



# SERENA PROJECT AND PORTFOLIO MANAGEMENT FOR APPLICATION LIFECYCLE MANAGEMENT

Integrate application lifecycle data with business metrics  
for better portfolio decisions

“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 we reduced PMO operating costs by 47%.” – Ernie Nielsen, Managing Director, Enterprise Project Management for BYU





A company's projects and programs represent an enormous investment of its financial and human capital. Just as financial portfolio management helps balance a mix of investments to achieve an overall financial goal, Serena Mariner Project and Portfolio Management (PPM) software enables organizations to balance the costs and value of IT investments in order to achieve the goals of the business.

Mariner is the only solution that integrates software development data with business, financial, and resource intelligence. For the first time, you can get objective, actionable data that enables business and IT management to work together to maximize the business value of the application portfolio.

Through integration with Serena Dimensions and TeamTrack Application Lifecycle Management (ALM) tools, Mariner delivers complete, accurate, and timely information on application costs and benefits, from ideation to retirement. This helps you make the right decisions about which new software projects to undertake and which applications to continue to support. And when priorities and needs shift, IT management can leverage this comprehensive data to quickly adapt, assigning the right resources to the highest-priority projects to maintain strategic focus.

IT organizations continually struggle to optimize allocation of scarce resources between application maintenance work and new application development. But they do so without clear data on how developers are actually spending their time, which resources are the most in demand, and the potential business value of each choice. With detailed information from Mariner, IT management can optimize return on application development spending, prioritizing revenue-generating projects and making the most cost-effective decisions for resource allocation. In addition to keeping projects on time and on budget, Serena's solutions help ensure that they remain on target with the needs of the business.

#### **KEEP PROJECTS ON TIME, ON BUDGET, AND ON TARGET**

Throughout the application lifecycle, development process metrics (defects, requirements tested and passed, and change requests) from Serena Dimensions and TeamTrack feed into Serena Mariner where they are combined with cost, schedule, and resource metrics. You can stay on top of project status at all times, enabling you to respond swiftly to any changes.

#### **Key features:**

- Integrated reporting provides visibility to project metrics without need for roll-up.
- Automated collection of project information ensures uniform information across projects for apples-to-apples comparison.
- Greater depth of information (find-fix rate, requirements met, etc.) provides more accurate view into project status and risks.
- Complete capture of all project costs (including development & maintenance costs) helps team understand the overall cost of each application.



**MAXIMIZE THE VALUE OF YOUR APPLICATION PORTFOLIO**

Serena Mariner combines portfolio, project, resource, demand, and financial management to help organizations optimize IT performance, evaluate initiatives based on value, and build a sound portfolio of application investments. Mariner’s integration with other Serena solutions helps decision makers gain visibility into business requirements and track achievement throughout the project lifecycle.

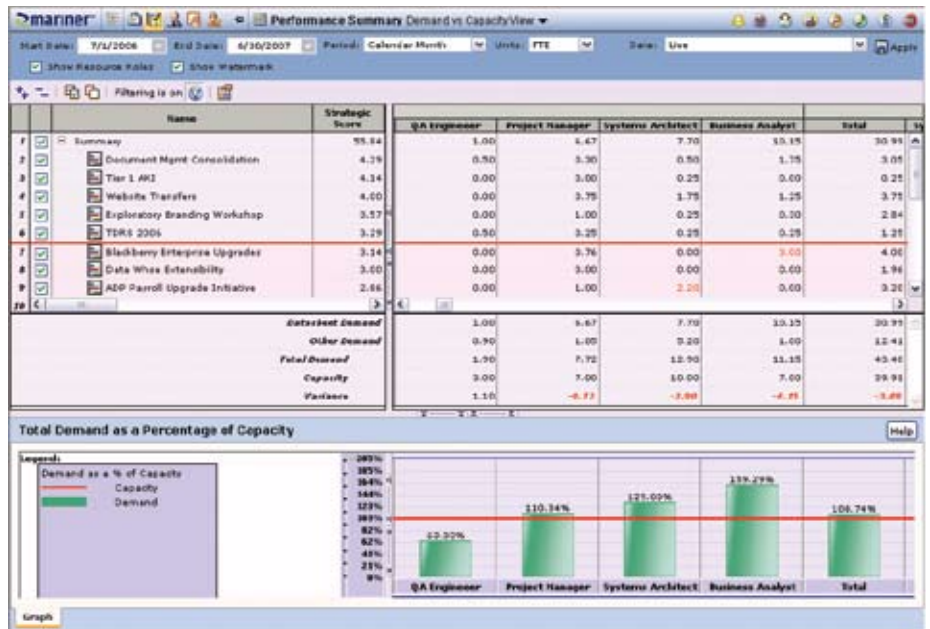
This information helps your business assess demand for new applications, the fit between project progress and business requirements, and IT skills and resource availability. It enables you to make informed choices about whether each application is delivering adequate return on your ongoing investment. It also helps your organization take a view on the value of each application to your portfolio, or even on the value of portfolio-wide decisions.

**Key features:**

- Top-down portfolio analysis supports more strategic decisions.
- What-if and scenario planning enables you to investigate multiple scenarios using mouse clicks to add and subtract investments from the portfolio.



Role-based home pages provide personal status information at logon



Resource capacity planning ensures that the right resources are in place—now and in the future

### MANAGE SCARCE RESOURCES

Whether it's a new application development initiative or a maintenance project, most IT projects end up competing for a finite number of development resources. For strategic resource management that replaces the traditional "squeaky wheel" model of resource allocation, Mariner can capture demands from competing sources and roll them up to help you objectively assess total demand versus total capacity. Whenever demand exceeds supply, Mariner's portfolio analytics help you appropriately prioritize work and allocate resources to the highest-value opportunities.

Mariner links capacity planning, resource allocation, utilization, task assignments, and skills data to give resource managers a holistic view of their entire resource pool and the full spectrum of demands on those resources. This allows the organization to assess total resource capacity and make strategic sourcing plans for leveraging the expertise of full-time team members or augmenting staff with contract resources. The Serena solution leads to fewer bottlenecks, better forecasting of demand, and faster response to changing priorities.

#### Key features:

- Demand vs. capacity views help you anticipate potential bottlenecks and eliminate them before they occur.
- Optimized resource search recommends the best resources for each job based on availability and the priority of all other assigned work.
- Total time reporting can automatically and accurately capture 100% of time worked on all project and non-project activities.



### **MAKE IT EASY**

Unlike other products, whose process workflow or bottom-up project management approaches are cumbersome and difficult to implement, Mariner offers both ease of use and powerful feature sets for rapid results and sustained incremental value.

Because Mariner's flexible project management framework supports a wide range of approaches, it's easy for staff to work with, which in turn helps ensure widespread adoption for fast time-to-value and successful enterprise-wide deployment. For small, lower-risk projects, Mariner supports "back of the envelope" planning, so you only need to define high-level phases and resources. For projects that are higher-risk or more complex, Mariner natively provides robust and straightforward project and task management capabilities. If your organization uses Agile methodologies, you can leverage the out-of-the-box project management templates in Mariner's Agile Accelerator. Mariner also provides complete bi-directional integration with Microsoft Project.

#### **Key features:**

- Even non-technical staff can work with Mariner, rapidly modeling and maintaining existing processes with a drag-and-drop view designer.
- Web-based interface is highly intuitive and easy to use, minimizing training time and speeding adoption.
- Accelerators pre-configure Mariner with best-practice business processes, based on your organization's current level of process maturity.
- Drag-and-drop Gantt views enable you to create and maintain project and task plans in a 100% HTML web interface.
- Threaded discussions provide a standardized approach for documenting, assessing, resolving, and escalating issues and risks.
- Document management capabilities ensure that key project and program information becomes part of the "permanent record."



### MANAGE INVESTMENTS TO MAXIMIZE RETURN

Financial management is a critical component in selecting the right investments. Mariner allows portfolio planners to estimate full lifecycle costs and benefits for all investments over their entire lifecycle—from concept through development and launch, and on through the maintenance and retirement phases.

#### Key features

- Standard business case views enable you to more effectively compare different types of investments, rolling up total costs and benefits across the portfolio.
- Time-phased financial rollups allow you to model and track the financial implications of project starts, stops, and delays.

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### ABOUT SERENA

Serena is the leader in Application Lifecycle Management for distributed and main-frame systems. More than 15,000 organizations around the world, including 96 of the Fortune 100, rely on Serena software to automate the application development process and effectively manage their IT portfolios. For more information on Serena software and services, visit: [www.serena.com](http://www.serena.com)

### CONTACT

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

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