

SERENA SERVICE MANAGER

Orchestrating IT Service Management

HIGHLIGHTS

- Enterprise Service Catalog
- Service Request Center
- Contextual Knowledge Base
- Process-Based Solution
- Packaged ITIL Process Applications
- Service Publishing and Fulfillment
- Visual Dashboards, Reports and SLAs
- Release Management Integration



“...the best ITIL has to offer...”

George Spalding
Pink Elephant

ITIL COMPATIBILITY



DEPLOYMENT OPTIONS

- Cloud-Based Solution
- Premise-Based Solution
- Hybrid Cloud/Premise

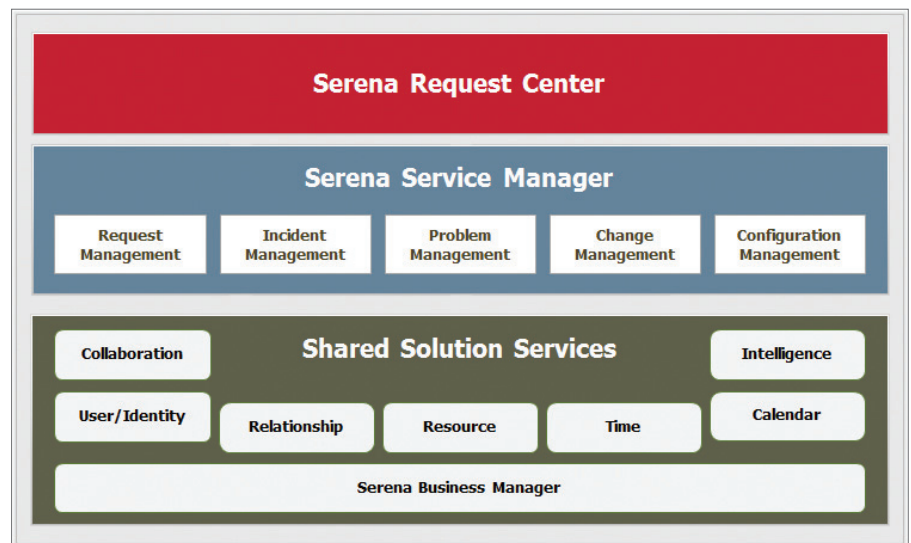
CURRENT CHALLENGES WITH IT SERVICE MANAGEMENT

Today, enterprise CIOs are facing tremendous challenges improving IT service delivery and maximizing the business value of IT operations. In addition to dealing with the high cost of ownership and inflexibility of existing service desk solutions, organizations are faced with the following challenges:

- Service delivery requirements are moving beyond break/fix incidents to include service requests fulfilled by IT or business.
- The IT operations team has no way of enabling employee self-service, optimizing request handling, or tracking IT service requests from initiation to fulfillment.
- Service Desk managers and other IT management staff lack visibility into resource utilization, costs, and service levels achieved in delivering IT services.

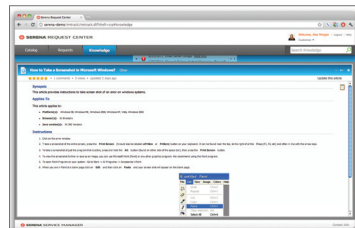
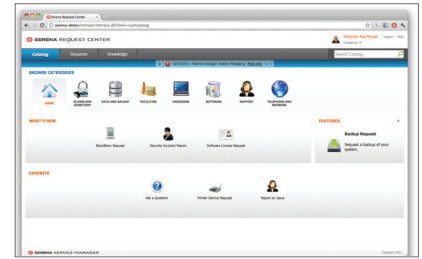
SERENA SERVICE MANAGER: KEEPING BUSINESS AND IT PERFECTLY IN SYNC

Serena Service Manager represents a revolutionary new process-based approach to IT Service Management (ITSM) – one that allows business and IT to work together and that addresses the flexibility, visibility and usability challenges inherent with traditional ITSM solutions.



UNIFIED SERVICE REQUEST CENTER

Serena Service Manager works with an intuitive web portal called Serena Request Center that serves as a one-stop shop for all corporate users to browse through available services, submit incidents and review knowledge base articles. Start with a pre-built set of service requests. Then quickly create and organize your own within the service catalog.

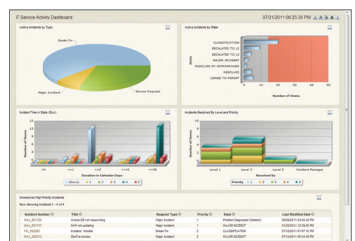
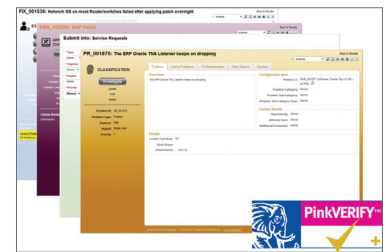


CONTEXTUAL KNOWLEDGE BASE

A contextual knowledge base enables sharing of IT knowledge and information with all Request Center users. This includes a special knowledge alert capability that automatically presents potential solutions before users submit incident reports or initiate calls to the IT support team.

ITIL-COMPLIANT PROCESS APPLICATIONS

For companies seeking ITIL compliance, Serena Service Manager is packaged with fully functional, easy-to-use applications including Request, Incident, Problem, Change and Configuration Management. Core processes have been verified by Pink Elephant, proving that they deliver true IT process improvements and efficiency in accordance with ITIL best practices.

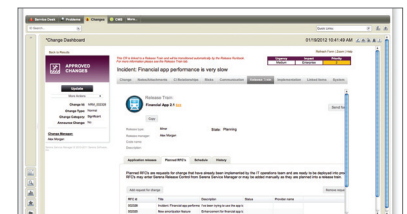


VISUAL DASHBOARDS, REPORTS AND SLAS

Serena Service Manager provides IT operations teams with the ability to easily define and track Service Level Agreements (SLAs). Visual dashboards and reports deliver actionable metrics related to costs and service as well as resource utilization.

RELEASE MANAGEMENT INTEGRATION

Traditional ITSM systems are not capable of managing and releasing a mixture of development and operational changes at the same time. The integration between Serena Service Manager and Serena Release Manager ensures that changes identified in the former can be easily added to a release train and then managed as part of that train. By being able to schedule both operational as well as development changes into a common application release, it results in better synergies between once disjointed development and operations groups.



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>.