

# FAST GROWING RETAILER GAINS APPLICATION RELEASE EFFICIENCY AND CONTROL WITH SERENA DEPLOYMENT AUTOMATION

## SOLUTION

Serena Deployment Automation

## RESULTS

- Gained insight and visibility into all aspects of the application release, from project initiation through development, test, and deployment
- Complete traceability of changes deployed into production supports compliance and Mean-Time-To-Repair (MTTR)
- JBoss deployments reduced from three hours per week to seconds

## ABOUT GORDMANS

Gordmans is a publicly-traded, fast growing apparel and fashion retailer headquartered in the Midwest United States, with almost 100 locations in 19 states. The IT organization within Gordmans has responsibility for supporting its rapid business growth while maintaining software and service quality and addressing new requirements, such as Sarbanes-Oxley compliance, that come with being a public company. Additional projects combined with daily support for merchandising, financial, and store operations create an ongoing need to work more efficiently in areas like application development and deployment.

## THE NEED FOR COMPLETE RELEASE MANAGEMENT

Gordmans wanted to improve the process for designing, developing, and deploying code – the entire application release process. The new approach needed to address compliance requirements along with a broader objective to have a more consistent and scalable process for managing and releasing software changes. Gordmans had historically used a collection of open source tools like Bugzilla, Subversion, Maven, and Hudson along with custom scripts for application version control, build, and deployment. To achieve the desired tracking and change

verification, Gordmans concluded it would take significant incremental IT staffing in development, test, and release using the mix of existing tools and current process. Instead, the company decided a new solution was required that addressed several stages of the application lifecycle to make change release handoffs more consistent.

## WHY GORDMANS SELECTED SERENA

After evaluating several options, the company felt that Serena offered the best end-to-end release management solution available in the market. The immediate pain that needed to be addressed was in the area of application release automation, and Gordmans evaluated Serena and three other vendors. Gordmans found that two of the vendors' products were not as mature as Serena's and lacked the enterprise-class integration features required. The third vendor, already used by Gordmans, had a release automation offering but was limited to a subset of the needed functionality. Serena Deployment Automation combined scheduling with process automation and an artifact repository to create a more complete release automation solution. In addition, Serena Deployment Automation was integrated with Serena Development Manager. This was a key differentiator for Gordmans because it provided the flexibility to add future functionality to track and

“

Serena Deployment Automation provides Gordmans with enterprise-class, develop-to-deploy release management and gives us the visibility, tracking, and deployment automation capability we require.

”

**Derek Pecka**

*Retail Systems & Information Security Manager*

manage bugs fixes and change requests, build, test, and deploy in an automated, consistent, and controlled way. Combining Serena Deployment Automation with Serena Development Manager created a full release management solution for Gordmans. “Serena Deployment Automation provides Gordmans with enterprise-class, develop-to-deploy release management and gives us the visibility, tracking, and deployment automation capability we require,” says Derek Pecka, Retail Systems & Information Security Manager.

**RESULTS: SIGNIFICANT RELEASE PROCESS IMPROVEMENTS**

The company expects significant improvements from Serena’s release management solution. Gordmans now has visibility into all aspects of an application release, from project initiation through development, test, and deployment. Changes can be tracked to specific developers and then mapped to specific code check-ins. These changes can then be associated with application deployments for lifecycle traceability and accountability.

Previously, a production application or service would have been working for years and then unexpectedly stop working after an application release. This raised the question, “What happened?” Gordmans now has the traceability to answer that question. Additionally, the code deployment scheduling capability of release automation will preclude the need for associates to attend releases during late-night hours.

In terms of anticipated time savings, one example is JBoss deployments. With the new process and Serena solution, JBoss deployments now go from three hours per week to zero. These savings also result in quicker ERP batch processing times, which means that critical business software is available in a more timely and consistent manner.

**THE ROAD AHEAD**

In the months ahead, Gordmans anticipates saving thousands of hours of work annually by extending the Serena Deployment Automation solution to other areas such as its point-of-sale environment.

**CONTACT**

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

Phone: 1-800-457-3736

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