

Unveiling SBM Mobile for iPhone®

Available on the
App Store

YOU'VE JUST BOARDED.

Now to that contract that needs to be approved by 5pm.

Any second now, it's going to be "switch off all electronic devices for take-off." But first, you're alerted to a high priority support escalation.

Plus, there's a release authorization that needs immediate review.

There's no time to lose! Good thing you can approve – or reject – right from your iPhone.

Enterprise-class BPM in your pocket? Now there's an app for that.

SBM Mobile – geared for mobile professionals – allows managers to fast-track approvals and keep work flowing while on-the-go.

This enterprise Business Process Management app brings processes right into iPhones, providing the contextual information that users need to make and execute decisions – no laptop or Ethernet required.

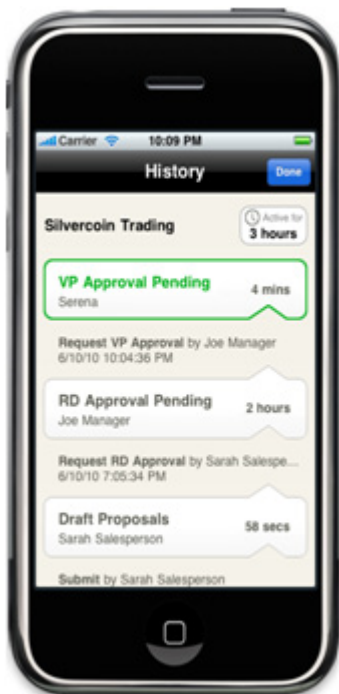
Business processes like incident management, HR authorizations, support escalations, release approvals, and financial authorizations can now be managed using the iPhone. SBM Mobile provides personal alert lists on the iPhone so mobile professionals get a single view of tasks that require immediate action. Detailed audit trails of all actions are gathered as processes progress.

Benefits of SBM Mobile

The launch of SBM Mobile is in keeping with Serena's commitment to helping organizations drive leaner, more efficient business operations. It seeks to dramatically reduce business process bottlenecks while users are on-the-go.

Let's revisit the example that involved tackling a contract, a support escalation, and a product release authorization – right before take-off. With SBM Mobile, it's easy enough to:

- 1) **Review the details** of the support escalation and quickly email a team member to schedule a call with the client



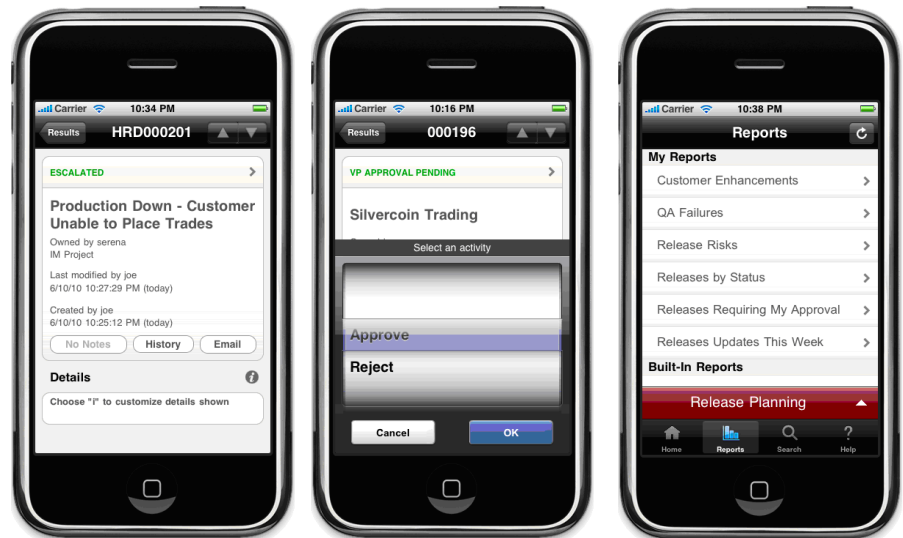
“We are excited about SBM Mobile. There is a growing demand for mobile applications in the healthcare market.

Together with Serena, we are investing in developing an eHealth platform that will fast-track patient care processes and provide better communication between doctors, patient case managers, and other care providers – using iPhones and iPads.”

-Dr. Dominik Deimel, com2health

2) **Click to approve.** Quickly scan through the details of the next task on hand - the contract that needs to be approved. Look at the history of events leading up to this assignment, and simply click to approve.

3) **Sort and prioritize tasks that need immediate action.** You can now review the product release authorization request and choose to approve, reject, or get more information – right from your iPhone.



Review

Approve

Prioritize

SBM Mobile is the iPhone extension of Serena Business Manager (SBM), the business process management (BPM) solution that dramatically reduces the time and cost of automating and optimizing business processes.

Download SBM Mobile Today

SBM Mobile is now available at the Apple iTunes® App Store.

About Serena Software, Inc.

Serena Software allows enterprises to deliver applications with confidence. Serena’s Application Lifecycle Management and BPM solutions are used by over 15,000 customers, including 96 of the Fortune 100. Headquartered in Silicon Valley, Serena serves these enterprises from 29 offices in 14 countries. For more information on Serena, visit Serena.com.