SERENA™

Serena Solutions Overview

Efficiency, Productivity & Visibility

Presenters: Becky Land & Mike Donovan

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Agenda For Today

- Serena Software – The Company
- Application Development Challenges
- What Serena Software Delivers
  - **Efficiency** In Developing Complex Applications
  - **Productivity** In Developing Simple Applications
  - **Visibility** Into Projects, People, And Resources

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Application Development Challenges

Complex Applications

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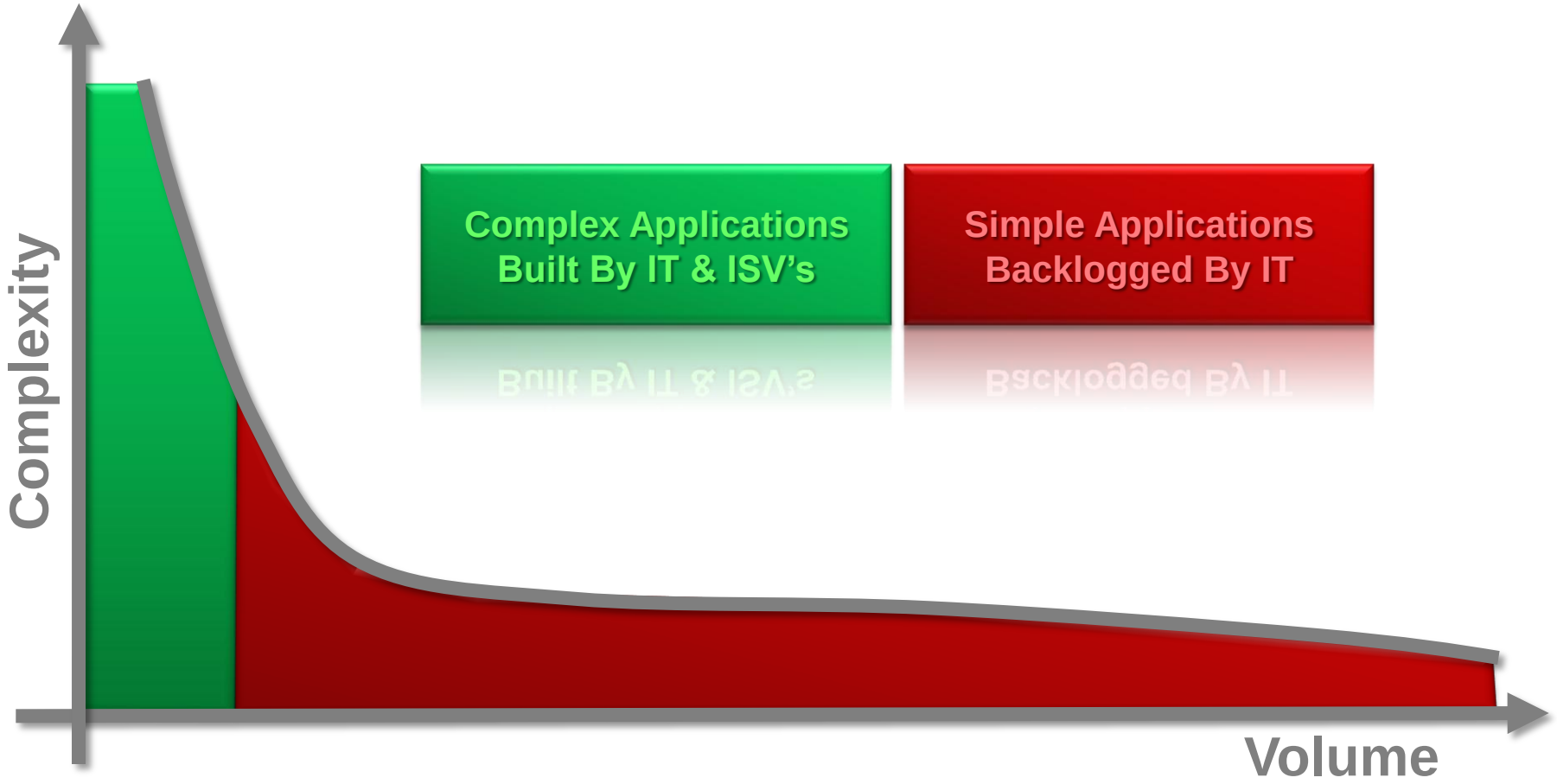
The Long Tail of IT Applications



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Addressing the Application Backlog

- IT Capacity Is At Less Than 40% Of Business Demand
  - And Has Been There For Many Years*
- Delivery Models Are Changing Rapidly
  - On Demand Business Intelligence, CRM, Content Management …

* Source: Techtel 2007
** Source: Gartner 2008

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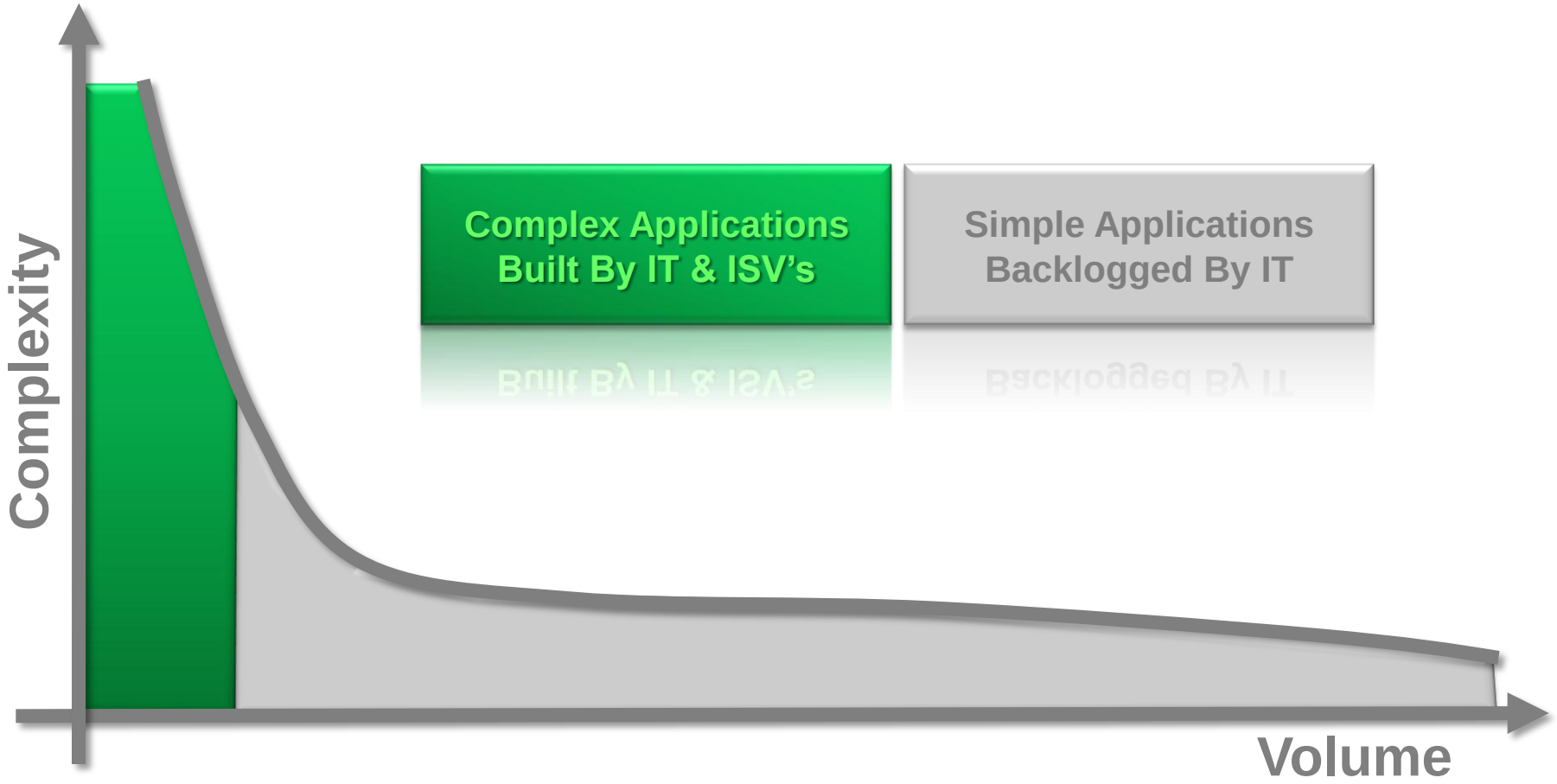
Efficiency To Build Complex Applications



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Serena Delivers Efficiency

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Challenges

- Distributed Development Teams
- Heterogeneous Environments and Tools
- Complex yet Collaborative Processes
- Traceability Across the Application Lifecycle

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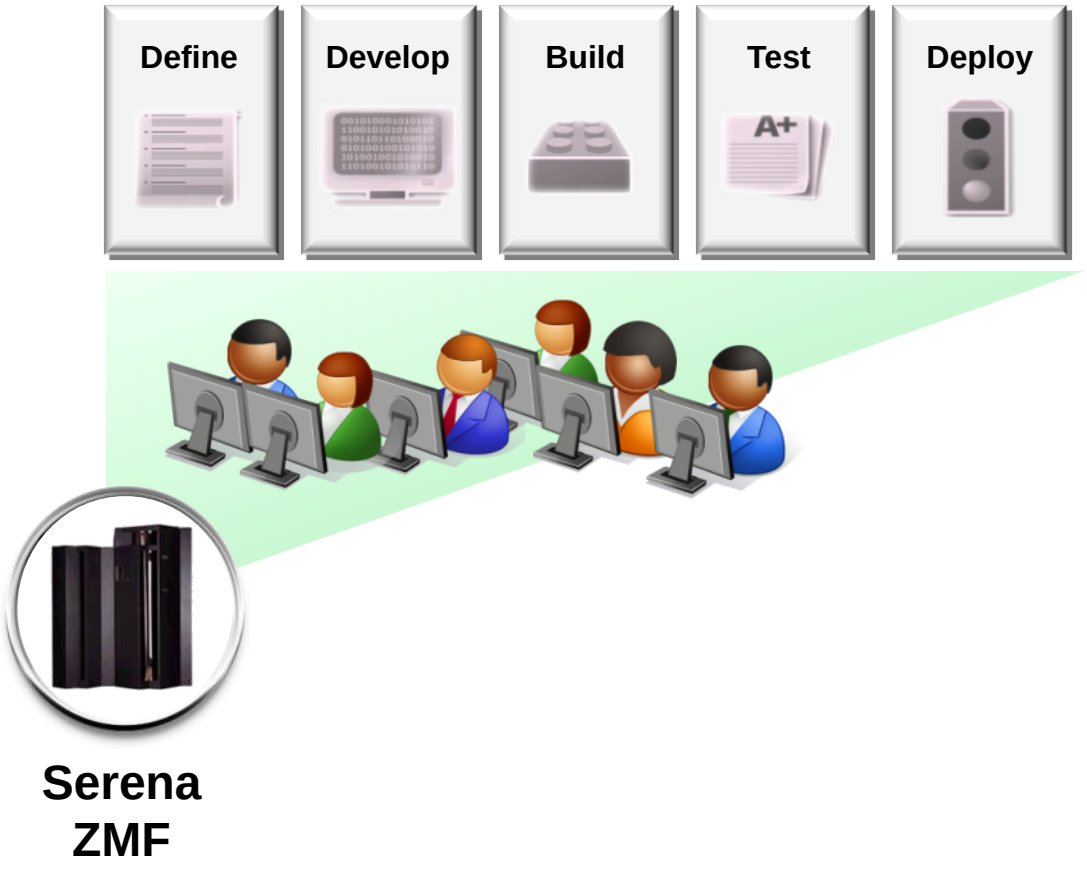
ZMF Manages Change On Mainframe Platforms



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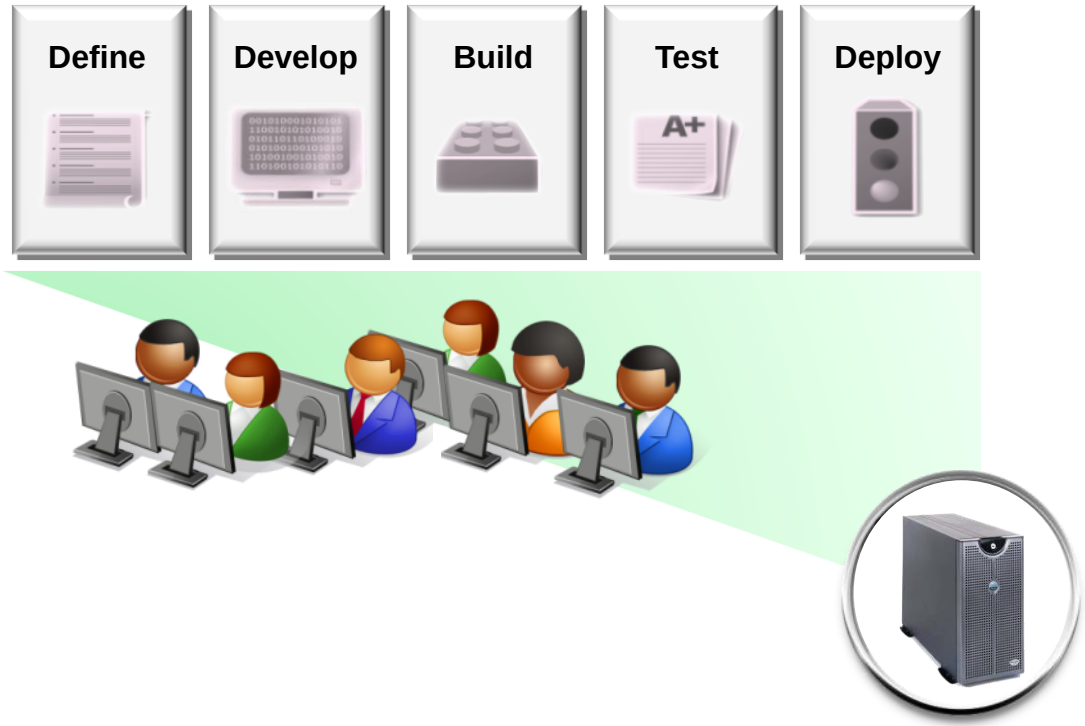
Dimensions Manages Change On Distributed Platforms



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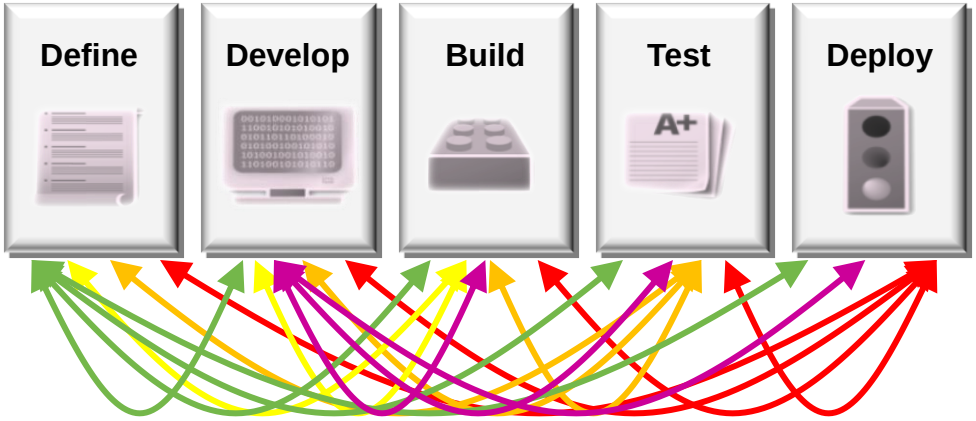
Application Development Is Complex…



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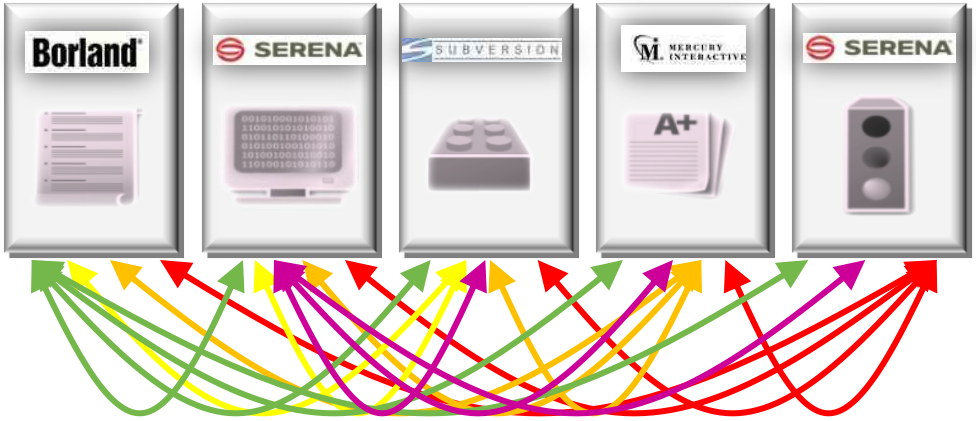
…And Heterogeneous



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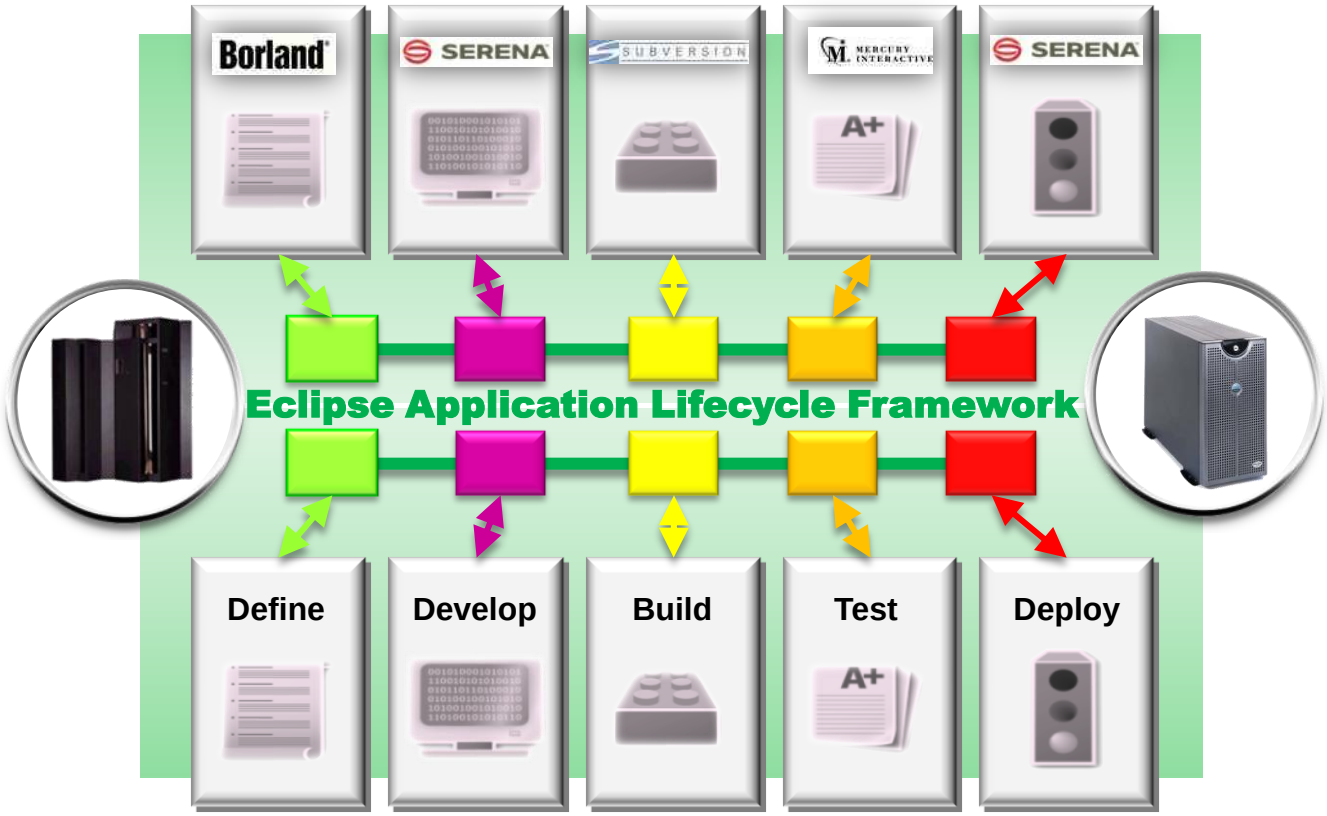
Integrating Tools and Processes



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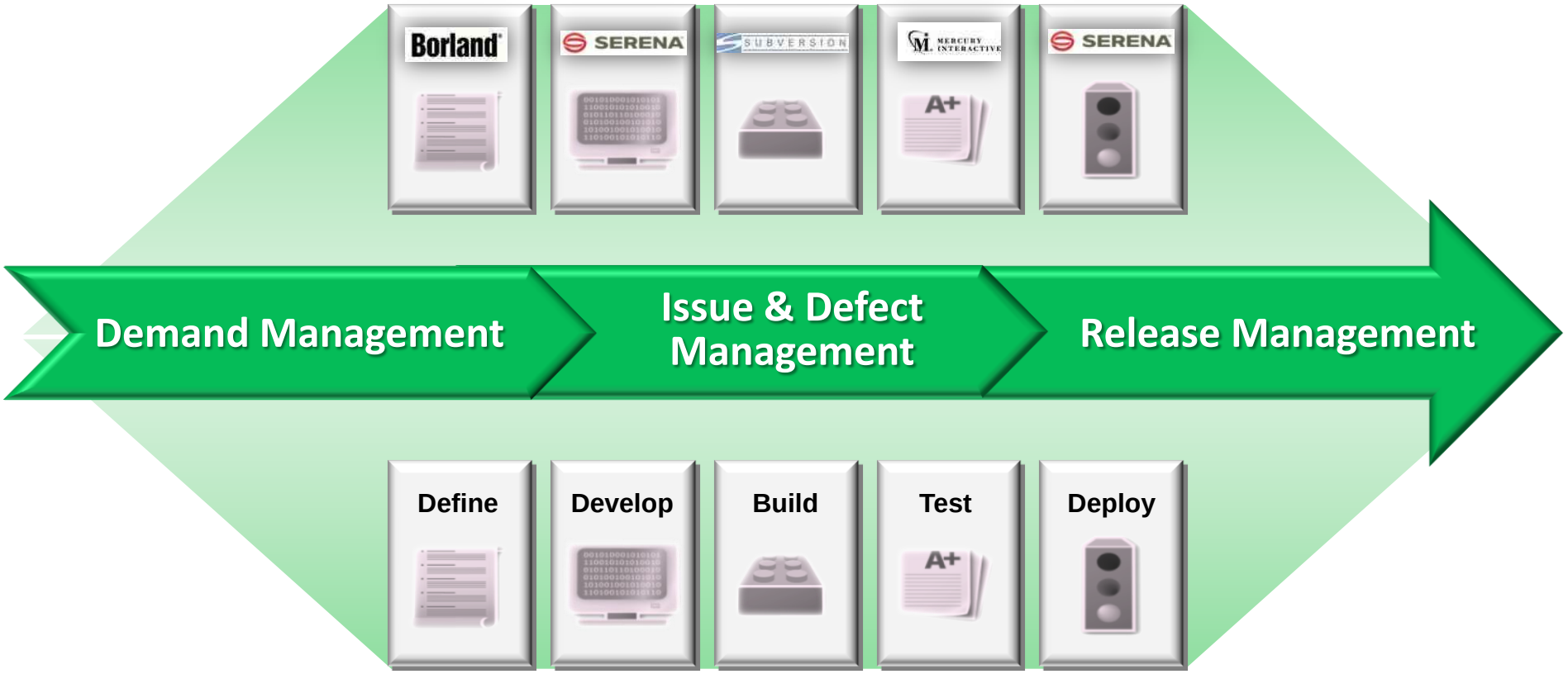
Unifying Collaborative Processes



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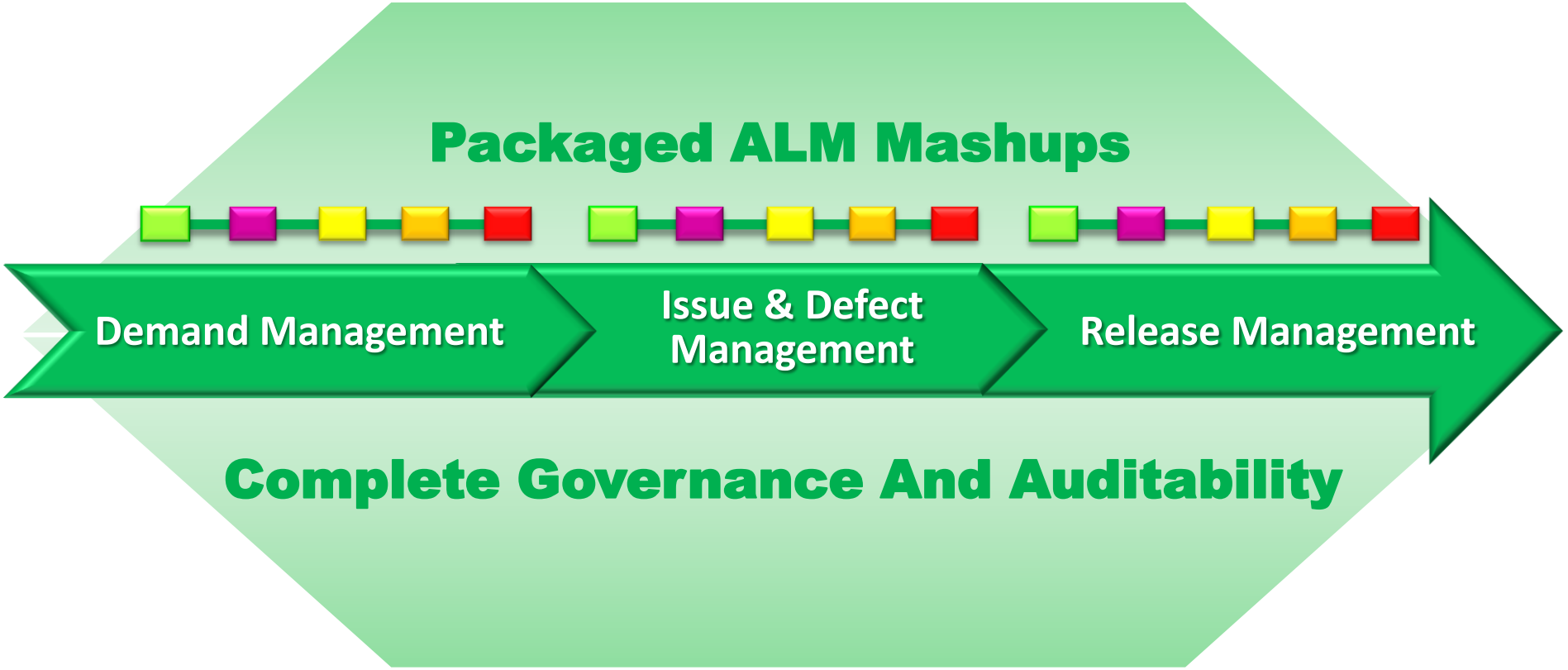
Unifying Collaborative Processes



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Improve Efficiency with Serena

- **Consolidate** Fragmented Systems Across All Platforms
- **Standardize** Application Development Processes
- **Automate And Govern** Processes To Improve Efficiency

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Serena Business Mashups

A new way to develop simple applications

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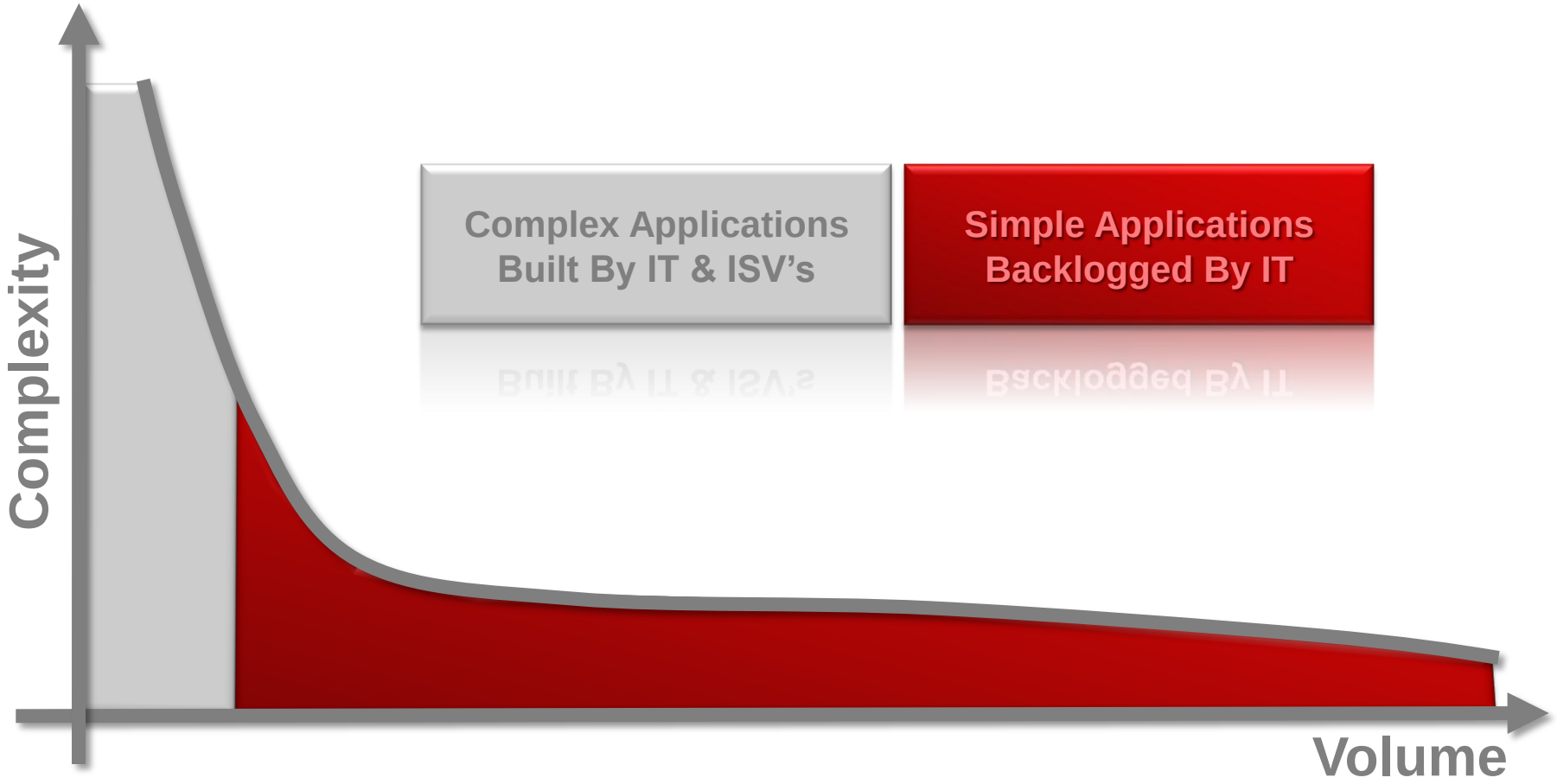
Productivity To Build Simple Applications



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Serena Delivers Productivity

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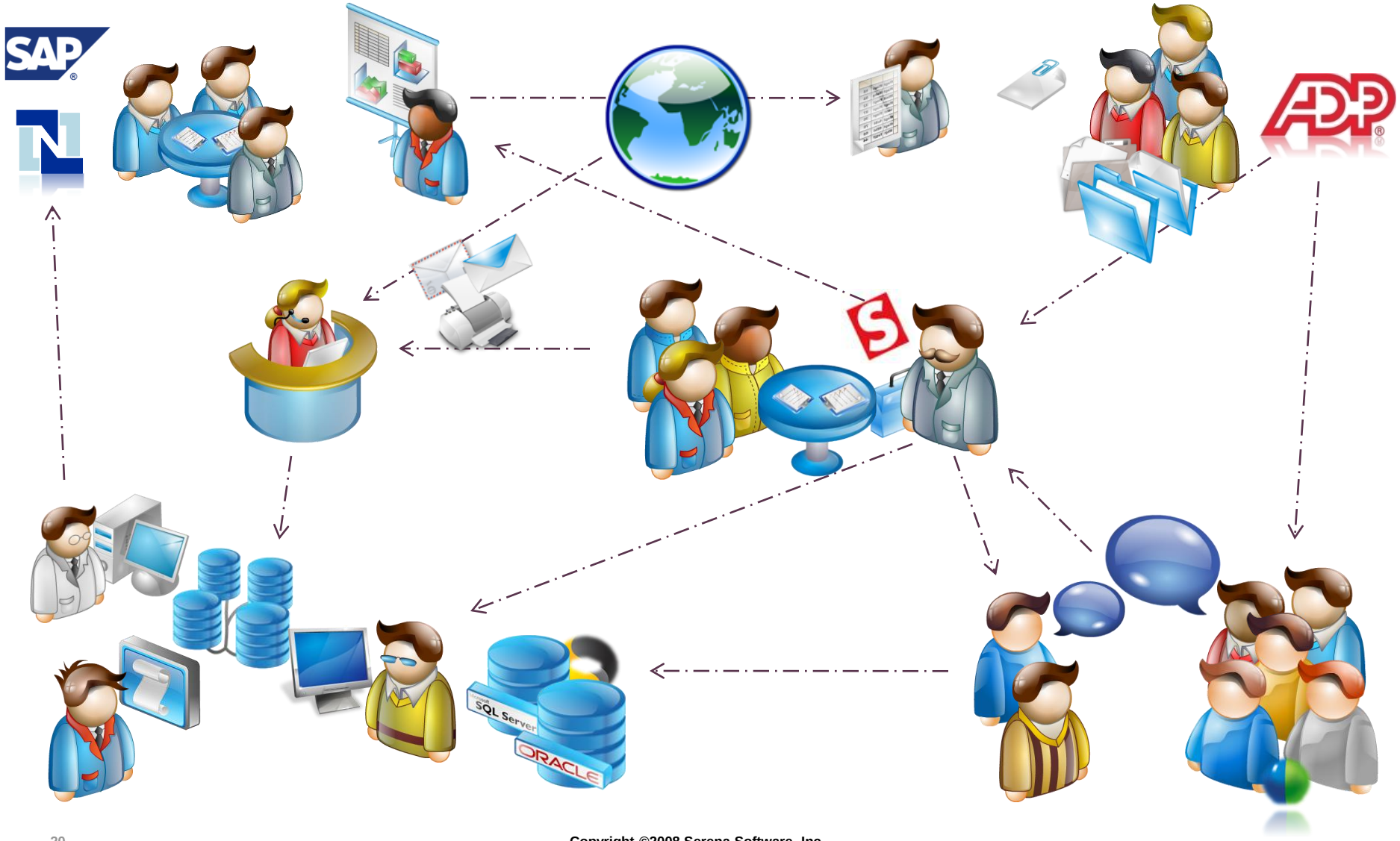
Manual And Inefficient Activities Affect Productivity



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The Effects of a Growing Backlog

Unproductive Business And Missed Opportunities

Manual And Inefficient Processes Lower Productivity

Passing Work From Person-To-Person, Across Teams And Applications Is Difficult

Even Simple Applications Require IT Help

Ignored Requests Represent A Huge Missed Opportunity

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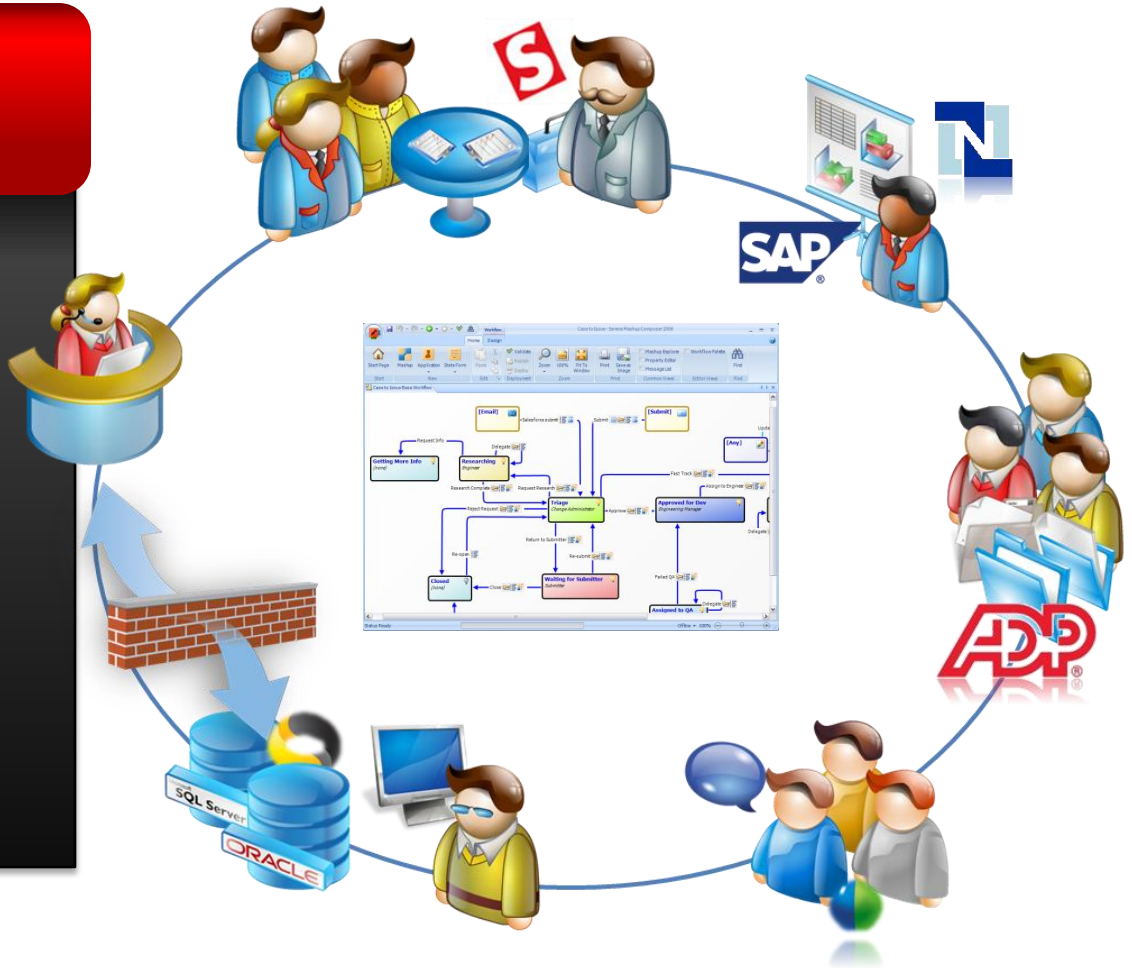
Serena Business Mashups

Productivity

People
Process
Data



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Benefits of Business Mashups

1. Shrink The Application Backlog
2. Improve Productivity Throughout Your Organization
3. Coordinate Activities Across Teams And Applications
4. Design And Deploy Mashups Without Coding
5. Empower The Business To Innovate
6. Provide The Strongest Mashup Governance

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"Thomson Financial has overhauled its sales proposal process with an automated Business Mashup solution. It used to take about five days to pull together a sales proposal. Now it takes three minutes. Our sales teams now spend more time with their customers and prospects to increase revenue."

John Hastings-Kimball, Vice President of Workflow Solutions
Thomson Financial

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"Serena's Business Mashup solution enables users to quickly and easily integrate their business processes across application boundaries—that means SaaS and legacy applications as well as front and back office solutions. This is a big deal for companies trying to automate end-to-end processes to improve the customer experience."

Denis Pombriant ,Managing Principal, Beagle Research Group, LLC

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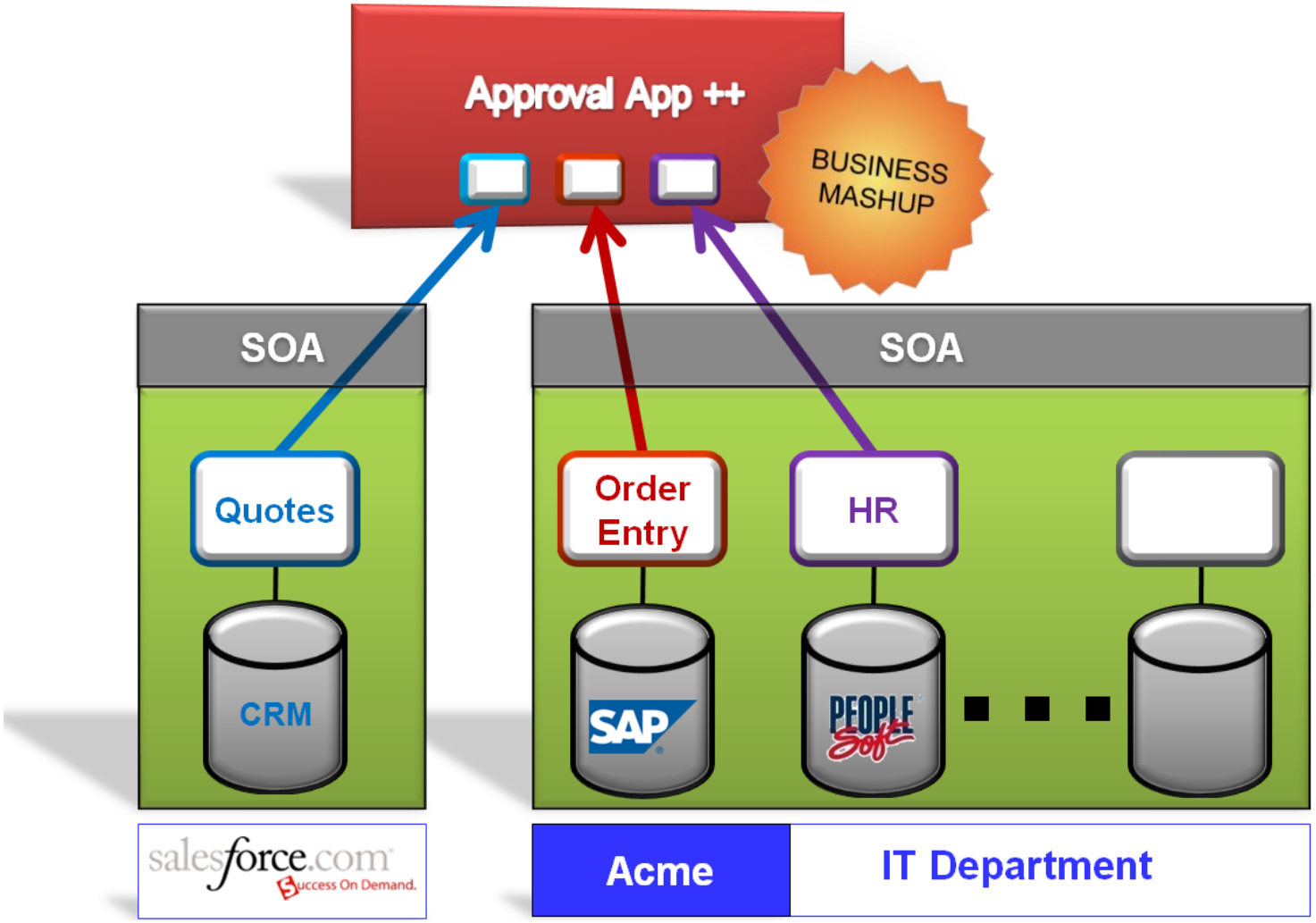
Business Mashups: A New Platform for Innovation



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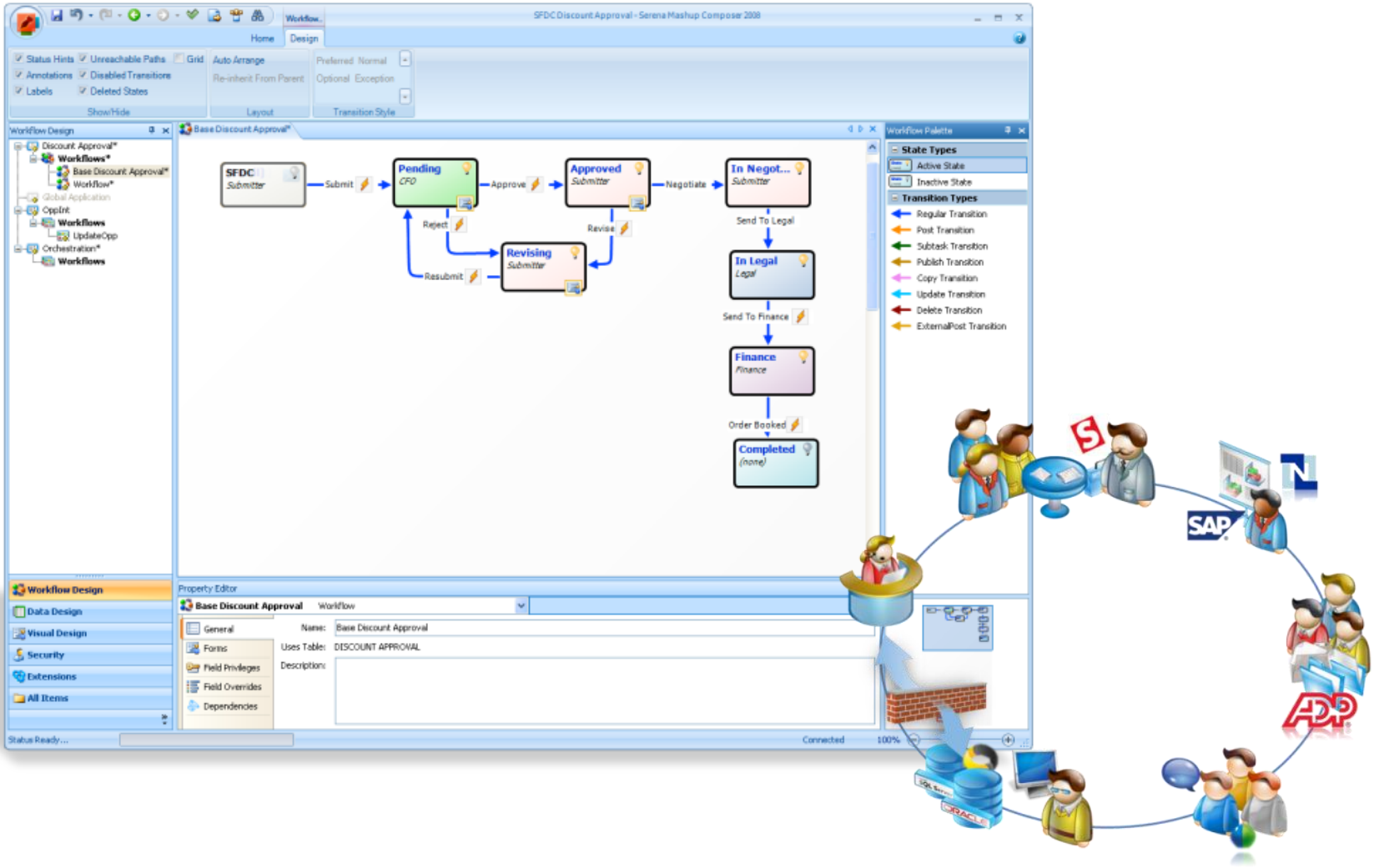
Building Business Mashup



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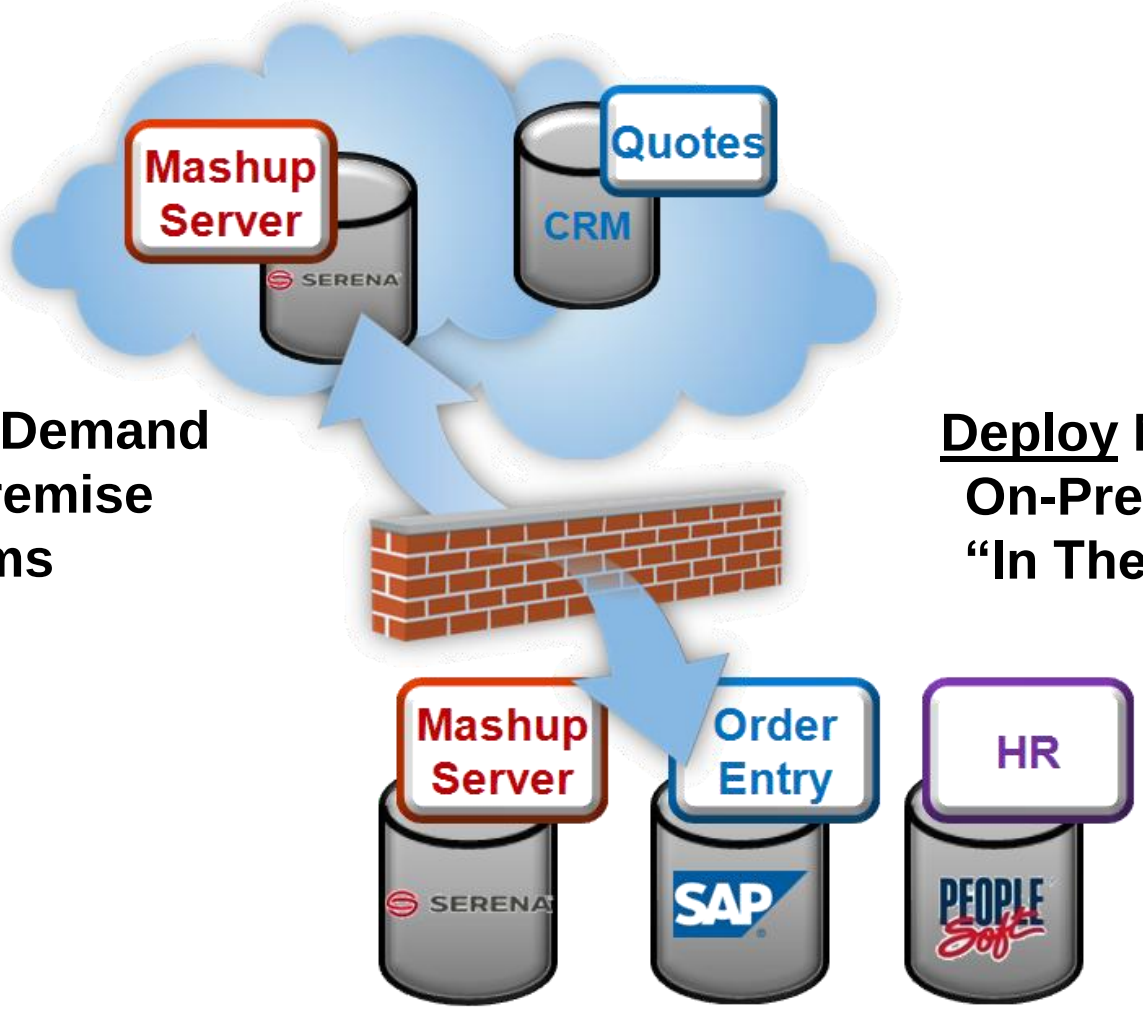
Deploying Business Mashups

<u>Connect</u> On-Demand And On-Premise Systems



<u>Deploy</u> Mashups On-Premise Or "In The Cloud"

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Governance and Business Mashups

Innovation With Governance

- Versioning
- Authorization
- Fine-Grained Security
- Approvals
- Notifications
- Detailed Auditing

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Productivity Through Serena Software

- **Mashup** People, Processes, And Data Easily
- **Deploy** Business Mashups On Premise Or In The Cloud
- **Re-use** Business Mashups From The Mashup Exchange
- **Govern** While Letting Innovation Happen Freely

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SERENA™

“It Used To Take About Five Days To Pull Together A Sales Proposal. Now It Takes Three Minutes. Our Sales Teams Now Spend More Time With Their Customers And Prospects To Increase Revenue.”

John Hastings-Kimball, Vice President of Workflow Solutions

THOMSON™

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SERENA™

“Not Only Are We Saving $160,000 Per Year, But We Delivered 60,000 Electronic Pages To Auditors Within 10 Days Of Their Request. The Auditors Were Blown Away. We’ve Set A New Standard For The Futures Industry.”

Bernie Donnelly, Vice President Of Quality Assurance

PHLX
PHILADELPHIA STOCK EXCHANGE

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"With Serena Mashup Composer's Drag-and-Drop Interface We Can Visually Build Mashups Between Serena And salesforce.com For Immediate Business Impact. It Will Eliminate Costly, Time-consuming Integration Work. This Is A Major Breakthrough In Application Development."

Larkin Ryder, Director Of Process Management

LookSmart®

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SERENA

Succeed With Mashups

FREE Expert Help
In The Mashup Exchange

Download FREE Pre-Built Mashups

Learn “How-To” With FREE Tutorials

Get Advice From Expert Mashers

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Serena Delivers Visibility

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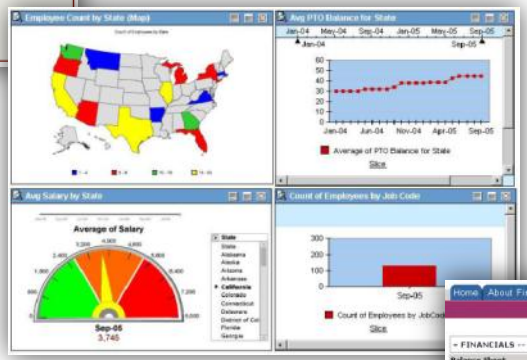
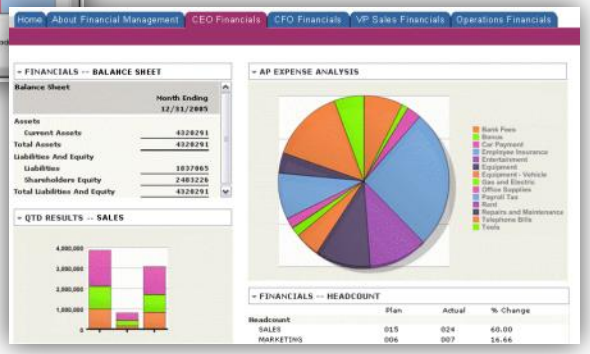
Every Executive Has Visibility

Head Of Sales



Head Of HR



Head Of Finance

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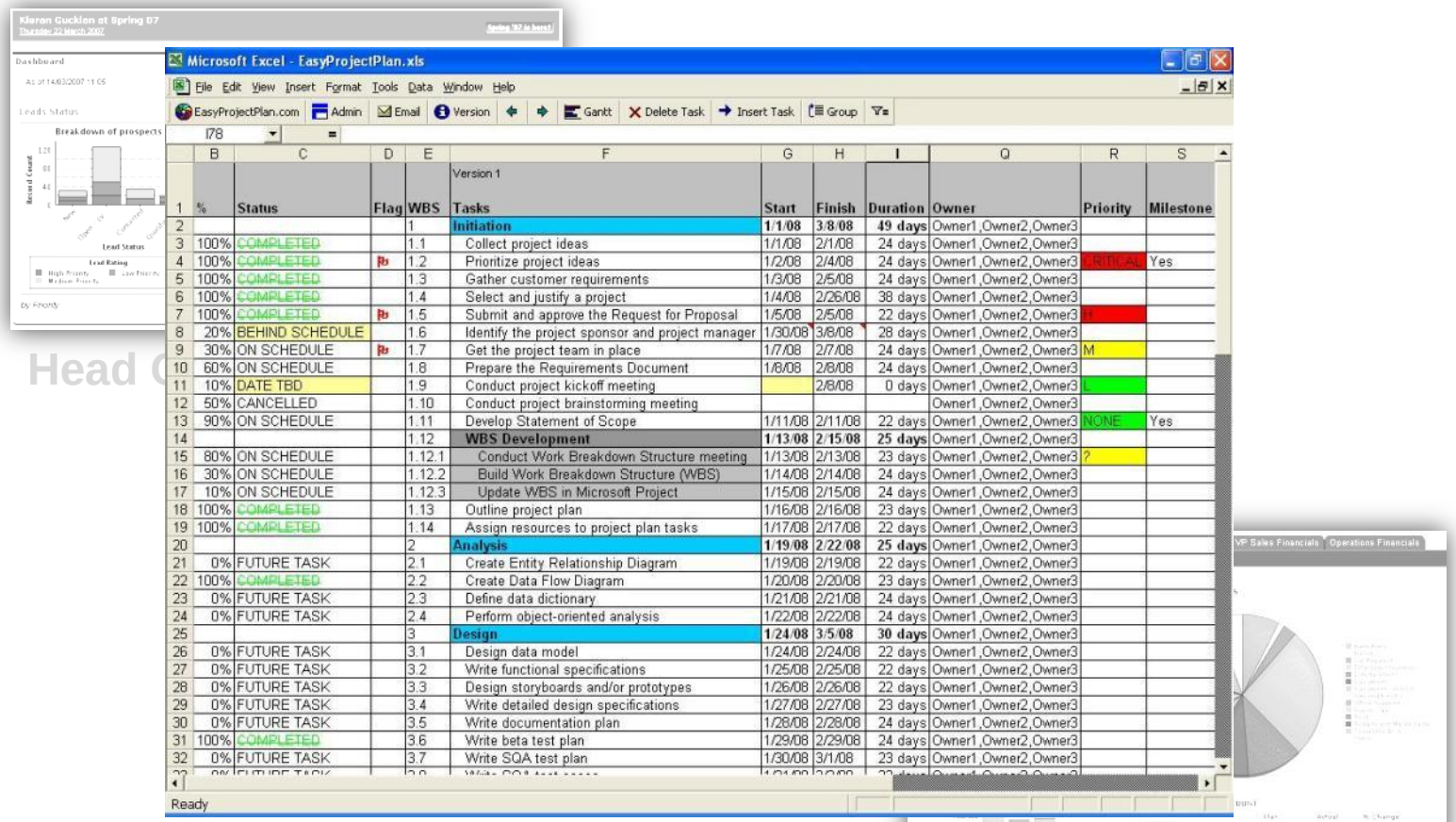
Except For The CIO!



	%	Status	Flag	WBS	Tasks	Start	Finish	Duration	Owner	Priority	Milestone
2				1	**Initiation**	**1/1/08**	**3/8/08**	**49 days**	Owner1,Owner2,Owner3		
3	100%	COMPLETED		1.1	Collect project ideas	1/1/08	2/1/08	24 days	Owner1,Owner2,Owner3		
4	100%	COMPLETED		1.2	Prioritize project ideas	1/2/08	2/4/08	24 days	Owner1,Owner2,Owner3	CRITICAL	Yes
5	100%	COMPLETED		1.3	Gather customer requirements	1/3/08	2/5/08	24 days	Owner1,Owner2,Owner3		
6	100%	COMPLETED		1.4	Select and justify a project	1/4/08	2/26/08	38 days	Owner1,Owner2,Owner3		
7	100%	COMPLETED		1.5	Submit and approve the Request for Proposal	1/5/08	2/5/08	22 days	Owner1,Owner2,Owner3	H	
8	20%	BEHIND SCHEDULE		1.6	Identify the project sponsor and project manager	1/30/08	3/8/08	28 days	Owner1,Owner2,Owner3		
9	30%	ON SCHEDULE		1.7	Get the project team in place	1/7/08	2/7/08	24 days	Owner1,Owner2,Owner3	M	
10	60%	ON SCHEDULE		1.8	Prepare the Requirements Document	1/8/08	2/8/08	24 days	Owner1,Owner2,Owner3		
11	10%	DATE TBD		1.9	Conduct project kickoff meeting		2/8/08	0 days	Owner1,Owner2,Owner3	L	
12	50%	CANCELLED		1.10	Conduct project brainstorming meeting				Owner1,Owner2,Owner3		
13	90%	ON SCHEDULE		1.11	Develop Statement of Scope	1/11/08	2/11/08	22 days	Owner1,Owner2,Owner3	NONE	Yes
14				1.12	**WBS Development**	**1/13/08**	**2/15/08**	**25 days**	Owner1,Owner2,Owner3		
15	80%	ON SCHEDULE		1.12.1	Conduct Work Breakdown Structure meeting	1/13/08	2/13/08	23 days	Owner1,Owner2,Owner3	?	
16	30%	ON SCHEDULE		1.12.2	Build Work Breakdown Structure (WBS)	1/14/08	2/14/08	24 days	Owner1,Owner2,Owner3		
17	10%	ON SCHEDULE		1.12.3	Update WBS in Microsoft Project	1/15/08	2/15/08	24 days	Owner1,Owner2,Owner3		
18	100%	COMPLETED		1.13	Outline project plan	1/16/08	2/16/08	23 days	Owner1,Owner2,Owner3		
19	100%	COMPLETED		1.14	Assign resources to project plan tasks	1/17/08	2/17/08	22 days	Owner1,Owner2,Owner3		
20				2	**Analysis**	**1/19/08**	**2/22/08**	**25 days**	Owner1,Owner2,Owner3		
21	0%	FUTURE TASK		2.1	Create Entity Relationship Diagram	1/19/08	2/19/08	22 days	Owner1,Owner2,Owner3		
22	100%	COMPLETED		2.2	Create Data Flow Diagram	1/20/08	2/20/08	23 days	Owner1,Owner2,Owner3		
23	0%	FUTURE TASK		2.3	Define data dictionary	1/21/08	2/21/08	24 days	Owner1,Owner2,Owner3		
24	0%	FUTURE TASK		2.4	Perform object-oriented analysis	1/22/08	2/22/08	24 days	Owner1,Owner2,Owner3		
25				3	**Design**	**1/24/08**	**3/5/08**	**30 days**	Owner1,Owner2,Owner3		
26	0%	FUTURE TASK		3.1	Design data model	1/24/08	2/24/08	22 days	Owner1,Owner2,Owner3		
27	0%	FUTURE TASK		3.2	Write functional specifications	1/25/08	2/25/08	22 days	Owner1,Owner2,Owner3		
28	0%	FUTURE TASK		3.3	Design storyboards and/or prototypes	1/26/08	2/26/08	22 days	Owner1,Owner2,Owner3		
29	0%	FUTURE TASK		3.4	Write detailed design specifications	1/27/08	2/27/08	23 days	Owner1,Owner2,Owner3		
30	0%	FUTURE TASK		3.5	Write documentation plan	1/28/08	2/28/08	24 days	Owner1,Owner2,Owner3		
31	100%	COMPLETED		3.6	Write beta test plan	1/29/08	2/29/08	24 days	Owner1,Owner2,Owner3		
32	0%	FUTURE TASK		3.7	Write SQA test plan	1/30/08	3/1/08	23 days	Owner1,Owner2,Owner3		

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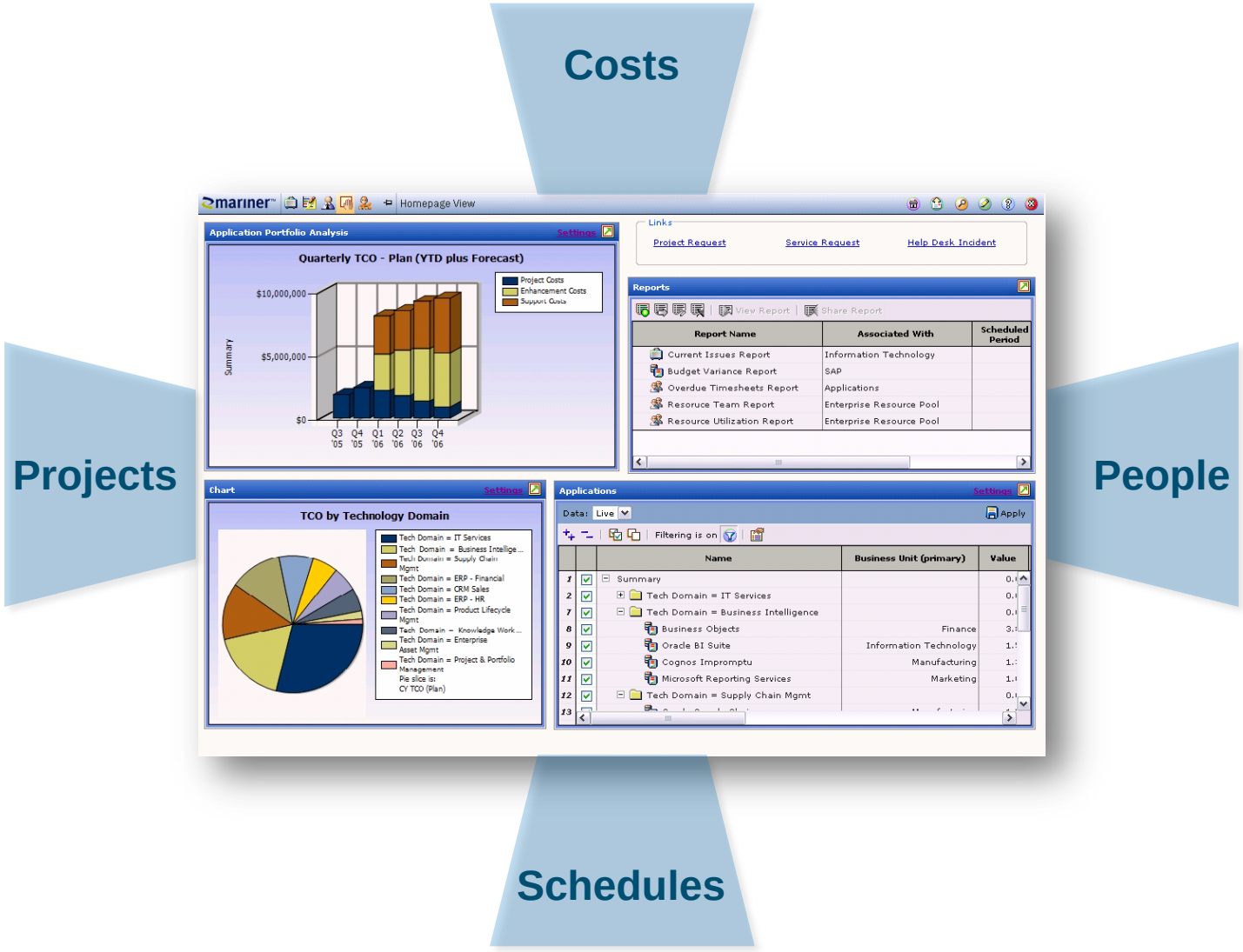
Serena Mariner Gives Visibility With A Maturity-Based Approach



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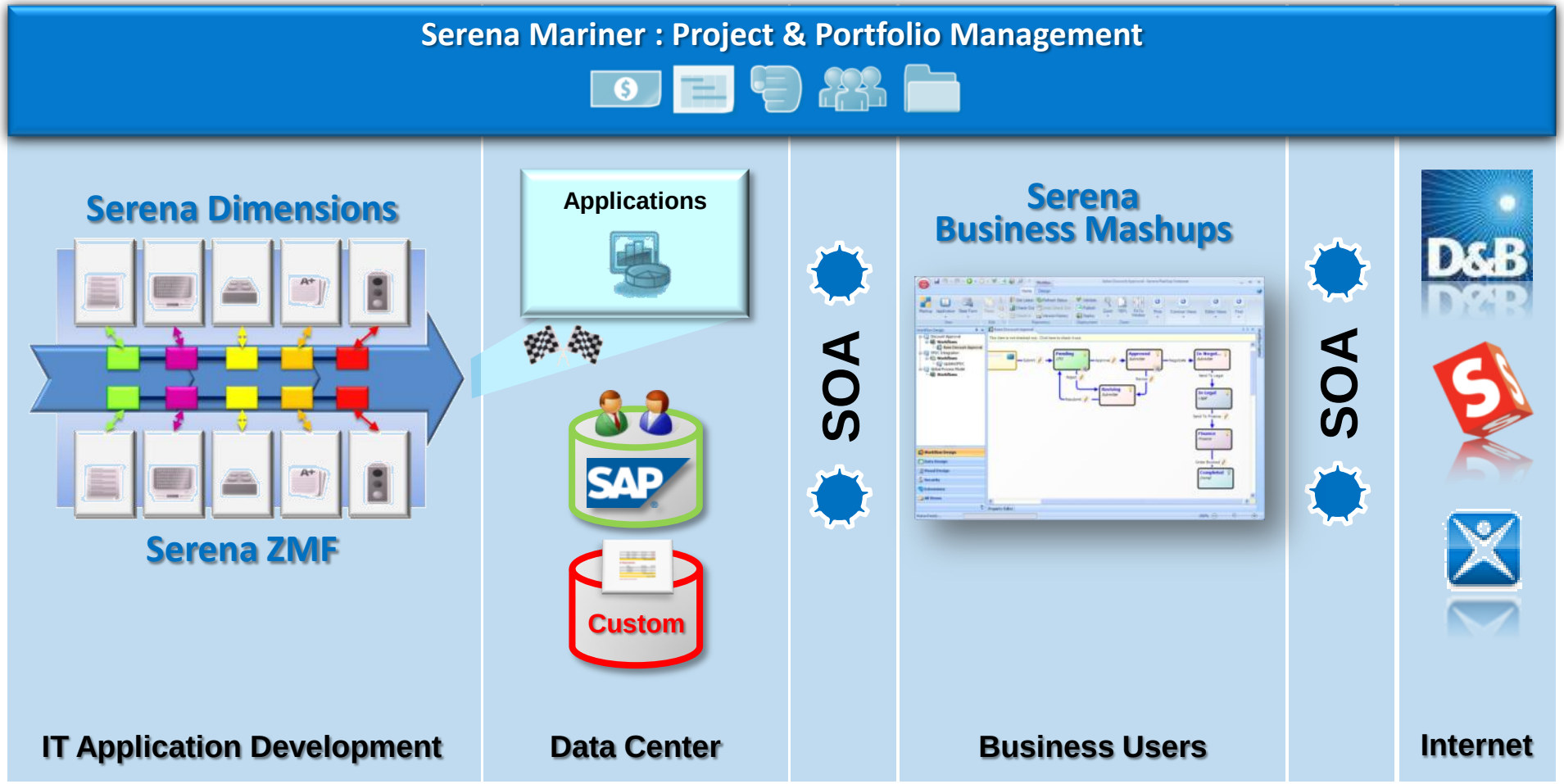
Serena Is Unique In Its Ability To Provide Total Visibility



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Visibility Through Serena Software

- **Align** Projects And Portfolios With Business Priorities
- **Gain** A Complete View Of All Project Demand
- **Accelerate** Time To Value With A Maturity-Based Approach
- **Deliver** Projects On Time And On Budget

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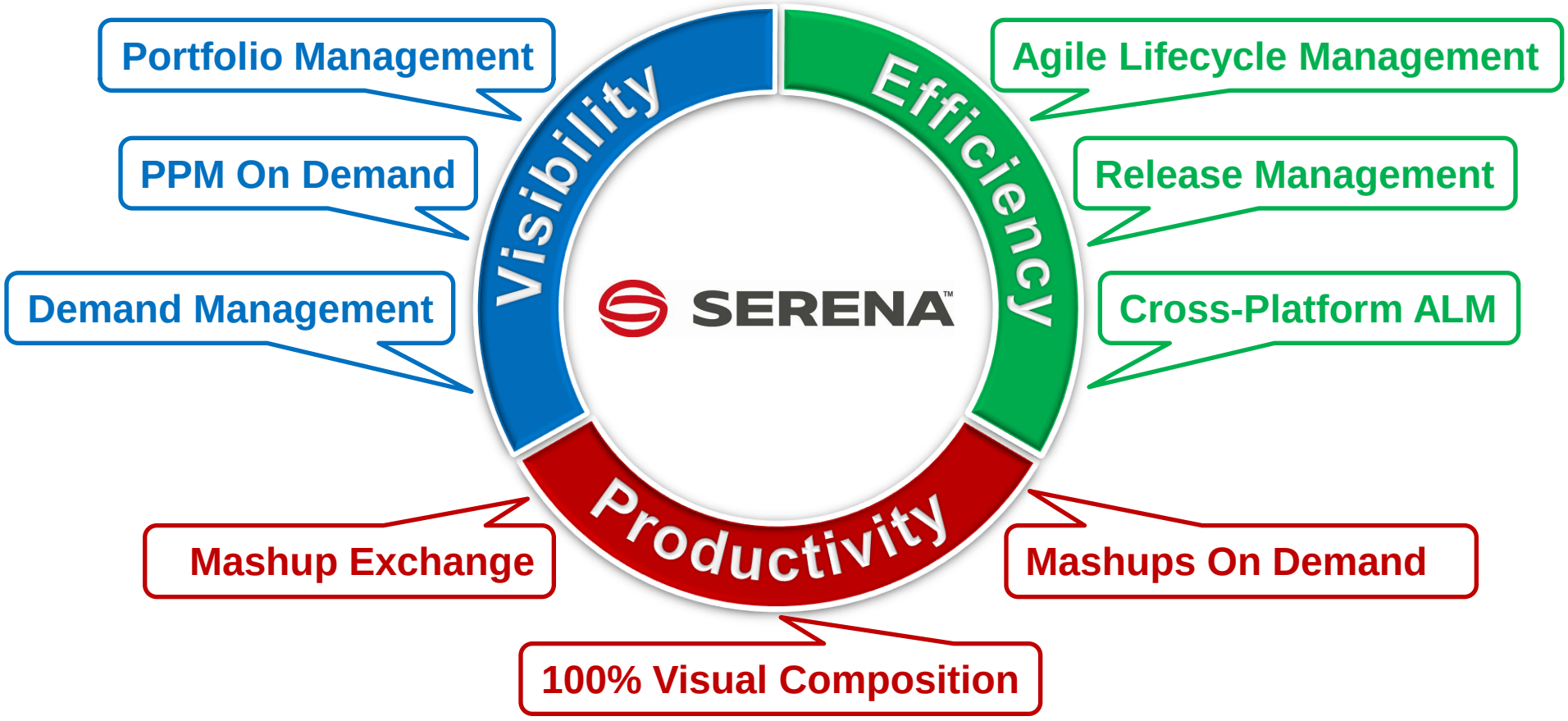
Continuing Our Groundbreaking Innovation



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Serena Software

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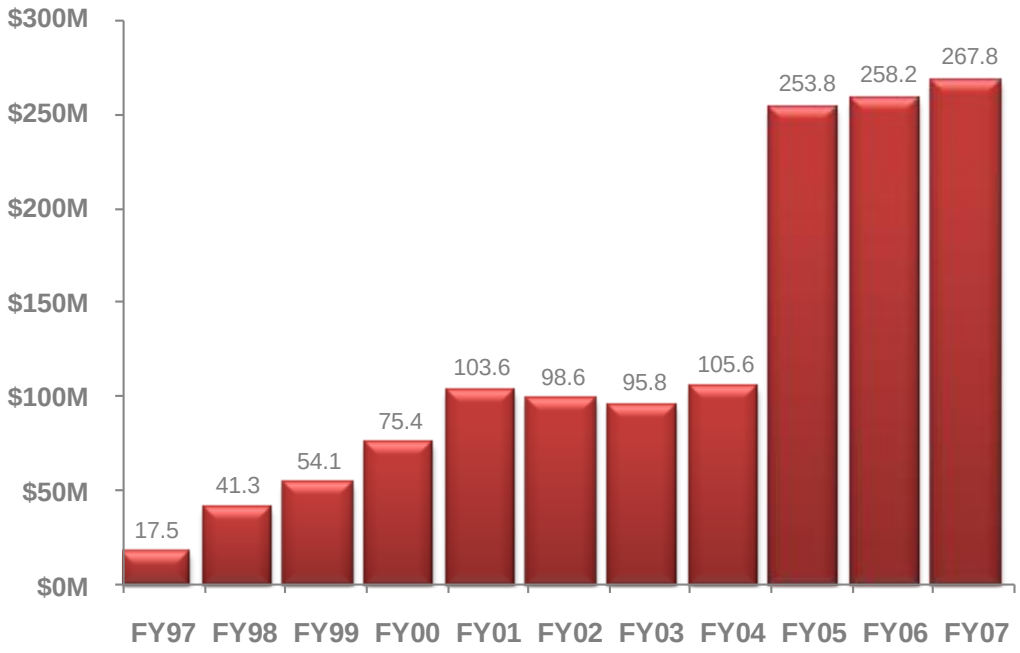
About Serena Software...

Largest Independent Provider Of Business Mashups And Application Lifecycle Management Solutions

- 27-Year Operating History
- 29 Offices In 14 Countries
- 800+ Employees
- Nine Consecutive Years Of Quarter-Over-Quarter Operating Profit
- Privately Held By Silver Lake Partners



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2008 – Year Of The SaaS "Hat Trick"

Visibility	Productivity	Efficiency
Mariner On Demand Available: March 2008	Business Mashups On Demand Available: July 2008	Agile On Demand Available: December 2008

SERENA™

“In Early December 2007, Serena Software Redefined Itself Entirely, Launching Its Business Mashup Solution, Including Serena Mashup Composer And Serena Mashup Server Components.”

Oliver Young, Enterprise 2.0 Analyst

December 2007

FORRESTER®

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Product Demo:
Serena Business Mashups

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