

# APPLICATION PORTFOLIO MANAGEMENT (APM)

Solving the challenges of APM with Serena® Mariner®



## MARINER® KEY FUNCTIONALITY

- Highly configurable and intuitive web-based interface
- Top-down portfolio analysis reduces time to value
- 100% time capture ensures that resources are working on the right activities
- “What if” planning enables visualization of multiple scenarios

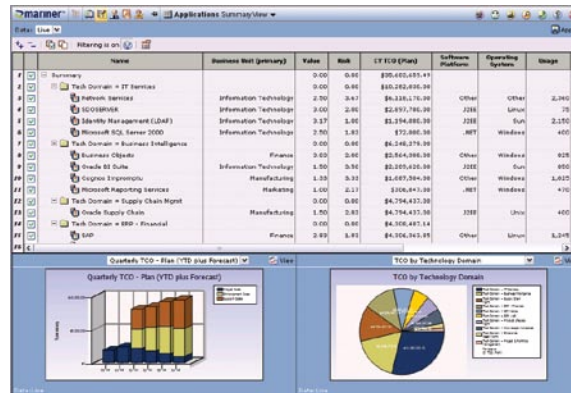
## THE CHALLENGE

The typical IT organization expends as much as 80% of its human and capital resources maintaining an ever-growing inventory of applications and supporting infrastructure. Born of autonomous business-unit-level decision making and mergers and acquisitions, many IT organizations manage multiple ERP applications, knowledge management systems, and BI and reporting tools. All are maintained and periodically upgraded, leading to costly duplication and unnecessary complexity in IT operations. Left unchecked, the demands on the IT organization to simply maintain its existing inventory of applications threatens to consume the capacity to deliver new projects.

## MANAGE THE APPLICATION PORTFOLIO WITH SERENA

Serena Mariner extends the boundaries of project and portfolio management to include the final products of IT—the deployed applications. By bringing to light the sheer number and costs of applications in the current portfolio, IT organizations can begin to reduce duplication and complexity, ultimately leading to:

- Reduced costs for “keep the lights on” activities
- Increased resource capacity for development and new projects
- Better compliance with corporate technology and architecture standards



The Portfolio Analyzer captures key information about the application portfolio.

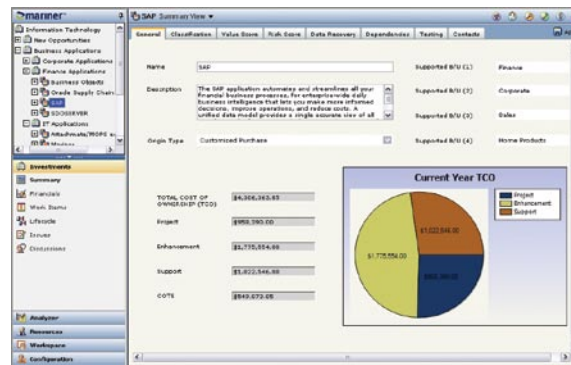
## THE APM PROCESS

Effective APM begins with ranking or categorizing applications along a number of dimensions, including business unit alignment, application characteristics, lifecycle, usage, performance and technical/architectural compliance. With Mariner’s portfolio management capabilities, organizations can capture this information in a central repository and perform detailed “what if” and scenario planning that provides the necessary data to support buy, hold and sell decisions on applications across the enterprise.

**ACCORDING TO A RECENT STUDY CONDUCTED BY THE BPM FORUM:**

Among large companies with revenues above \$500M, 78% of survey respondents say there are redundant, deficient or obsolete applications being maintained and supported. A large number estimate that the cost of supporting those redundant applications consumes more than 20% of the IT budget.

More mature organizations will benefit from Mariner’s ability to manage complete application TCO. Through integration with popular service desk applications, organizations can capture 100% of resource time for a complete accounting of application labor costs—including project, enhancement and support costs. Mariner also supports the capture of planned and actual benefits associated with an application for a living business case that leads to better portfolio decisions and accountability. This ensures an optimal portfolio of applications that minimizes ongoing support and maintenance costs and maximizes value for the business.



Detailed TCO information allows the organization to rationalize the application portfolio.

**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 San Mateo, California, and has offices throughout the U.S., Europe, and Asia Pacific.

**CONTACT**

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

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