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“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*

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### **Achieving Business Goals**

Just as Mariner On Demand is focused on helping you get better visibility to achieve your business goals, so is Serena Professional Services.

Whether selecting from a prepackaged or custom service offering, our goal is your success.

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### **Steps to Success:**

1. Determine Your Needs
  2. Identify Your Near and Long Term Goals
  3. Speak with a Mariner On Demand Specialist
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# **Serena Mariner On Demand**

## **Professional Service Offerings**

### **Designed for Your Business Needs**

Companies needs differ. It is a fact. To meet these needs, Serena offers four specific Professional Services offerings to help ensure you gain total visibility into your projects, people, and costs.

Organizations often need an incremental and evolutionary approach to implementing Project Portfolio Management. Mariner On Demand is pre-configured to support best-practices and ease of use. As a company matures, Mariner On Demand easily grows to support continuous improvements in business processes and the needs of other organizations within the company. The result is strong initial adoption, short time-to-value, and long-term flexibility for increased maturity and growth.

And Serena Professional Services is there to provide the level of advice and expertise as needed by our customers.

### **SILVER QUICKSTART**

The two day assessment service is available to assist customers in defining an implementation plan for use of the Mariner On Demand project portfolio management solution. Upon completion of the service, customers should understand the tasks, resources, and skills required to initially deploy Mariner On Demand. An implementation toolkit is offered to provide a “playbook” for success.

### **GOLD QUICKSTART**

This one week service includes the Silver 2 day assessment service plus assistance with the first steps of setup and use of the solution, i.e. gathering data and tailoring the configuration of Mariner On Demand. Upon completion of the service, customers should be ready to enter their portfolio of projects and resources into the solution.

### **PLATINUM QUICKSTART**

The two week Quickstart service encompasses the 2 day Silver Quickstart assessment plus the 5 day Gold Quickstart and adds expanded configuration assistance, guidance on entering data, and performing analysis of resources and projects. Upon completion of this service, customers should have a starter portfolio loaded into the solution and have some hand-on experience with its powerful analytic capabilities.

### **CUSTOMIZE ENGAGEMENTS**

For organizations looking for specific assistance as they bring total visibility to their project and portfolio management, Serena Professional Services is more than happy to develop a personalized program to meet your needs. The length and cost of these engagements is based on the program developed.

## Mariner On Demand Silver Quickstart

### Overview

Serena will help you understand the fundamental tasks necessary to initially roll Mariner On Demand out to your organization. This is achieved by defining and reviewing the components required for implementation and providing a toolkit of valuable templates and an implementation plan tasks to complete.

### Deliverables

Serena will team with you to complete the following key project deliverables and activities:

- Project Preparation
- Mariner On Demand implementation Toolkit
- Mariner On Demand Implementation Plan
- Review of Toolkit and Implementation Plan so you know how to use them
- End of engagement survey
- A one hour follow-up session

### Pricing

The onsite model is \$5,000 plus actual travel and expenses for two consecutive days at your location.

The collaborative remote model is \$5,000 for up to 16 hours of service delivered over 2 consecutive days.

Both models include a one hour online follow-up session on next steps.

## Mariner On Demand Gold Quickstart

### Overview

The Gold Quickstart builds upon the Silver Quickstart plus focuses on the targeted implementation requirements and some basic configuration. This is valuable for those customers who like to have that added confidence of ensuring the initial targeted requirements definition is done with the guidance of a seasoned Mariner On Demand consultant. At the end of this project, you will have the basic requirements for Ideas, Proposals, Projects, and Resources defined and configured. You will also help build-out your portfolio/project and resource hierarchies so you will be in position to begin entering project and resource data.

### Deliverables

Serena will team with you to complete the following key project deliverables and activities:

- Project Preparation
- Mariner On Demand Implementation Toolkit
- Mariner On Demand Implementation Plan
- Review Toolkit and Implementation Plan so you know how to use them
- Assistance with the use of the Toolkit templates to gather the following requirements:
  - Project and Portfolio structure
  - Ideas/Proposals/Projects
  - Resource roles and team structure
- Basic Configuration of:
  - Project and Portfolio structure
  - Ideas/Proposals/Projects
  - Resource roles and teams
- End of engagement survey
- (2) one hour follow-up sessions

### Pricing

The onsite model is \$10,000 plus actual travel and expenses for one business week (i.e. Monday through Friday) at the customer location.

The collaborative remote model is \$10,000 for up to 40 hours of service delivered remotely during one business week (i.e. Monday through Friday).

Both models include (2) one-hour follow up sessions on solution use and next steps.

## Mariner On Demand Platinum Quickstart

### Overview

The Platinum Quickstart continues from where the Gold Quickstart ends. In addition to all the Gold deliverables, the Platinum Quickstart also focuses effort on guidance while entering data into the resource and portfolio/project hierarchies, using Mariner On Demand's powerful analytical tools, and building training/go-live plans.

This is valuable for those customers who want to build their Mariner On Demand framework a few steps closer to a 'ready for production' environment.

At the end of this project, you should complete the configuration and entry of a basic portfolio of projects and resources. You should understand how to add to the portfolio on an ongoing basis and have some experience with analysis of projects and resources using Mariner On Demand.

### Deliverables

Serena will team with you to complete the following key project deliverables and activities:

- Project Preparation
- Mariner On Demand Implementation Toolkit
- Mariner On Demand Implementation Plan
- Review Toolkit and Implementation Plan so you know how to use them
- Assistance with the use of the Toolkit templates to gather the following requirements:
  - Project and Portfolio structure
  - Ideas/Proposals/Projects
  - Resource roles and team structure
- Basic Configuration of:
  - Project and Portfolio structure
  - Ideas/Proposals/Projects
  - Resource roles and teams
- Guidance while you enter initial project and resource data
- Analytical capabilities with the construction of two Mariner Datasheets and one Mariner Dashboard for analysis of the portfolio
- Training Plan
- Go-Live Checklist
- End of Engagement Survey
- (2) one hour follow-up sessions

### Pricing

The onsite model is \$20,000 plus actual travel and expenses for two business weeks (i.e. Monday through Friday) at the customer location.

The collaborative remote model is \$20,000 for up to 80 hours of service delivered remotely during two business weeks (i.e. Monday through Friday).

Both models include two one-hour follow up sessions on solution use and next steps. Customers may also choose one week onsite and one week of remote collaboration.

## Serena Professional Services Offering Matrix For Mariner On Demand

Item	Silver (\$5K)	Gold (\$10K)	Platinum (\$20K)
Pre-engagement survey	✓	✓	✓
Implementation Toolkit	✓	✓	✓
Implementation Plan	✓	✓	✓
Review of Implementation Plan and Toolkit	✓	✓	✓
Assistance with use of templates to gather requirements for <ul style="list-style-type: none"> <li>• Project portfolio structure</li> <li>• Ideas/Proposals/Projects</li> <li>• Resource roles and team structure</li> </ul>		✓	✓
Basic Configuration Of <ul style="list-style-type: none"> <li>• Project and Portfolio structure</li> <li>• Ideas/Proposals/Projects</li> <li>• Resource Roles and team structure</li> </ul>		✓	✓
Guidance while you enter initial project and resource data			✓
Analytical capabilities with the construction of two Mariner Datasheets and one Mariner Dashboard for analysis of the portfolio			✓
Training Plan			✓
Go-Live Checklist			✓
One Hour Follow-Up Session	✓		
Two One (1) Hour Follow-Up Sessions		✓	✓
End of Engagement Survey	✓	✓	✓

For custom Mariner On Demand Professional Services, please contact your local Serena Mariner On Demand Specialist or Partner. We would welcome the opportunity to discuss your needs and develop a proposal for you.

Please Note: The Serena Professional Service offerings listed here are only in conjunction for Mariner On Demand. If you are considering a Mariner On Premises solution, please speak with a Mariner Specialist today.

**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](http://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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