



## SERENA DEPLOYS END-TO-END CHANGE GOVERNANCE SOLUTION AT HOME

Serena Dimensions 10 enables seamless offshore development saving 10 percent of annual R&D spend



**Serena Software, Inc.**

San Mateo, California  
serena.com

**INDUSTRY**

Technology/software

**PRODUCTS**

Serena® Dimensions™ 10, integrated with  
Serena® TeamTrack®

**APPLICATION**

Application lifecycle management, including  
request management, configuration  
management, requirements management,  
process management

“We have a completely integrated process in one global database. It’s what every organization strives for.”

– Carina Ferrel, vice president of IT, Serena Software

Serena Software is the Change Governance™ leader, providing software and services to more than 15,000 organizations around the world—including 96 of the Fortune 100 and 90 of the Global 100. Serena is using its own products to turn change into a business advantage, leveraging solutions that integrate and automate change processes across the enterprise. Serena successfully deployed Serena Dimensions 10 six months prior to general availability, improving the company’s ability to manage a distributed global development network—and improved productivity and visibility through unified, global, enforceable processes. With an end-to-end solution, Serena projects savings of more than 10 percent of its R&D budget per year through enhanced global coordination and offshore development, with additional business value coming from faster time to market of higher-quality software products.

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## CHALLENGE

- Need to manage a distributed global development network
- More visibility required to deliver increasingly complex software projects
- Need to eliminate risks in manual handovers and communications across development, quality assurance, and build/release teams
- Increased compliance pressure requires end-to-end traceability

## SOLUTION

- Serena Dimensions 10 successfully deployed six months prior to general availability, meeting Serena's rigorous quality assurance standards
- Serena TeamTrack integrated with Serena Dimensions 10, enabling highly configurable request management processes

## RESULTS

- Projected annual R&D savings of 10 percent due to seamless offshore development initiative
- Reduced cycle times allow for faster time to market of software and services
- Improved quality and predictability from greater visibility across the application lifecycle

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“Because Dimensions 10 allows us to rapidly and seamlessly expand our offshore development initiative, we expect to save more than 10 percent of our annual R&D budget.”

– Carl Theobald, senior vice president of research and development, Serena Software

## CHALLENGE

One of the challenges Serena faces is tying people and processes together in an increasingly distributed global development network. “With multiple project teams and business users, today's distributed enterprise must be able to optimize the development process across complex environments, including multiple platforms, technologies, users, geographies, and more,” says Carl Theobald, senior vice president of research and development for Serena. “We need to integrate business requirements with change and configuration management through a single integrated process model, with better insight and control over project status, progress, and prioritization.” Carina Ferrel, vice president of IT for Serena, believes application lifecycle management has become increasingly complex. “Projects are bigger today and more difficult to manage than they used to be,” says Ferrel, a 14-year Serena veteran. “The proliferation of isolated tools and nonintegrated development processes, as well as the evolution of Web services and open standards, means that developers can create stand-alone pieces of code that can be reused—which adds tremendous complexity. Product

managers and developers need to be aware of what other people are doing, with visibility into how and where code is being reused to eliminate the risk of build-related errors and regressions,” says Ferrel. In addition, with increasing compliance pressure from auditors and regulators, companies like Serena must ensure desired application quality along with a fully auditable process.

## SOLUTION

Serena has successfully deployed Serena Dimensions 10, an end-to-end Change Governance solution for ALM. The company deployed the new solution six months before general availability, meeting the company's rigorous quality assurance standards. Dimensions 10—which offers full integration of requirements management (RM) and configuration management (CM) via an integrated process model—unifies the application lifecycle from initial request to deployment readiness.

Serena also integrated TeamTrack 6.6 into its Dimensions deployment, adding on highly configurable request management processes. The company uses TeamTrack as its global software change request system—all with one global process—to

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link business priorities into the application lifecycle. “With Dimensions 10, we have a completely integrated process for request management, change management, and release management, all tied together in one global database,” says Ferrel. “It’s what every organization strives for.”

### RESULTS

Serena will realize significant operational cost savings with Serena Dimensions 10. “Because we can automatically unify the change lifecycle from inception to deployment across distributed development teams and different platforms, we have greater visibility into our development projects, which results in increased productivity, improved quality, and auditable processes,” says Theobald. “Because Dimensions 10 allows us to rapidly and seamlessly expand our offshore development initiative, we expect to save more than 10 percent of our annual R&D budget. Plus, we’ll achieve additional business value through faster time to market of our software and services.”

Ferrel says increased visibility and traceability into what people are working on—globally—is a tremendous breakthrough. “With Dimensions 10, I have a panoramic

view of what my team is doing or not doing: Who is bearing workloads, what features or functions have been implemented, the quality of builds, whether we are on schedule or not, and so forth. I can monitor performance and predict outcomes for any given IT project from requirements gathering to configuration—beginning to end. In addition, the operational and back office departments also benefit from this visibility, as it ensures that the entire company is ready when it is time to launch a new release.” With this kind of configurable yet consistent closed-loop process and workflow, Serena is able to reduce the costs of reworks, optimize development, ensure regulatory compliance, and provide executive management with better insight and control.

“Serena’s policy is to deploy its product releases into production before the product is generally available to the public. We simply won’t let it go out the door until we are successfully running our business on the new release!” concludes Ferrel.

### SERENA DIMENSIONS 10

Only Serena Dimensions 10 automatically unifies the application change lifecycle from inception to deployment across distributed development teams and platforms. A common process model and a single data store ensure full visibility and traceability of application changes across the development cycle. This ensures that applications meet business needs on time, cost-effectively, with full traceability and auditability.

### SERENA TEAMTRACK

Serena TeamTrack is a highly configurable process and issue management solution that allows you to visualize, orchestrate, and enforce operational processes throughout the enterprise, including those unique to IT or the application lifecycle. TeamTrack allows you to route work efficiently between different people, deliver management insight into the status of critical tasks, and ensure your business processes are auditable and repeatable. TeamTrack has directly lowered costs, increased quality, and reduced risk for customers worldwide in software development, manufacturing, government, financial services, healthcare, and other industries.

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### ABOUT SERENA

Serena Software, the Change Governance leader, helps more than 15,000 organizations around the world—including 96 of the Fortune 100 and 90 of the Global 100—turn change into a business advantage. Serena is headquartered in San Mateo, California, and has offices throughout the U.S., Europe, and Asia Pacific.

### CONTACT

Learn more about the enterprise-wide power of Serena Dimensions 10 by visiting [www.serena.com](http://www.serena.com) or contacting one of our sales representatives in your area.

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