



SERENA THRIVES ON GROWTH WITH CHANGE GOVERNANCE SOLUTION

ITIL Practices and Serena® TeamTrack® boost efficiency, increase accuracy, and enable consistent, verifiable compliance

Serena

San Mateo, California
www.serena.com

INDUSTRY

Technology/Software

PRODUCT

Serena® TeamTrack®

APPLICATION

Process Management

“Serena’s Change Governance solutions ensure that the way we manage change events gives us a competitive advantage while positively impacting our bottom line.”

—Robert I. Pender, Jr., chief financial officer and senior vice president of finance and administration, Serena Software

As the leader in Change Governance™ solutions, when Serena Software was faced with disparate processes, changing business demands, Sarbanes-Oxley audit requirements, intense competitive pressures, and six acquisitions in less than 36 months, the company turned to its own products to transform change into a business advantage. Carina Ferrel, Serena’s vice president of IT and a long-time proponent of ITIL best practices, saw an opportunity with Serena® TeamTrack®, a flexible, powerful Web-based process management application.

Using a phased approach, Serena applied the principles of Change Governance and was able to transform the company’s IT infrastructure, gain competitive advantage, and positively impact the bottom line.

CHALLENGE

- Six acquisitions in less than 36 months quadrupled IT's application portfolio and hardware components
- Disparate, unwieldy processes and systems were difficult to manage
- Compliance with Sarbanes-Oxley Section 404 was required
- Competitive pressures necessitated a strong, efficient IT infrastructure

SOLUTION

- A phased approach in implementing ITIL practices and Serena TeamTrack

RESULTS

- Fewer unplanned outages due to change controls and accountability
 - Visibility into the current state-of-affairs results in fewer meetings, quicker resolutions, and identification of trends
 - Reduced time spent in approval cycles via electronic approvals
 - Reduced time spent on manual processes with automatic transfer of information, automatic notifications, and reduced re-work.
 - Consistent compliance with Sarbanes-Oxley ensures verifiable audit-trails, traceability and approval cycles.
 - Insightful, accurate metrics
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“Using TeamTrack, we now spend 50% less time in our weekly Change Control meeting, which directly reduces our IT costs. ”

—Carina Ferrel, vice president of IT, Serena Software

CHALLENGE

With Serena's tremendous growth via acquisitions in recent years and 25 years of evolving software applications, it was evident that the company needed to employ processes that reduced costs, improved service quality, and reduced risk.

The key issues facing the IT organization were:

- Application portfolio and hardware more than tripled in size and scope
- Dramatic increase in incidents and problems reported
- Existing help desk was not scalable
- Change control was a manual process of using calendars and spreadsheets with minimal audit trails
- Lack of clear communication policies and defined processes

- Unplanned changes to production systems
- Configuration management, help desk and change control were all standalone processes
- Configuration data was housed in 4-5 manually-updated databases

SOLUTION

One of Serena's first acquisitions was a company with a process automation solution, TeamTrack. After considering tools and applications such as Remedy, Word, Excel, e-mail and a previous Serena solution, Ferrel determined that TeamTrack —along with ITIL best practices—provided exactly what was needed to solve the common business problems Serena was facing.

“Managing the IT infrastructure to support the business using Serena TeamTrack, we see lowered costs, improved service, and reduced risk.” —Carina Ferrel, vice president of IT, Serena Software

To improve IT help desk processes, a solution was needed that would ensure strict data privacy, enable posting to a knowledgebase and be able to initiate a request for change. Serena TeamTrack met every requirement. Now, the evidence of a problem is automatically available from the initial incident. This was the first step in integrating Serena’s previously standalone processes.

In conjunction with Serena partner, Change Dynamics, TeamTrack has also enabled best practice configuration management for Serena IT. An automated request for change (RFC) process handles all enhancement requests from the help desk or business owners. All RFCs are reviewed by the application team for initial filtering. The next step is for the Change Control Review Board (CCRB) to review and prioritize filtered RFCs. Prioritized RFCs then go into the appropriate project for managing (emergency fix, standard release, etc).

Finally, a “to do” list is automatically created for IT. Items get assigned, worked, tested and accepted and everything is stored in a single configuration management database. The business unit and IT approve the release and the request transitions from change control to production. The new release is then automatically updated in the configuration management database to reflect the changes.

RESULTS

Serena has reaped enormous benefits by implementing standardized processes with Serena TeamTrack. In addition to standardized terminology and one repository for all change requests, the advantages include:

- Change Control meetings now take 50% less time, directly and immediately reducing IT costs
- Fewer unplanned outages due to increased accountability and impact analysis
- Visibility into the current state-of-affairs results in fewer meetings, fast resolution of potential concerns, and quickly recognizable trends
- Less time spent in approval cycle due to information at hand and electronic approvals
- Vastly reduced time spent on manual processes with automatic transfer of information and automatic notifications, reduced re-work
- Accuracy of CMDB information with automatic deployment mechanism to update the backend database
- Easier compliance with Sarbanes-Oxley due to consistency that ensures verifiable audit-trails, traceability, and approval cycles
- Accurate, trustworthy metrics

SUMMARY

The impact of Serena's Change Governance approach has been felt across the enterprise. Implementing ITIL best practices along with Serena TeamTrack has enabled the company to capitalize on change to achieve truly transformative business results. The ability to visualize the current state of affairs, orchestrate incidents and changes accordingly, and enforce approvals and processes to ensure complete and accurate auditability has allowed Ferrel's IT department to significantly lower costs, improve service levels, and reduce risk.

ABOUT SERENA

Serena Software, the Change Governance leader, helps more than 15,000 organizations around the world—including 96 of the Fortune 100 and 90 of the Global 100—turn change into a business advantage. Serena is headquartered in San Mateo, California, and has offices throughout the U.S., Europe, and Asia Pacific.

CONTACT

Learn more about the enterprise-wide power of Serena TeamTrack by visiting www.serena.com or contacting one of our sales representatives in your area.

Serena Worldwide Headquarters

Serena Software, Inc.
Corporate Offices
2755 Campus Drive
Third Floor
San Mateo, California 94403-2538
United States

800.457.3736 T
650.522.6699 F
info@serena.com

Serena European Headquarters

Serena Software Europe Ltd.
Abbey View Everard Close
St. Albans
Hertfordshire AL1 2PS
United Kingdom

+44 (0)800.328.0243 T
+44 (0)1727.869.804 F
ukinfo@serena.com

Serena Asia Pacific Headquarters

360 Orchard Road
#12-10
International Building
Singapore 238869

+65 6834.9880 T
+65 6836.3119 F
apinfo@serena.com

