

A photograph of a blonde woman in a grey blazer and white shirt standing behind a man in a blue shirt and red tie, who is sitting at a desk and looking at a laptop. The background is a bright, out-of-focus office window.

# Orchestrated Service Management from Serena Software

Visibility, Flexibility and Ease of Use through  
Process-Based IT Service Management

SOLUTION BRIEF



## CHALLENGES

- High TCO as systems are inflexible, expensive to upgrade and maintain
- Limited visibility across the service delivery life-cycle
- Clunky, hard-to-use solutions result in frustrated users bypassing the system which drives up the costs to run the service desk



## SOLUTIONS

- Flexible process-based solution that lets you graphically change processes
- Unified dashboards, actionable process-based metrics, and audit trails
- Centralized service request center, intuitive forms and screens



## BENEFITS

- Reduces TCO as you can easily change and add processes to match the way you deliver services
- Speeds issue resolution with full visibility across the integrated service lifecycle
- Improves user satisfaction with a centralized service request center; fewer “backdoor” requests

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## Why Serena

Of the contemporary IT Service Management (ITSM) solutions, Serena Service Manager is the only offering that leverages a process-based approach to orchestrating service management and tackles the current challenges around flexibility, visibility, and usability inherent in traditional ITSM solutions. You can start with a set of ITIL-based out-of-the-box applications that can then be rapidly tailored to meet the specific needs of your organization – either on premise or via a software-as-a-service (SaaS) environment. Use powerful, process-aware Key Performance Indicators (KPIs) and reports to then uncover bottlenecks and attack areas of high cost. Leverage a centralized Service Request Center to showcase the breadth and value of services that your IT organization has to offer that will improve user satisfaction and cut service desk costs.

And then unleash the Serena difference – the power of the underlying process management platform – to tackle new fronts within the IT service management realm and beyond. By leveraging our expertise in the Application Lifecycle Management (ALM) realm, Serena Service Manager is also uniquely positioned to serve as the fulcrum of an integrated ITSM-ALM strategy that can bridge the traditional gap between development and operations.



We were able to deploy the first three of the ITIL Service Delivery workflows for Service Request Management, Incident Management, and Problem Management, set up training for our 200 local, remote, and overseas users, including advanced training for our Service Desk analysts – all within 90 days. We benefited from:

- No more manual processes and no more paperwork
- Service-level agreements (SLAs) that are easily tracked
- Configured service delivery processes that conform to the way we work while still following ITIL best practices
- Leveraging the underlying process platform to automate additional processes – for Change Management, IT Purchasing, Software Development Requests, and Security Access Control.



**Bryan Cummings, WI**

## Challenges with IT Service Management Systems

When we speak with organizations about their ITSM systems, there is no mistaking an undercurrent of dissatisfaction. Here are some examples of concerns that we've heard:

*"We were quoted 242 consulting days just to upgrade to the newest version of our service desk solution."*

*"I feel like we are flying blind – we can't get any meaningful reports out of our current system."*

*"Our users are frustrated with our clunky, hard-to-use service desk."*

We find that companies are looking for a fresh new alternative to these unwieldy behemoths or custom service desk solutions that they invested in years ago. Traditional ITSM solutions were not designed to tackle requests beyond the "break-fix" realm and so they end up impeding an IT organization's efforts to transform itself into a true service provider to the business.

What if you could provide your service desk users with a more modern, highly flexible ITSM solution that delivers the following benefits?

1. A lower total cost of ownership (TCO) as it can be easily configured to match the way you deliver a breadth of new business services
2. Full visibility across an integrated service delivery lifecycle that speeds issue resolution
3. Improved user satisfaction with a central service request center

## Serena Service Manager: A Process-based Approach to Orchestrating ITSM

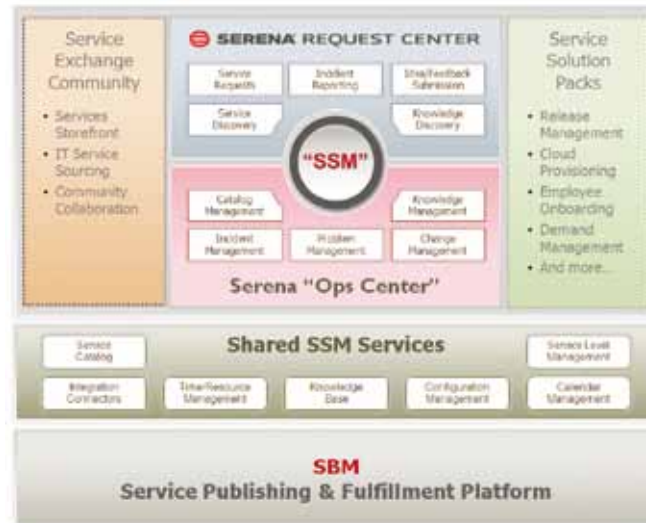
Serena Service Manager is the ideal solution for an organization that is looking to achieve these goals. It leverages a process management platform at the core to automate and flexibly match the way an IT organization fulfills service requests. It delivers complete visibility into the status of issues across the service lifecycle through rich reports, dashboards, and audit trails. It also provides users with a unified service request center that not only speeds the processing of requests but it also showcases the breadth of services that IT has to offer thereby greatly improving their perception of the value delivered by IT. In addition, Serena Service Manager aids with adherence to ITIL best practices while providing a foundation that can be extended to streamline other core IT processes.

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Serena Service Manager's process-oriented approach offers a degree of transparency, tailorability, and ease of adoption that will make it popular.

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Ovum Research

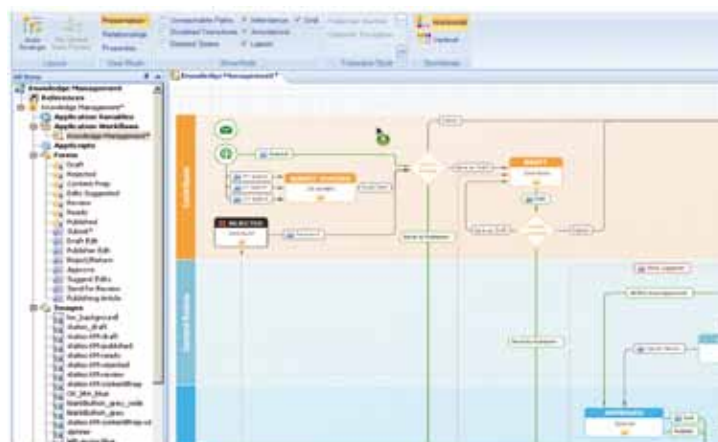


Serena Service Manager Architecture

So how does this differ from the complex packaged applications of old?

### Lowers TCO with An Easily Configurable Solution

With traditional ITSM solutions, the process logic is hard coded within the application itself. With Serena Service Manager, you can start with service management processes that encapsulate ITIL best practices. You have the option to graphically change these processes to match your unique way of addressing constantly changing business demands – without having to rely on an army of vendor consultants. Intuitive, easily configurable forms and screens result in a lower learning curve and improved agent productivity. Over 300 of our customers have leveraged the underlying process platform to automate processes within and outside the IT realm thereby lowering the total cost of ownership (TCO) of the solution. In addition, we provide flexible solution deployment options – both on premise and in the Cloud – and the ability to seamlessly transition from one environment to the other.



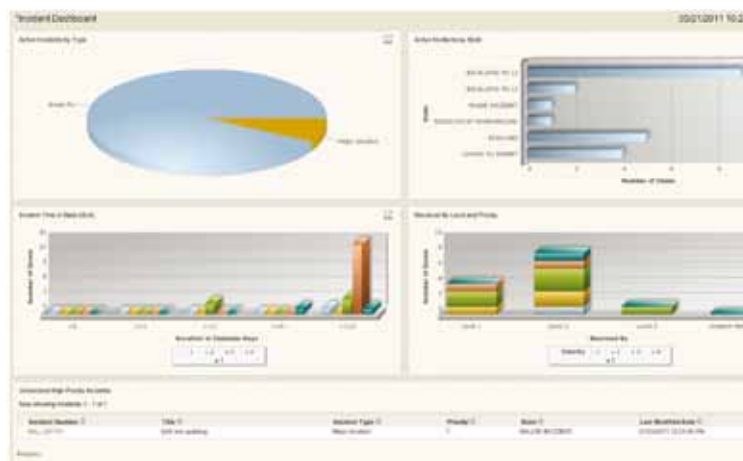
Graphically Adapt Processes to the Way You Work

## Speeds Issue Resolution with Full Visibility across Integrated Processes

Serena Service Manager lets you visually track incidents through to resolution. An integrated Configuration Management Database (CMDB) provides greater control over infrastructure changes by delivering contextual information that speeds incident and problem investigation. With access to timely, contextual reports about the process, audit trails, and ITIL-based service desk metrics, your team is no longer “flying blind.” Our process-based ITSM solution delivers actionable metrics as the data is based on the actual process that is followed within your organization. A simple, wizard-driven approach eliminates the need to maneuver between different tables to pull together actionable reports and metrics.



Leverage a Built-In CMDB for Contextual Information that Speeds Issue Resolution



Gain Complete Visibility across the Service Delivery Process Lifecycle

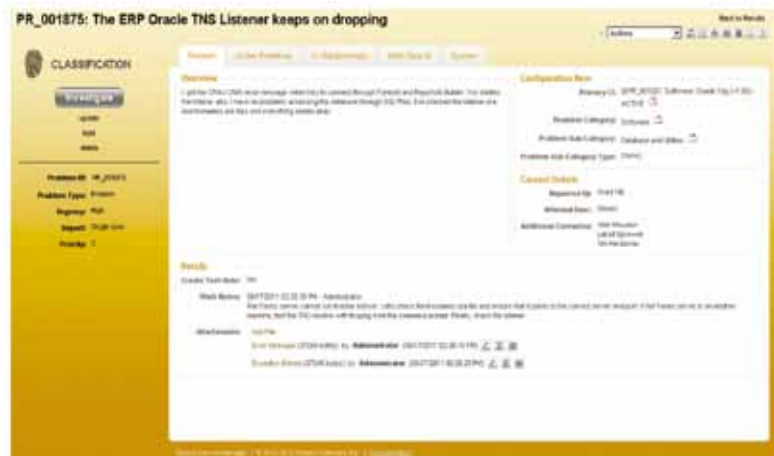
## Improves User Satisfaction with Better Self-service Capabilities

With Serena Service Manager, users outside of IT have a single view of all the services available to them through a portal. They can easily track the status of their requests and have knowledge base articles proactively suggested to them as they submit tickets. This reduces service desk call volumes and the number of times your users bypass your Level 1 agents.



## Improve User Satisfaction & Agent Productivity with a Service Request Center

Serena Service Manager is simple and easy to use by both your employees as well as your service desk agents. It lets you easily tailor different interfaces for different steps in the process and the forms can be made to dynamically adapt and display information based on how the process unfolds.



## Create Intuitive Forms that Dynamically Adapt to how the Process Unfolds

## Creating a Contemporary “Single Face” of IT

Companies are looking at means to transform their IT operations to be more service-oriented. The primary objective is to be more responsive, gain greater credibility within the business units, and justify IT investments based on delivered business value. Most traditional ITSM solutions fall short when it comes to providing the capabilities that can help an IT organization easily promote and quantify the breadth and value of services that they have to offer. Serena Request Center provides your users with a single point of contact with your IT organization while letting you categorize and showcase the wealth of services that you have to offer which will go a long way in improving their satisfaction with your IT organization. As all requests are funneled through a common demand management framework, it is easy for your technicians to have a single view of all work requests, for your IT managers to quickly spot resourcing issues, and for your executives to effectively track your IT organization’s performance against Service Level Agreements (SLAs).

Moving to Serena Service Manager is quick and cost-effective. Start with a set of ITIL-based out-of-the-box applications that can then be rapidly tailored to meet the specific needs of your organization – either on premise or via a software-as-a-service (SaaS) environment. Use powerful, process-aware Key Performance Indicators (KPIs) and reports to then uncover bottlenecks and attack areas of high cost. And then unleash the Serena difference – the power of the underlying process management platform – to tackle new fronts within the IT service management realm and beyond. We have built on our core competency delivering solutions for Application Lifecycle Management (ALM) and Serena Service Manager is now uniquely positioned to help bridge the gap between development and operations. An integrated ITSM-ALM strategy translates to connected processes across development and operations that improves business satisfaction with IT as incidents and problems are rapidly tracked through to resolution and your end users are proactively notified when issues are resolved. Better visibility across the integrated processes results in better resource utilization.

Of the contemporary ITSM solutions, Serena Service Manager is the only offering that leverages a process-based approach to orchestrating service management and tackling the current challenges around TCO, visibility, and usability inherent in traditional ITSM solutions.

## ABOUT SERENA SOFTWARE

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>.



[www.serena.com](http://www.serena.com)

[info@serena.com](mailto:info@serena.com)