

SERENA RELEASE MANAGER

Control, Secure and Automate Your Releases with Complete Visibility



SERENA WINS PINK ELEPHANT'S ITIL INNOVATION OF THE YEAR

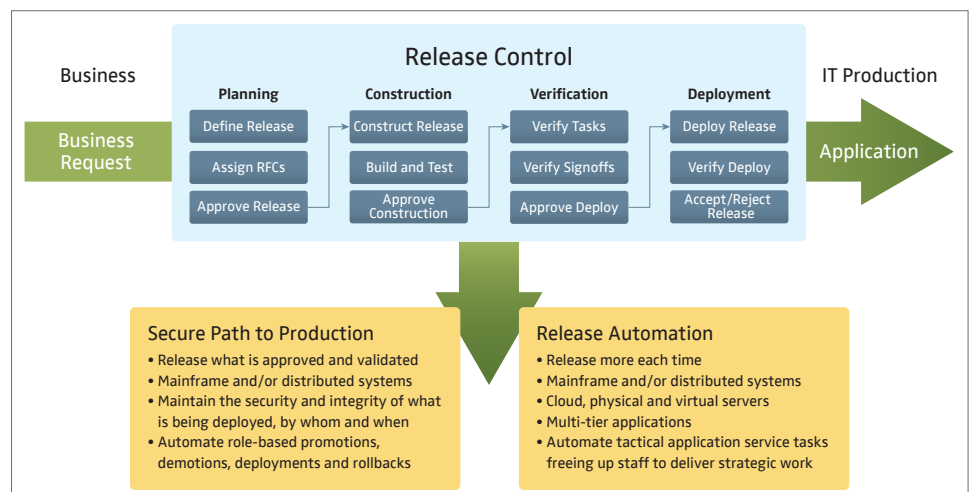
Serena Service Manager has been named Pink Elephant's ITIL Innovation of the Year. Serena's solution was recognized for its revolutionary process-based approach to ITSM, for its flexibility and for its usability. An important consideration in recognizing Serena Service Manager as ITIL Innovation of the Year is its integration with Serena Release Manager, the industry's most complete release management solution suite. Together, Serena Service Manager and Serena Release Manager help bridge the DevOps divide and provide a new level of service responsiveness.

APPLICATION RELEASE MANAGEMENT CHALLENGES

Release management processes have been characterized by a lack of visibility and traceability, poor coordination, and time-consuming manual tasks that are prone to error and difficult to track. In fact, release management processes often resemble a complex web of communications that involves phone calls, email, and weekly meetings. Structure is lacking, and people get left out of the loop unintentionally. Additionally, as development teams increasingly adopt Agile, and other iterative development processes, development methodologies, release management has become even more of a bottleneck, delaying key application deployments at a time when businesses rely on software for competitive advantage and innovation. From this extreme disorder and growing number of releases emerges a backlog of changes that can pose significant risk to software release schedules and a company's overall competitiveness, profitability, and reputation.

A PROCESS-CENTRIC APPROACH

Serena Release Manager (RLM) provides a platform that allows you to manage the implementation of software changes into your production environment, whether you are managing the entire release lifecycle or just the rollout of a new patch for an application. RLM is designed to support the release management process from requirements to deployment, and it consists of integrated components – Serena Release Control, Serena Release Vault, and Serena Release Automation *Powered by Nolio*.



BENEFITS

- Gain control over your release management process
- Improve release visibility
- Increase release flow
- Release more often
- Reduce the release window
- Improve collaboration and facilitate handoffs
- Reduce downtime
- Improve the production readiness of application changes
- Ensure installation and configuration tasks are complete and validated
- Manage application, environment, and configuration dependencies
- Increase repeatability
- Simplify compliance
- Comprehensive end-to-end traceability
- Provide a release governance framework
- Eliminate unauthorized changes into production

FEATURES

- Browser-based workflow manages the entire release process, from initial request, through release planning, to release and verification in production
- Single system of record for release planning, approval, and control
- Visual Release Calendar provides schedule visibility, ensures process enforcement, notification and reporting
- Supports mainframe and distributed platforms
- Provides application task automation
- Web services framework enables you to customize and extend to fit your environment
- Supports ITIL Release Management concepts and best practices

Release Control, using workflows designed for your release policies, orchestrates the planning, control, and coordination of releases. Notification and reporting to all release stakeholders occurs automatically, ensuring that the status of releases is communicated accurately and promptly, and there are no surprises regarding release schedules.

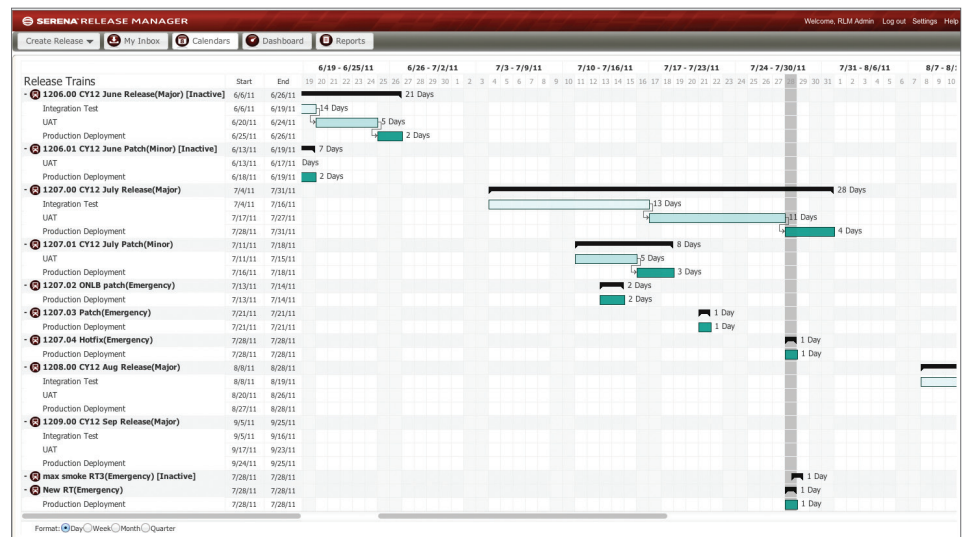
Release Manager provides a secure path to production from which release coordinators and release managers can deploy code into test, QA, pre-production, and/or production on mainframe, distributed, and/or mixed environments. Objects to be deployed can come from multiple Software Change Management (SCM) tools. Among the many features is automated rollback, which allows developers to remove changes and revert back to a prior state when there is a failure during the deployment of code.

Release Automation reduces downtime and application failures caused by human error by automating application deployment. It enables Development and Operations (DevOps) to deploy, maintain, remediate, and recover multitier applications across physical, logical, and cloud servers. Role-based permissions from Release Automation allow you to control design and execution privileges across development, QA, and operations.

ELIMINATE MANUAL ERRORS. PUT AN END TO UNPLANNED DOWNTIME

Most unplanned downtime events aren't caused by catastrophic hardware failures. In fact, approximately 80% of unplanned downtime is due to issues with people and processes. Plain and simple, it's a problem of coordination. With no more coordination problems, there are no more "dropped balls" leading to application failures.

Serena Release Manager makes it easy to coordinate release processes. It helps you ensure that people are notified about upcoming changes. It manages approvals and tracks sign-offs. Using open, web services-based interfaces, it coordinates release activities across all of your different development systems. Instead of relying on manual processes and individual heroics, you can implement a repeatable, reliable process that prevents headaches and saves time and money.



RELATED SERENA PRODUCTS

- Serena Business Manager
 - Serena ChangeMan ZMF
 - Serena Dashboard
 - Serena Demand Manager
 - Serena Development Manager
 - Serena Dimensions CM
 - Serena Release Automation
 - Serena Release Control
 - Serena Request Center
 - Serena Service Manager
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GAIN EFFICIENCY AND RELIABILITY

Effective release management requires that many groups work together, including development, testing, and data center operations. It requires planning, coordination, and communication. It's a daunting task by any measure – made even more complex given that your teams are spread across the globe. Our process-based approach to release management makes it simple to get all of your teams working together to deliver and manage a release into production.

With Serena Release Manager you can plan, control, and automate your releases with complete visibility. You can optimize the path to production, maintain release integrity, enjoy start-to-finish traceability, and reduce the overall cost and risk associated with releasing changes into production.

CONTACT

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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>.