

The logo for SERENA, featuring the word "serena" in a bold, lowercase, red sans-serif font. A small trademark symbol (TM) is located at the top right of the word. The background behind the logo consists of a white area with a blue wave-like shape at the top, and a dark blue area below it. The dark blue area has a white wave-like shape at the bottom. The entire design is framed by a thin black border.

serena™

SERENA Software Inc.

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Serena's Strategic Vision



To give enterprises control, predictability and insight over change, from business planning to operations.

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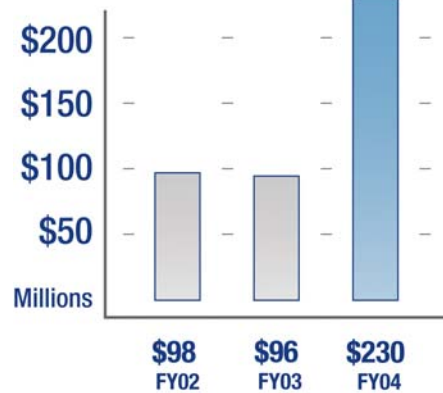
Key Points:

Change = not just applications, but all of the assets, people, and tools upon which applications are dependent

From Business Planning to Operations = bigger than just IT. Enterprise change spans the entire organization, and its suppliers, outsource partners, and others

Serena Now!

- Largest company focused solely on managing change
 - Global Reach
 - Broader Product Portfolio
- FY'04 Combined Total Revenue: \$230m
 - Increased R&D spend



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Highlight strengths of the new Serena:

- Acquisition progressing well (51 days, etc.)
- Q3 results were solid
- Market Share
- Ranking in SW 500 (171??); up 75 spots.



Market leadership

- 49 of the Fortune 50
- 97 of the Fortune 100
- Top 10 in:
 - Banking
 - Aerospace
 - Automotive
 - Computer Hardware
 - Consumer Products
 - Electronics
 - Computer Services
 - Financial Services
 - Healthcare
 - Pharmaceuticals
 - Telecom
 - Computer Software

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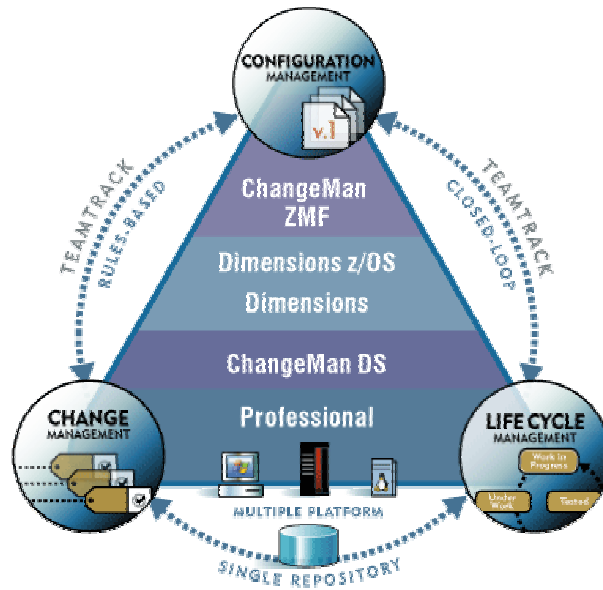
Powerful Partnerships



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The New Serena ECM Solution



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What is SAFE

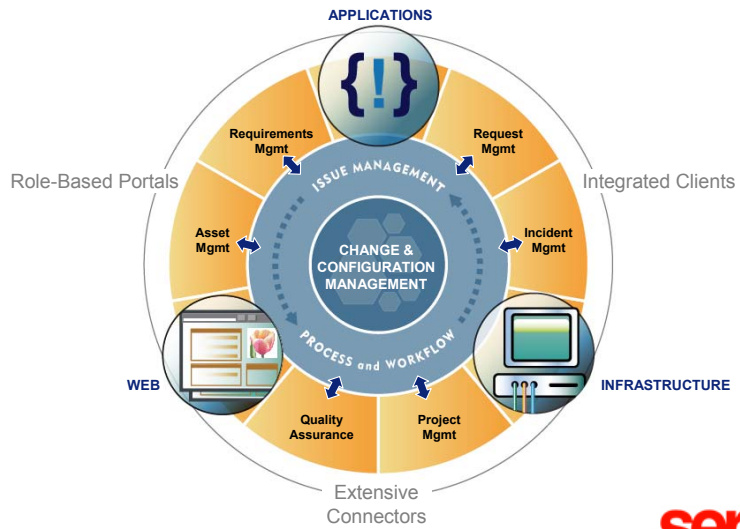
- Serena Application Framework for Enterprises (**SAFE**) is Serena's strategic vision for extending ALM to drive IT efficiency through process-to-process integration
- SAFE will provide a unified request management framework for connecting people, tools and processes involved throughout the application lifecycle, delivering automated change processes and workflow and enforcing business rules within the IT environment

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Process-to-process integration: Central to the SAFE strategic vision, process-to-process integration identifies and automates process links between the people, tools and assets in the IT environment.

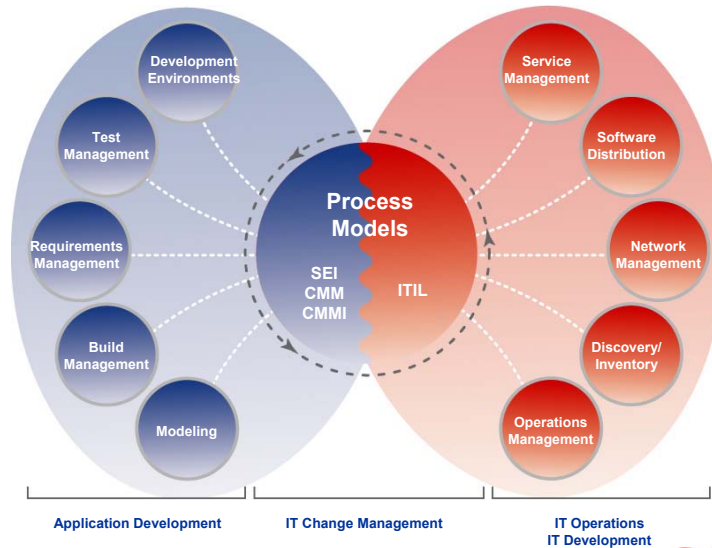
Serena Application for Enterprise (SAFE) Strategy



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Change Processes Span Application Development and IT



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At the Enterprise level, and in organizations that are more mature, we are seeing increasing adoption of formal change and configuration management, across both AD and IT, focused initially on connecting the processes across these two domains. Whether an organization has or is adopting CMM, CMMI or another methodology across Application Development, they are doing so to put in place defined, repeatable processes, ensuring end to end traceability and auditability, while securing improved quality and efficiency.

Within IT, and particularly by the Service desk vendors, there has been increasing adoption of ITIL focused on Service Support and Service Delivery functions of IT. Why? IT deliver a service to their business/organization which often include Service Level agreements, requiring a high degree of automated change management to secure, manage and track change activities across the IT infrastructure.

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Team Track Demo....

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