



Serena Software

Thinking outside the box on Change Management

Presented to: **CM USERS GROUP**

Presented by:
Matt Procter-cles
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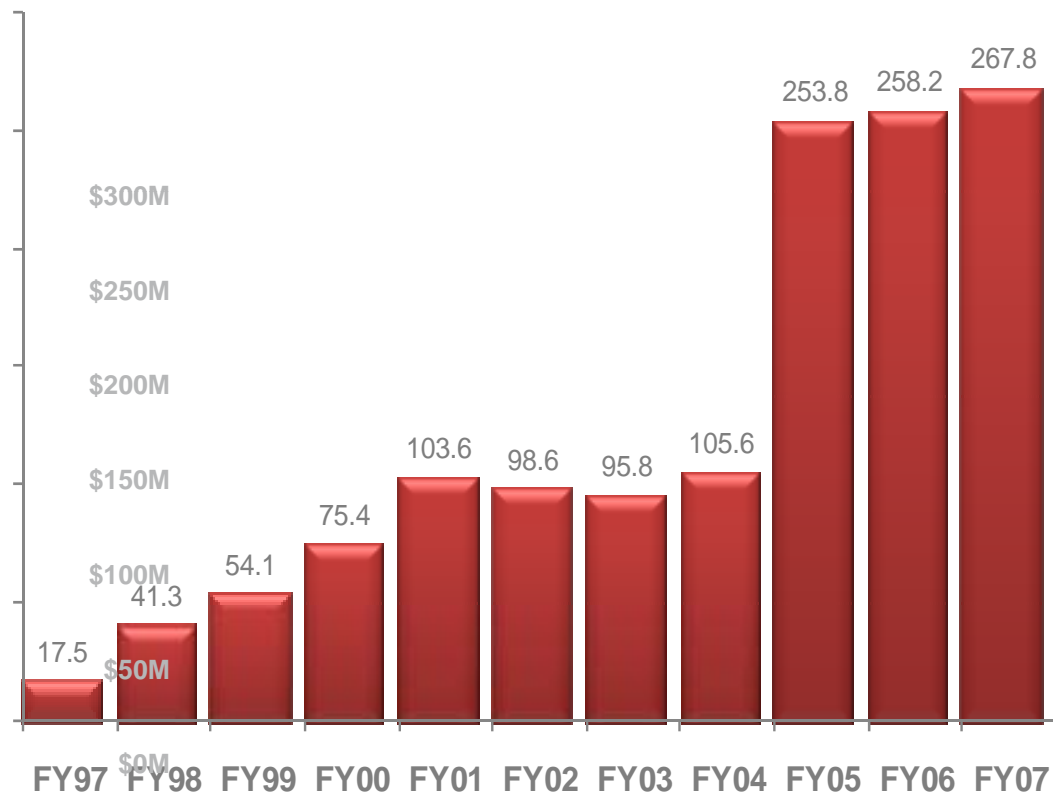
Agenda

- 30 seconds on Serena
- Thinking outside the box on Change Management
- Introducing: Serena Business Mashups
- Demonstration

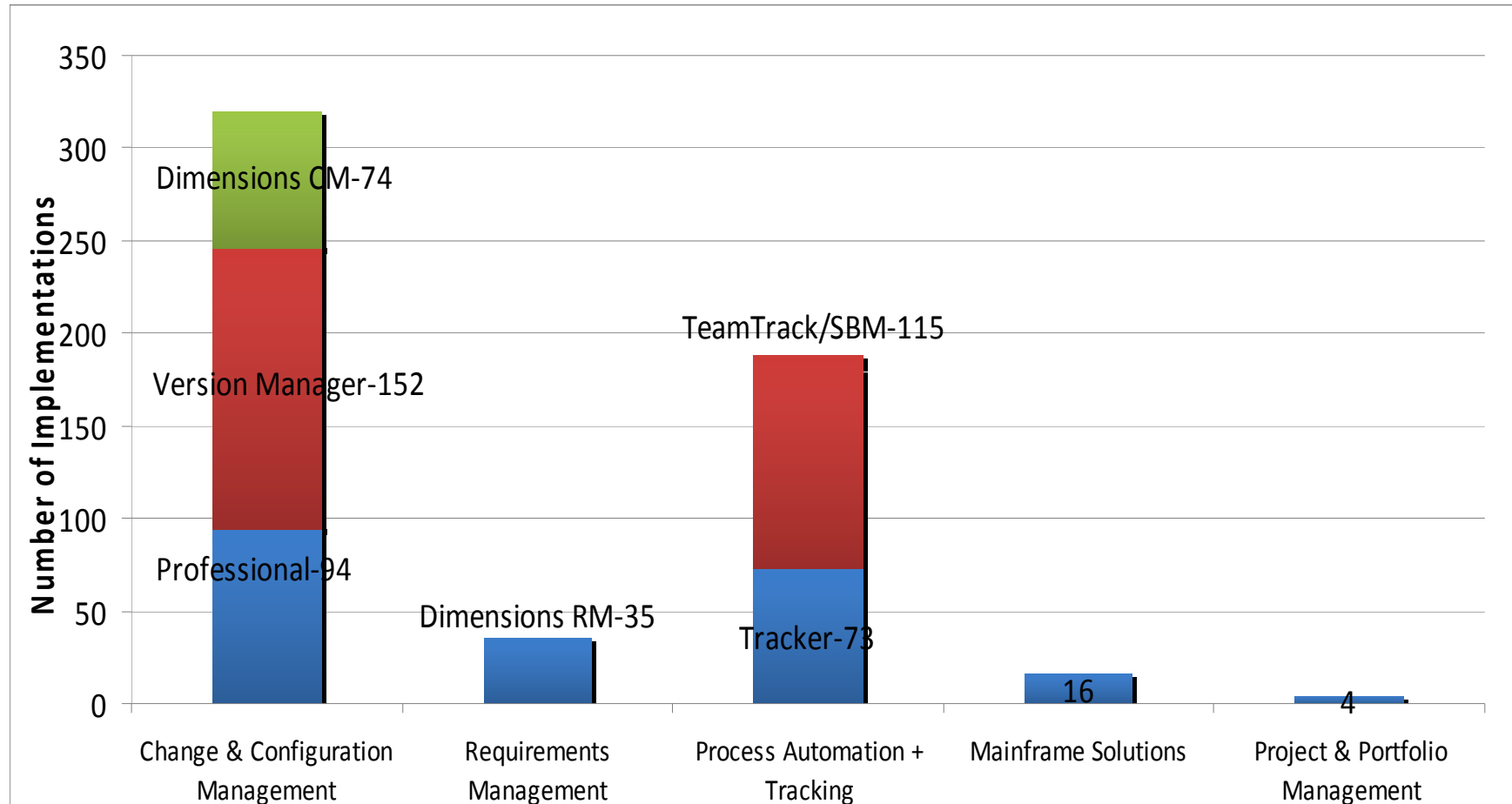
About Serena Software...

Largest Independent Provider Of Business Mashups And Application Lifecycle Management Solutions

- 27-Year Operating History
- Recognized industry leader by Gartner, Forrester and OVUM
- US Federal is major customer
- 29 Offices In 14 Countries
- 800+ Employees
- Nine Consecutive Years Of Quarter-Over-Quarter Operating Profit
- Privately Held By Silver Lake Partners



Federal Installed Base



Over 300 unique Federal Agencies/FSI's using Serena products and services



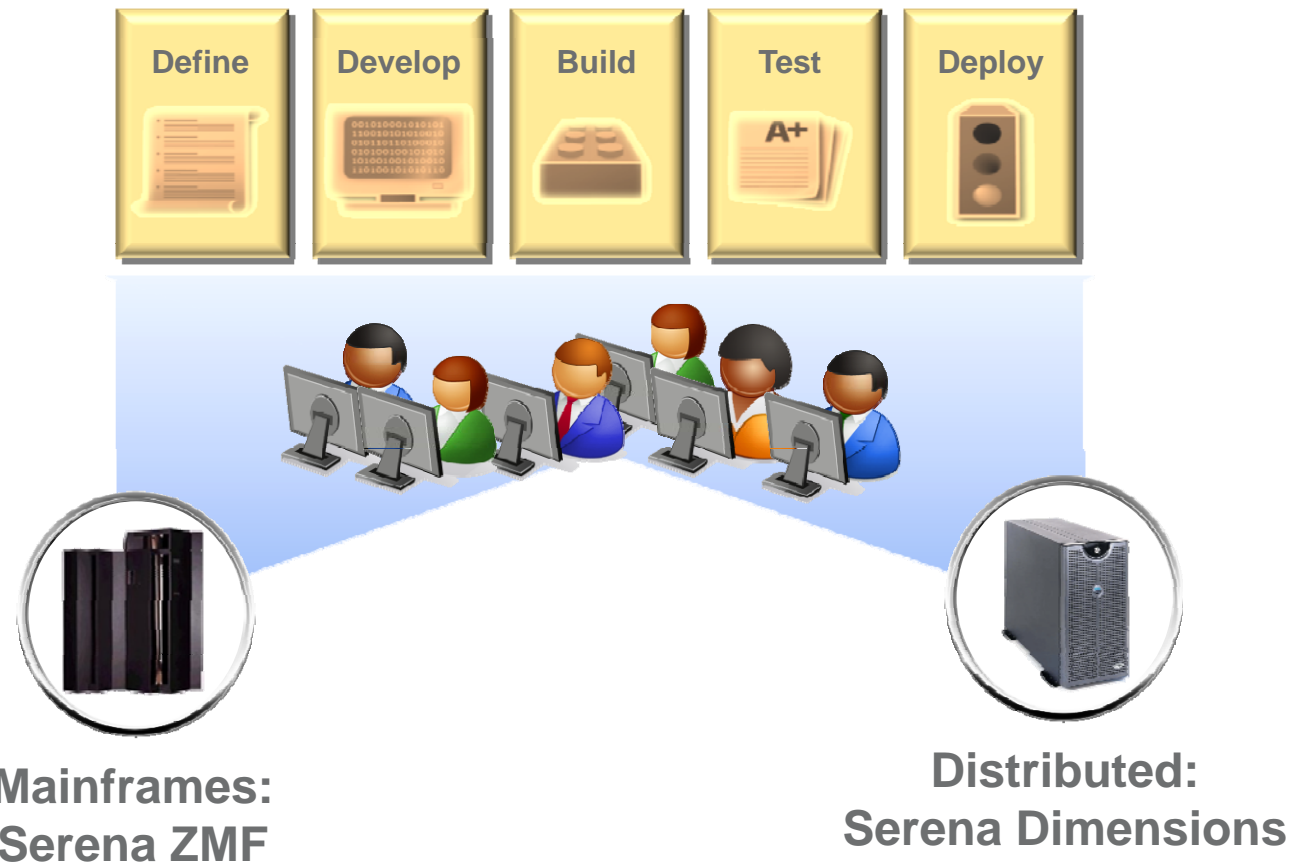
Used on over 200 Federal programs

46 of 50 State Governments

300 City Governments

National Governments

Serena Manages Change



Tracker begot

TeamTrack begot

THE MASHUPS
ARE HERE



Opportunity: ARRA

How Serena TeamTrack Adds Required Transparency and Speed to Existing Processes

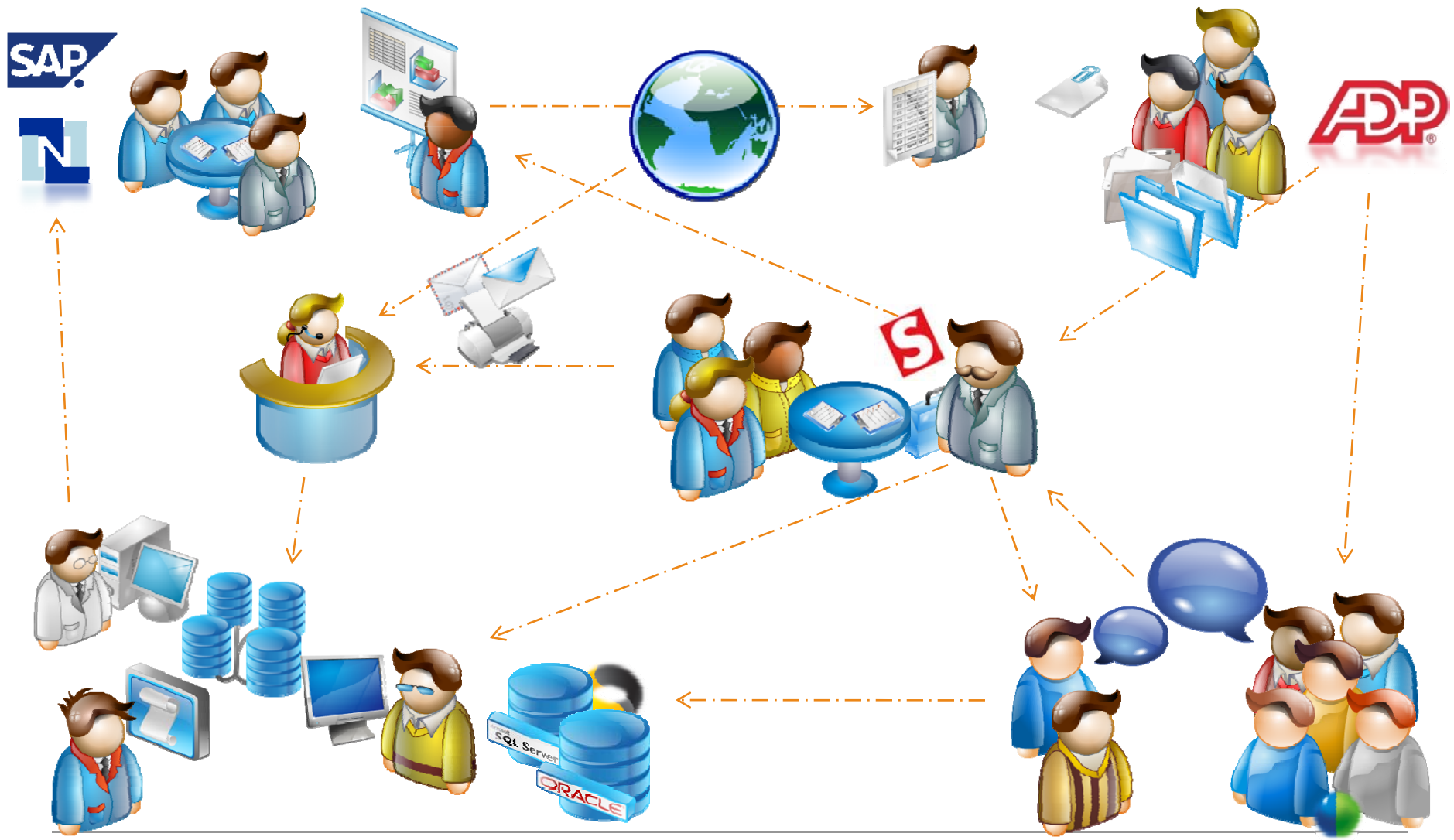
- In its Initial Implementation Guidelines, issued Feb. 18, 2009, the Administration outlined required steps federal agencies must take for meeting the crucial objectives for planning and implementing the Recovery Act. Here is how Serena's TeamTrack is uniquely capable of helping federal agencies meet these requirements.

Dilemma?

We Know How to Solve It!



Manual And Inefficient Activities Affect Productivity



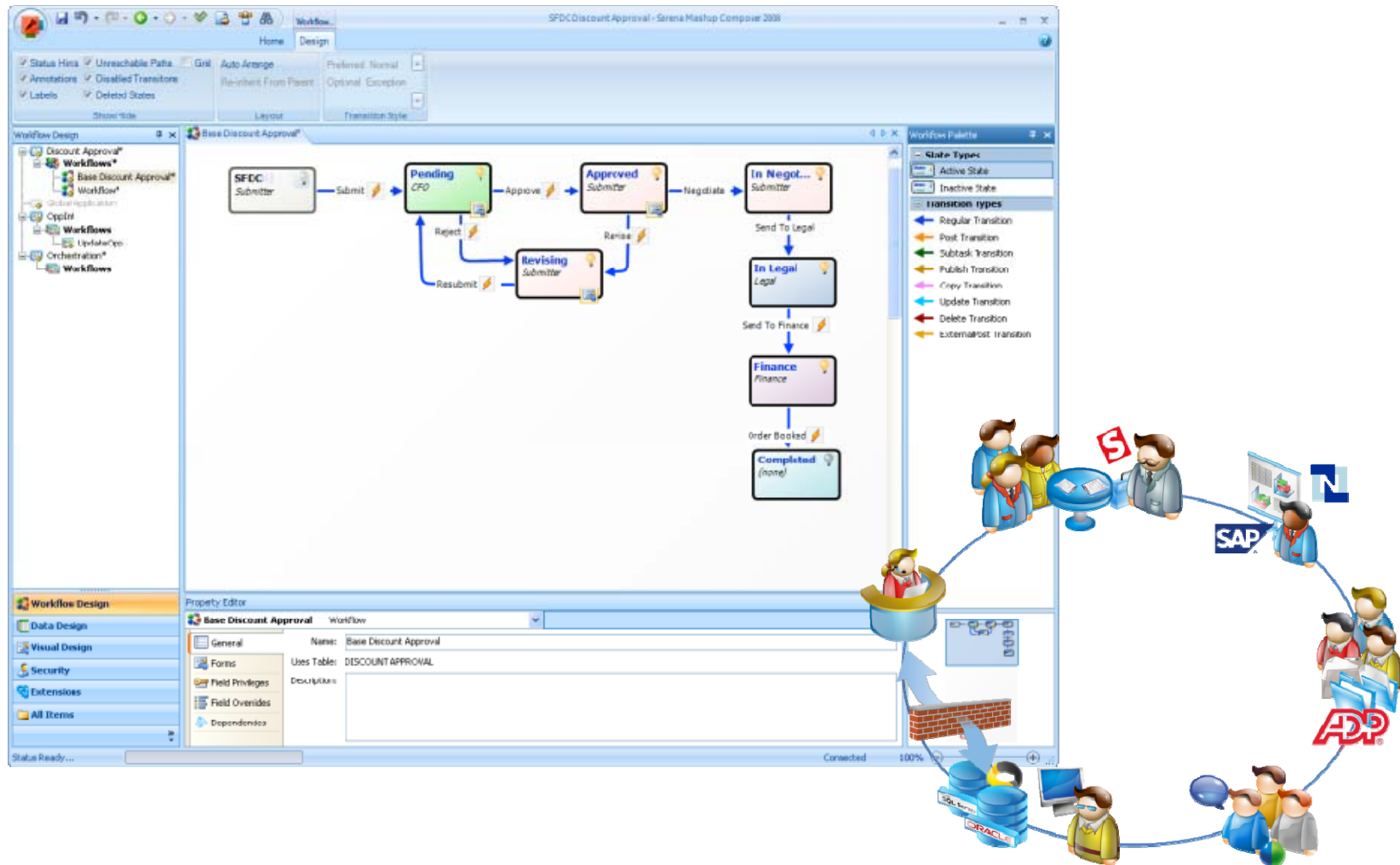
BPM Is NOT The Lean Answer IT Needs Right Now

- BPM Is **NOT** An Easy Development Tool For Building Simple Process-Centric Applications
 - Business Analysts Can't Use It

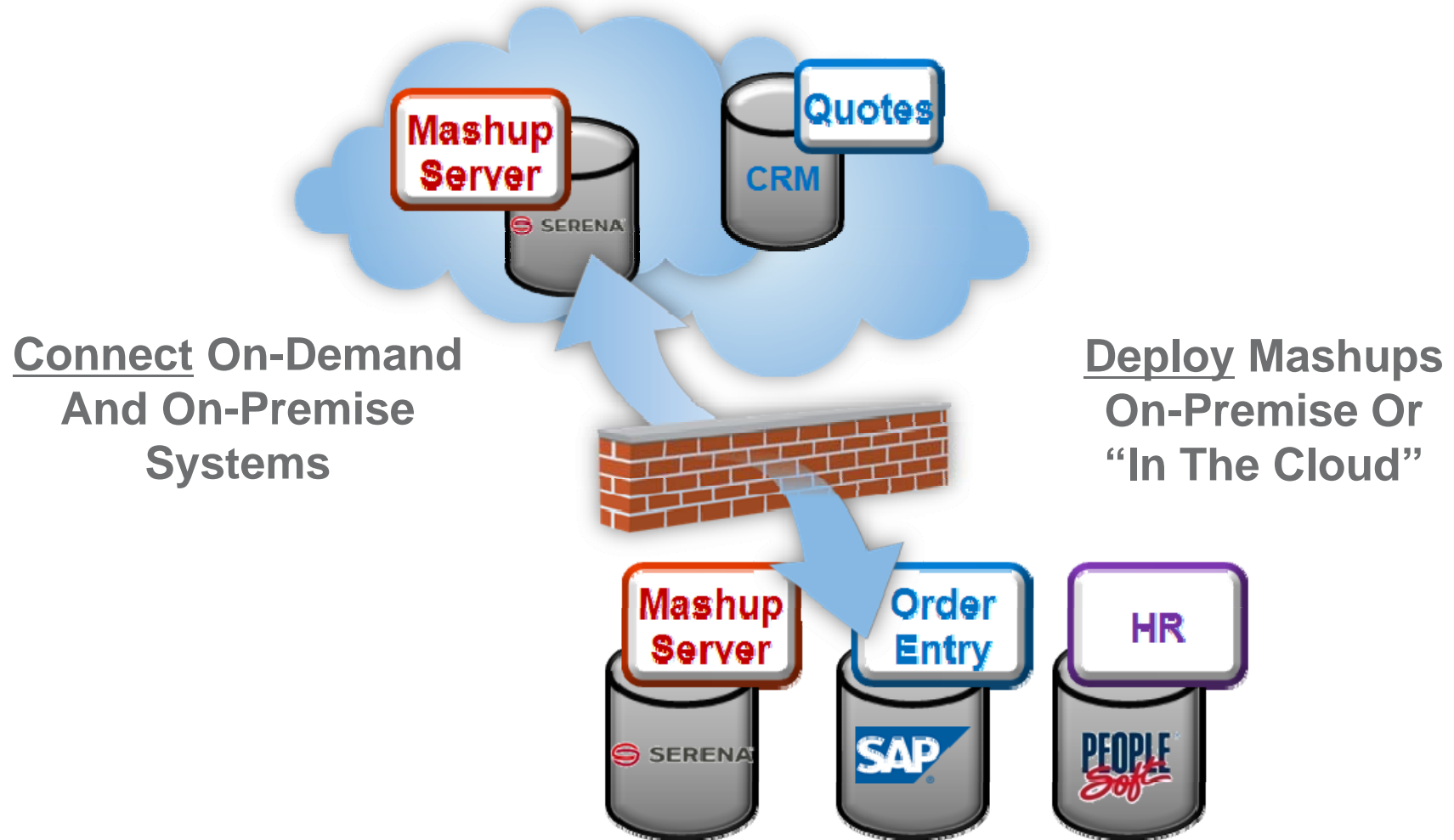
- BPM Is **NOT** A Lightweight “Platform” To Run These Simple Applications That Is Easy To Govern And Audit
 - IT Management Doesn't Like It

- BPM Is **NOT** Low Cost To Acquire And Operate Nor Yields Fast Return On Investment
 - CIO's Can't Save Money

Serena Offers Lean BPM Through Business Mashups



Serena Is Unique In Its Support For Deploying Lean BPM



Serena Is Unique In Its Support For Real Business Processes

Lean Processes Available Under Creative Commons

 SERENA	Employee Onboarding
 SERENA	Employee Time-Off
 SERENA	Hardware Change Request
 Salesforce	Sales Opportunity Discount Approval
 Salesforce	Customer Data Management & De-Duplication
 Salesforce	Sales Opportunity Credit Approval
 SERENA	Expense Reimbursement
 SERENA	Purchase Requisition Approval
 QuickArrow	Service Contract Management
 SERENA	HR Provisioning And New Hire Setup
 SERENA	Travel Request And Approval

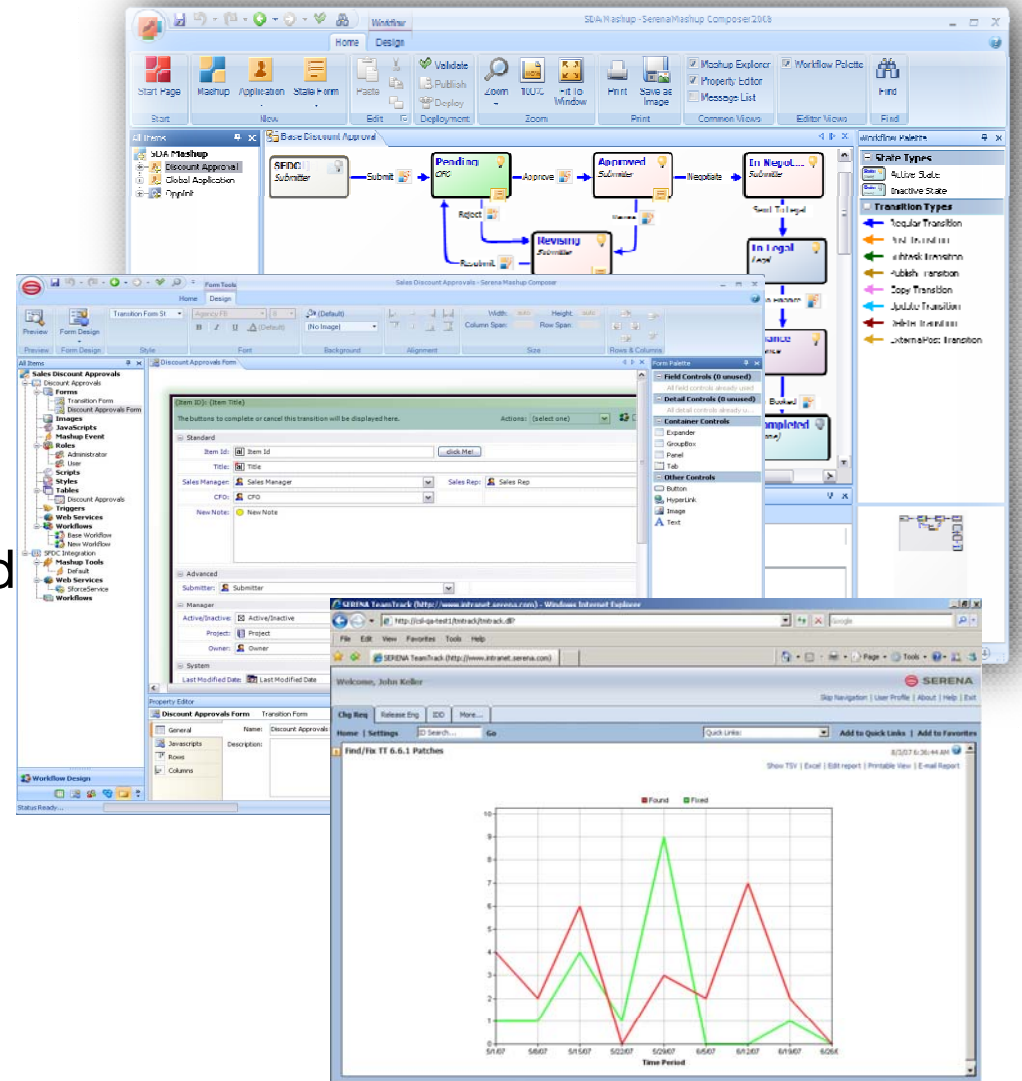
And Many More To Come On The Mashup Exchange

Productivity Through Serena Software

- **Easy** Business Process Development
- **Low Cost** Deployment On Premise Or In The Cloud
- **Fast ROI** Compared To Traditional BPM

Serena Business Mashups

- Dynamic, graphical workflow editor
- Ability to Customize the Business Mashup End User Experience
- Granular Security for Mashup Privileges and Administration
- Out-of-the-Box Reports/Dashboard
- Flexible Browser Based Reports
- Visibility into project health
- Real time data with “drill down” capabilities



Customer Success: Office of Personnel Management (OPM)

Business Problem:

- Many applications were behind schedule. Most were developed internally being programmed in java. The cost over rides were high due to the delay. OPM took on additional work from the DoD. They were tasked with doing background checks for anyone needing a clearance for the military. It was very time sensitive.

Serena Products:

- Serena Business Mashups

Results:

- Mashups were initially used for change management to track enhancement and defects within the organization. They quickly realized that Mashups could be used as an application platform by itself.
- Over the last four years, they have developed 80 separate applications. Bill Lamberton said, “we are spending pennies on the dollar to create new applications.”
- The CIO office has now deployed Mashups enterprise-wide has 40 more applications scheduled for delivery.

Thank You

- Matt Procter
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- SERENA FEDERAL USERS GROUP
 - Tuesday, March 31st
 - Ronald Reagan Building
 - FREE
 - Contact mprocter@serena.com to register

How Serena Addresses ARRA

Requirement	“Crucial Objectives” Outlined in Section 1.2 of the Initial Implementation Guidelines	Serena TeamTrack Capability
Speed	<p>“Recovery funds are awarded and distributed in a prompt, fair and reasonable manner.”</p> <p>“Projects funded under the recovery legislation avoid unnecessary delays and cost overruns.”</p>	<p>Organizations can expect to get streamlined processes up and running in weeks, for less than one-fifth of competing offerings, with no need to disrupt existing technology investments.</p> <p>Visibility across the process enables you to identify issues early to keep projects on time with high quality.</p>
Transparency	<p>“The recipients and uses of all recovery funds are transparent to the public.”</p>	<p>Cross-process visibility enables you to roll up key information to see the big picture.</p>
Clear, accurate, timely reporting	<p>“Public benefits of these funds are reported clearly, accurately and in a timely manner.”</p>	<p>Trend reports, dashboards and other mechanisms enable quick and accurate reporting.</p>
Internal controls & oversight to prevent fraud, waste, error and	<p>“Recovery funds are used for authorized purposes, and every step is taken to prevent instances of fraud, waste, error, and abuse.”</p>	<p>Automates traceability/auditability to ensure internal, regulatory and/or industry-standard processes are followed.</p>

Dilemma?

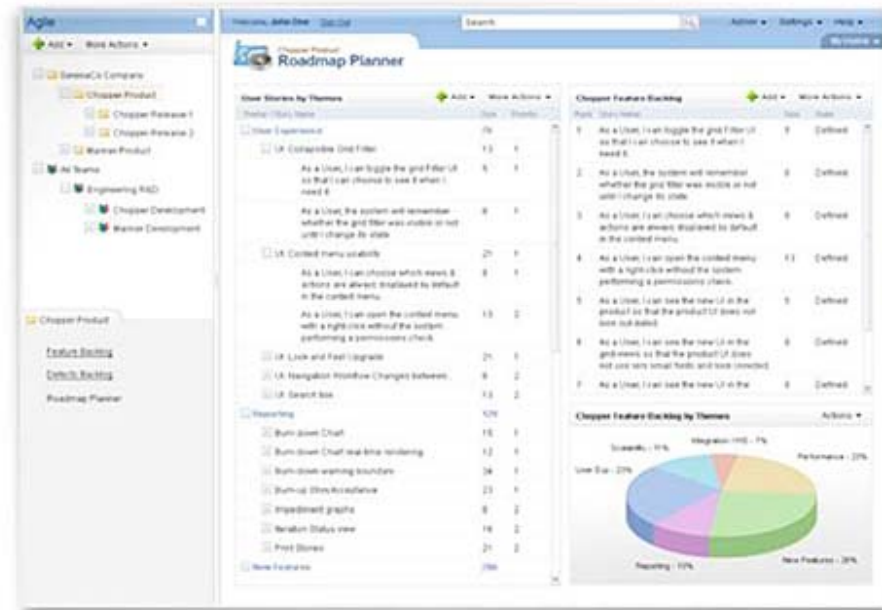
We Know How to Solve It!



Agile Is Here And Now

- 2 Flavors Of Software Development Lifecycle
 - Waterfall
 - Agile
- Over 25% Of All New Application Development Projects Are Going To Be Done Using The Agile Methodology

Serena Offers A No-Compromise Agile Development Tool



Serena Is Unique In How It Brings These Two Worlds Together

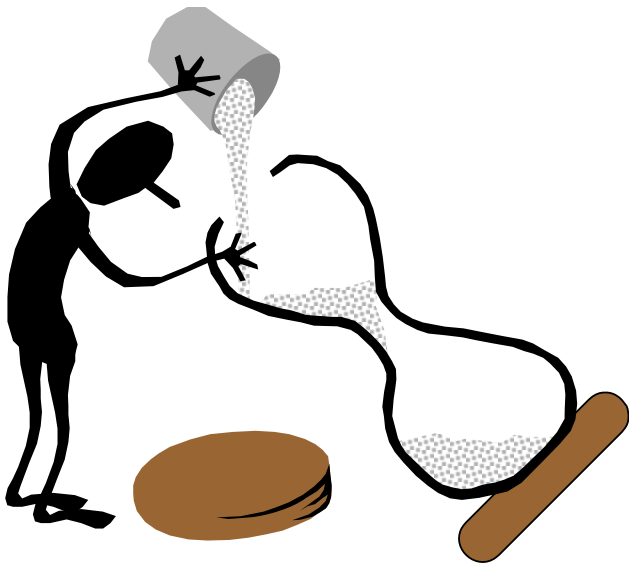


Agility Through Serena Software

- **Collaborate** With All Stakeholders Anywhere Anytime
- **Increase** Predictability For All Application Development
- **Enterprise Class** With The Ease Of Use Agilistas Expect

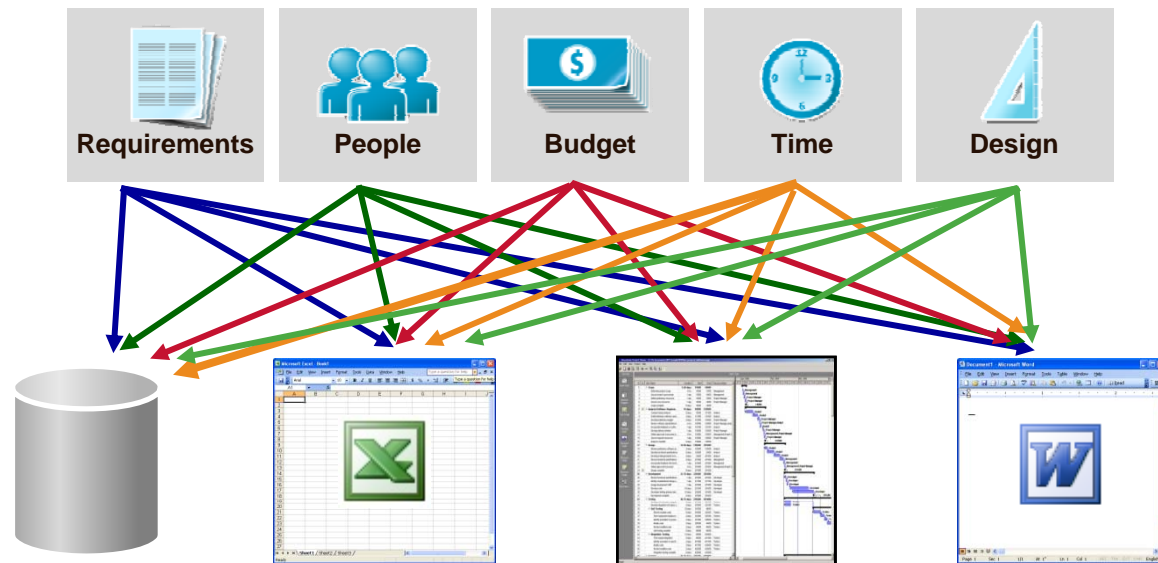
The 10 minute Elevator Pitch of Serena's Solution

Scott Lee

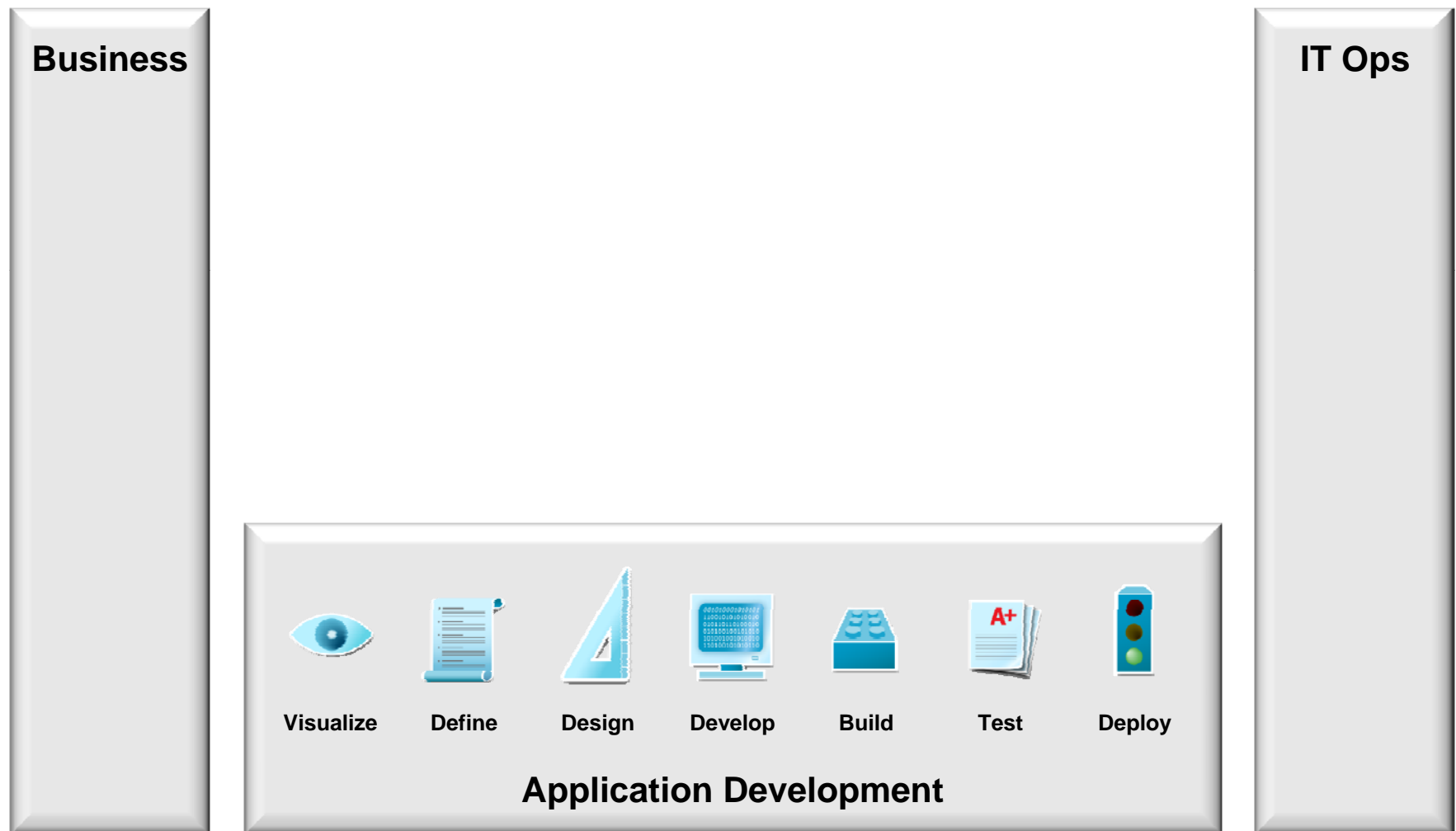


Application Lifecycle Processes are Labor-intensive and Non-standard

- Poor communication leads to negative results
 - Feature deficiencies, poor quality, missed dates
- Information is held in many fragmented repositories
 - Requirements, designs, change requests, budgets, skills

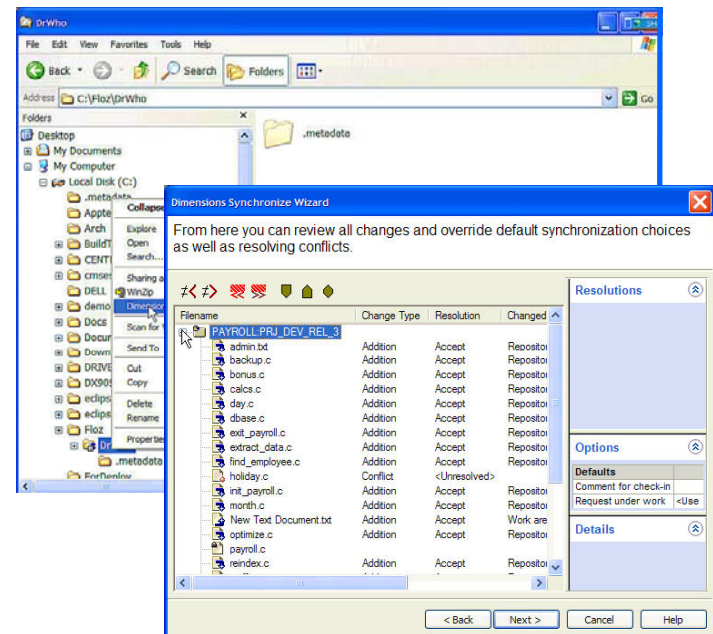


It All Starts With Application Development



Serena Dimensions 10

- Single repository enables full traceability
 - Modules cover requirements, version, build, and configuration management, and deployment
- Flexible process definition
 - SCRUM, CMMI . . .
- Extensive platform support
 - Windows, UNIX, Linux, mainframe
- Works seamlessly with familiar tools
 - Eclipse, Visual Studio.NET, etc.
- Highly scalable architecture supports global operations



Customer Success

CBP Office of Information & Technology

Business Problem:

- Replace a 20 year legacy system to better manage their critical change and configuration needs.
- This project migrates all OIT mainframe source currently managed by LIBCTL using CA-Librarian files and place the latest version of the source within Dimensions control.
- When the migration is completed, developers will use Dimensions to manage their source code by checking-out, modifying it, and then checking it back in as they do for other project assets such as MS Word documents and distributed source code.

Serena Products:

- Dimensions 10
- Serena Professional Services

Results:

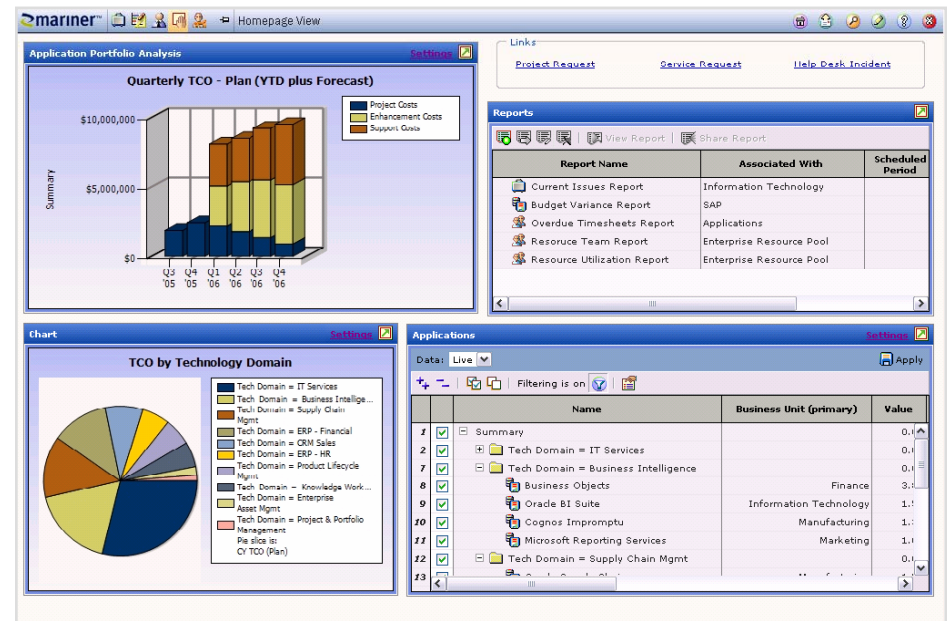
- The Office of Information and Technology (OIT) has established Dimensions as the standard Configuration Management (CM) Tool.
- It is the enterprise-wide tool for managing change and changes to items.
- Dimensions is used for version, change, baseline, build and release management of project code and documentation.

Serena Mariner Manages the IT Portfolio

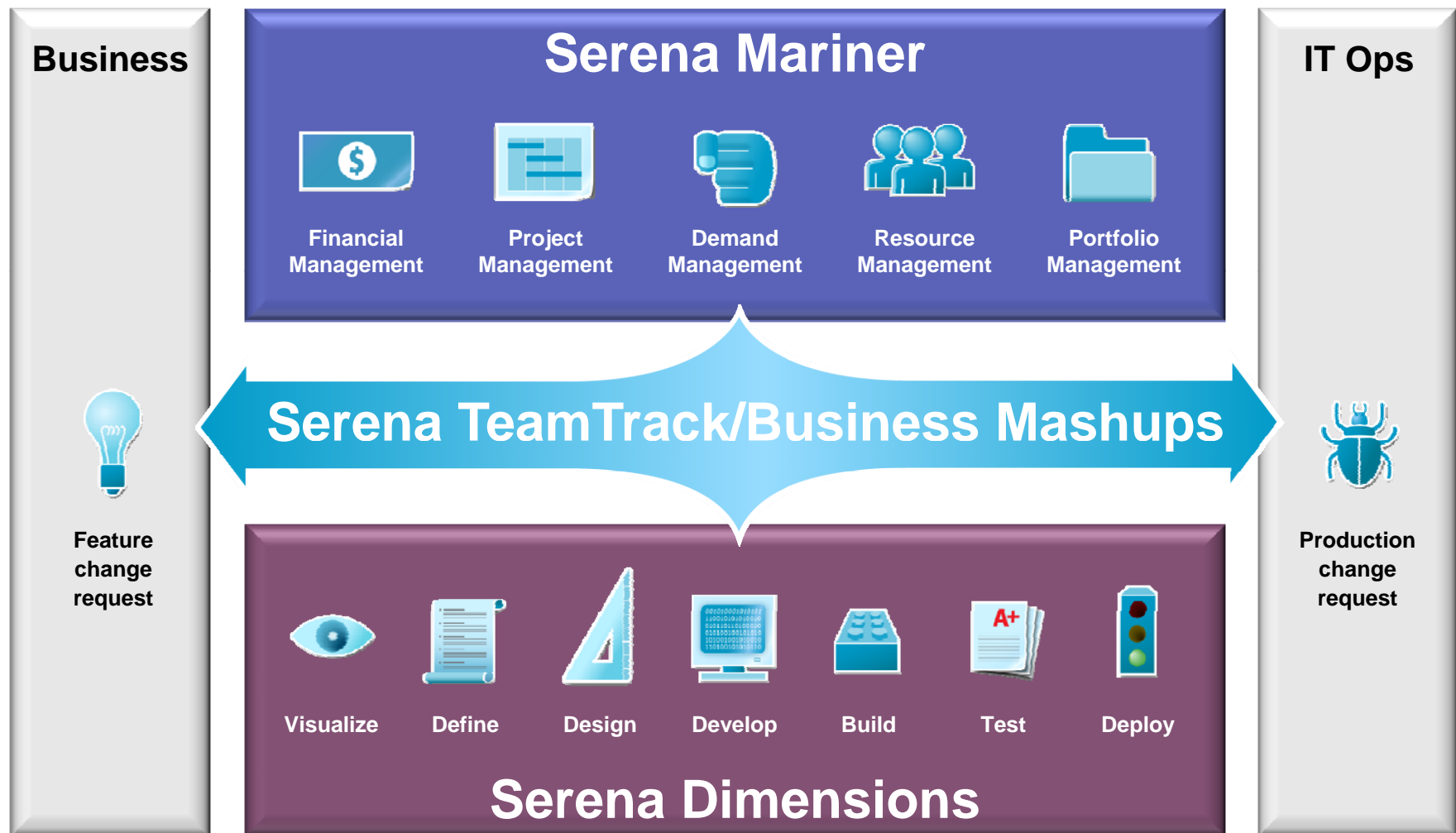


Serena Mariner Manages the IT Portfolio

- Align projects and portfolios with business priorities
- Allocate resources based on skills, experience, and availability
- Execute projects effectively and predictably
- Minimal time to value (quick, easy install and deployment)



Serena TeamTrack/Business Mashups Enables Collaboration

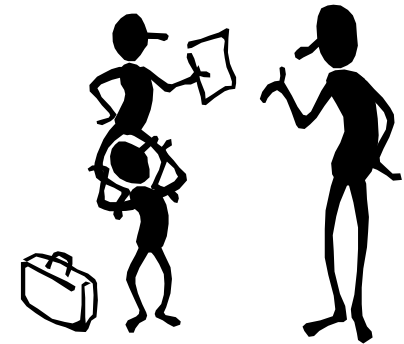


A Partnership between Serena and Pragmatics



What is a partnership?

- **Business partner** is a term used to denote a commercial entity with which another commercial entity has some form of alliance. This relationship may be a highly contractual, exclusive bond in which both entities commit not to ally with third parties. Alternatively, it may be a very loose arrangement designed largely to impress customers and competitors with the size of the network the business partners belong to.
- A business partner can be:
- A supplier,
- A customer,
- A channel intermediary (such as an [agent](#) or [reseller](#)), or
- **A vendor of complementary offerings (for example, one party sells the services, while the other sells the software)**

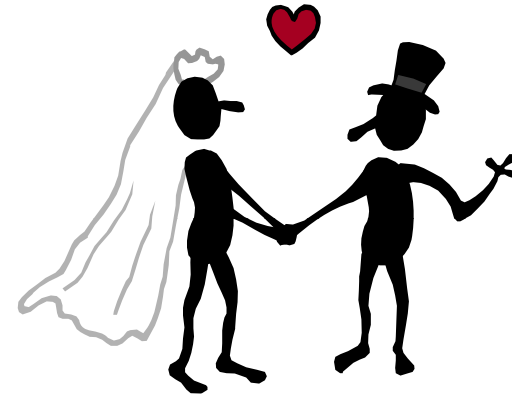


WHY Pragmatics and Serena?

- Complimentary Offerings.

Pragmatics- IT Services

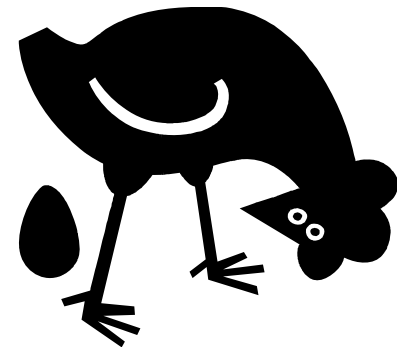
Serena- IT Products



- Common Territory
- Similar Size and excellent team alignment
- Smart people that care about Customer Success
- Lets grow our business together

The Chicken and the Egg

- Chickens hatch from eggs, but eggs are laid by chickens, making it difficult to say which originally gave rise to the other.
- In a Partnership it's easy to get caught up in this.
- Examples of how this works.



Where the rubber hits the road



Business Development

- Agree to the type of partnership that will benefit both companies.
- Put Contractual Agreement in Place
- Joint Messaging / Strategy

(Focused Opportunities)

Account Managers

1. Set up a meeting with your counter part
2. Strategize on your focus
3. Go on joint call together

Thinking outside of the box



Technical Managers / Engineers

1. Make sure both teams understand the others solution. Serena's Tools in the Lab, Training, etc.
2. Strategize on an accounts which results in joint calls with Account Managers.