. There is no audit trail or guarantee of consistency between worksheets. Too many examples exist where the work schedule changed and the resource and cost plans remained the same. Much time is lost juggling the data by hand to get it synchronized.

Traditional project management software is a step up, but tends not to support the full lifecycle with full integration. These tools are optimized for current projects and are not designed for dealing with a hopper of proposed projects. They generally lack the ability to consider ROI and benefits. They can handle costs, but not cost savings or income.

“Our PMO was simultaneously managing 100-150 projects in a single spreadsheet that only one person could work on at a time. We wanted a project portfolio management tool that the entire company could use, and that would have longevity. Serena Mariner was it.”

Larry Stein
PMO
WMS Gaming, Inc.

Another shortcoming of traditional project management software is that it is aimed at the people directly involved in projects. Senior managers and people on the operations side of the business often complain that they do not benefit from the product of such tools. PPM, and tools designed to support PPM, help bridge the gap between the projects side and the operations side of the organization. They help the operations people to reach the decisions that they regularly make by providing information about pending and current projects in terms that they understand and can use.

If you could save just a few hours per week because your solution provided seamless continuity of information, to the entire user community, you would be way ahead of the game. When you add the fact that a PPM tool leads you to optimized prioritization of the work and resources, this is icing on the cake. Furthermore, the right tool will help you to design, implement, and enforce a structured approach and routines for portfolio management. How do you put a value on this?

In order to realize the benefits of PPM, you'll need a software solution that provides the following functionality:

- Top-down planning. The ability to build high-level plans and resource demand pictures
- Alignment with strategic plans and enterprise architecture
- Prioritization and ranking of candidate projects
- Computation of benefits, risks, and ROI
- Ability to address income as well as costs
- What-if analysis (effect of adding/removing projects on resources)
- Executive-level display of data used to support the selection of projects

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Transform Your Business with Better Visibility

Mariner On Demand provides the most functional on demand Project Portfolio Management solution for improved alignment with business priorities, powerful dashboard reporting for real-time monitoring and issue resolution, and robust resource management to help balance demand and supply for projects. Unlike ad hoc approaches that only show part of the picture, Mariner delivers a straightforward, flexible implementation with quick time to value by matching your PPM maturity with our functionality through solution accelerators, free assessment and training, and Quick Start service offerings.

INCREASE VISIBILITY ACROSS YOUR ORGANIZATION

Powerful dashboard reporting gives executives and project management leaders quick insight into what projects are taking place across the organization and their status. Mariner also provides top-of-the-line portfolio management with pre-built workflows and financial analytics to guide your selection of new project ideas to ensure alignment with your business strategies and governance policies.

With Widget Space, project leaders and managers can get visibility into project-related information from outside of Mariner. For example, with an application development project, a Serena Business Mashup report on current defect levels can be displayed within the project workspace, providing additional insight on project status to project managers, while developers continue to work in their familiar environment.

GET THE RIGHT PEOPLE ON THE RIGHT PROJECTS AT THE RIGHT TIME

People are typically the most critical resource on projects. As such, Mariner delivers

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robust resource management to bring balance between requests for projects and the supply of talented people. Mariner gives you one place to manage your resource pool including a skills inventory. Mariner recommends the best resources for the job based on availability and can quickly uncover potential bottlenecks.

DELIVER ON TIME AND UNDER BUDGET

Mariner allows you to establish financial and work goals at the onset of a project. Drag-n-drop project plan views make it easy and quick to create schedules with key tasks, milestones, and owners. For more advanced task scheduling, Mariner integrates with Microsoft Project. Mariner also collects labor and capital cost as well as project benefits to build a financial scorecard.

ACCELERATE TIME TO VALUE WITH A MATURITY-BASED APPROACH

If your organization is like many, you don't necessarily have well defined processes around project portfolio management. You want to get there, but you need to do it in steps. Serena can help you identify where you are today and create a recommended roadmap for maturing your PPM processes.

Another way accelerate time to value is with the Mariner Xcelerator™, an Excel template, that lets you quickly and easily import your resource teams and project investments into Mariner. This is a great way to get lots of information into Mariner using a familiar and easy tool.

BOOST CROSS-TEAM COLLABORATION

Enabling organizations to move beyond ad-hoc approaches like spreadsheets, presentations and desktop project management tools, Mariner lets you share project plans, issue and risk lists, and documents in one central location. With distributed work teams and expanding organization boundaries, you'll want "anytime – anywhere" access to a 24X7, web-based workplace.

Demand Management

Mariner 2008 includes Demand Management that lets anyone in your organization submit projects for your review.

- Streamline your current demand management for improved return
- Provide single method to gather new project requests
- Review, approve, and/or reject requests

GET A COMPLETE VIEW OF ALL PROJECT DEMAND

Imagine collecting all project requests and ideas in one location. Mariner allows you to capture, classify and evaluate all sources of demand so you can appropriately prioritize work and allocate resources to the highest value opportunities. Mariner's notification and workflow capability directs the traffic, shuttling requests through the appropriate approval steps.

On Demand or On Premises

Serena Mariner 2008 is available either On Demand or On Premise. Mariner 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 internet connection to access the application. Purchased as a subscription, it enables you to realize benefits quickly.

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

With Mariner On Premise Edition, you get all the features of Mariner On Demand, with these additional options:

- Create two or more databases which can help if you have multiple groups using Mariner
- Integrate with other systems within your network, i.e., help desk, financials, etc.

Advanced Demand Management

For more advanced demand management, you can easily integrate Mariner using the new Demand Management Business Mashup with the Issue Defect Tracking Mashup.

This enables you to collect requests during your application development lifecycle. In

In addition, you can connect with 3rd party systems such as help and service desk via Serena Business Mashups to tap into this other important source of project requests.

The Demand Management Mashup supports two-way flow of information so schedules, assignments, and other project data can be shared and updated transparently between Mariner and targeted system.

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

ABOUT SERENA

Serena Software, Inc. provides 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 services 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 the enterprise-wide power of Serena Mariner by visiting <http://www.serena.com/products/mariner> or contacting one of our sales representatives in your area.

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