

SERENA RELEASE AUTOMATION

Automate Application Release Tasks and Reduce Deployment Time by 90%

RELEASE AUTOMATION BENEFITS:

- Reduce time required to deploy applications by over 90%
- Simplify, standardize, and execute even the most complex multitier application deployment across all of your environments
- Deploy and maintain applications seamlessly across heterogeneous, distributed physical, virtual, and cloud servers
- Reduce application failures in data center production by up to 90%



APPLICATION RELEASE AND SERVICE CHALLENGES

Increasing application complexity, the growing volume and frequency of application changes, and the need to execute operations across multiple environments, including physical, virtual and cloud, are causing application failures, bottlenecks, and delays. IT operations struggle with the challenges of managing the release and maintenance of data center applications — reliably, on time, and with quality.

Existing manual and semi-automated approaches using scripts are uncoordinated, time-consuming, error prone, and do not scale — draining both labor and budget resources. In addition, the lack of application service visibility undermines the ability to audit and control operations across application teams and tasks.

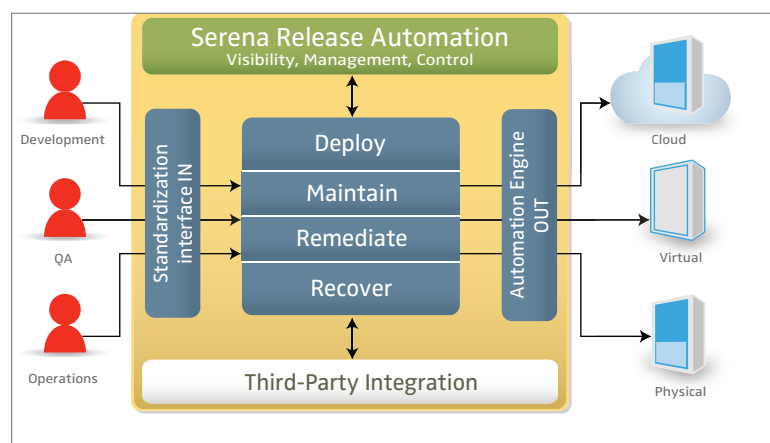
AN APPLICATION-CENTRIC APPROACH

Serena Release Automation equips IT operations with the ability to centrally manage, automate, and control application service operations across data centers to increase uptime, reduce the costs of operations, and deliver immediate productivity gains.

The open architecture of Serena Release Automation enables release managers and DevOps to deploy, maintain, remediate, and recover multitier applications across physical, logical, and cloud servers.

AUTOMATION ENGINE — DESIGN, PUBLISH, EXECUTE

- Bring together all application stakeholders to design a standard application service model for deployment, maintenance, remediation, and recovery tasks
- Drag and drop visual workflow modeling of multistep, multitier tasks



FEATURES:

- Application-centric automation for application release and services
- Full visibility, out-of-the-box audit and compliance reports to achieve regulatory compliance
- Reliable, repeatable workflows for application service actions
- Mixed physical, virtual, and cloud server support
- Rich built-in application libraries
- Robust support for application environments such as WebSphere, WebLogic, JBoss, Apache, Oracle, MySQL, MsSQL and DB2
- Offers role-based permissions to control design and execution privileges across development, QA, and operation team members
- Features application service scheduling
- Provides centralized knowledge base and application service repository for best practices, knowledge retention, and transfer

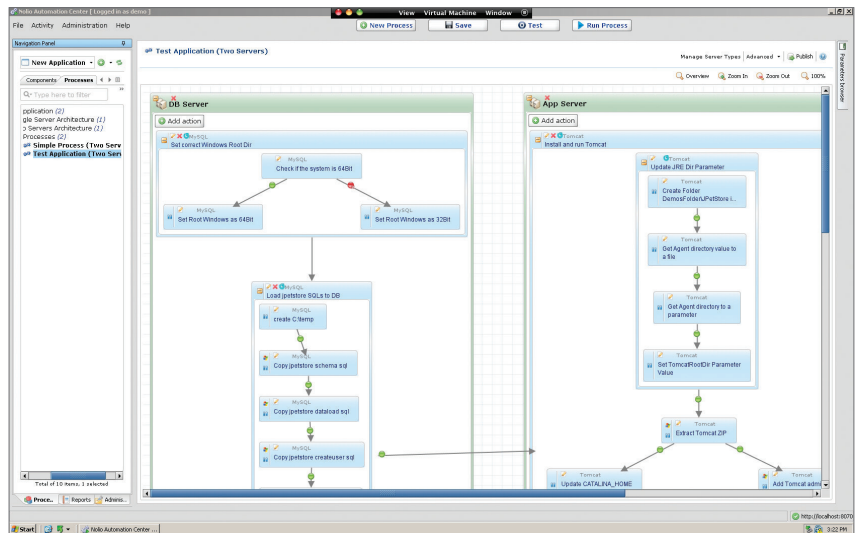
RELATED SERENA PRODUCTS:

- Serena Release Manager
- Serena Release Control
- Serena Release Vault
- Serena Dimensions CM
- Serena ChangeMan ZMF
- Serena ChangeMan ZMF ERO

- Leverage rich built-in application libraries for application actions, configurations, flows, installations, checks, and verifications
- Test workflows and manage version conflicts centrally
- Manage execution of workflows across environments, real-time monitoring, and run-stop-rollback
- Employ open architecture with seamless integration of third-party data center tools that include monitoring, QA, SCCM, CMDB, ticketing, and service desks

With Serena Release Automation, customers have lowered their operating costs by:

- Eliminating errors and application production failures
- Reducing forced downtime and service windows by up to 90%
- Reusing application service operations across multiple environments such as development, QA, staging, production, and infrastructures to economically scale operations without additional personnel
- Reducing by over 85% the time and cost of application service operations and associated workflows



CONTACT

Website: www.serena.com

Phone: 1-800-547-7827

Email: info@serena.com



ABOUT SERENA

Serena Software provides solutions that orchestrate application delivery, IT operations and business processes for the Global 2000. Serena's mission is to help enterprises orchestrate their world. Its 3,000 active enterprise customers, encompassing almost one million users worldwide, have made Serena the largest independent ALM vendor, and are now using Serena to orchestrate IT service management and many other processes. Headquartered in Silicon Valley, Serena serves enterprise customers from 29 offices in 14 countries. Serena is a portfolio company of Silver Lake Partners, the leader in private investments in technology-enabled industries. For more information on Serena, visit <http://www.serena.com>.