Serena Software Introduces Orchestrated IT for the Agile Enterprise

Press Release

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IT agility allows a business to enhance its online systems much faster than the competition. Serena Software, the leader in Orchestrated IT solutions, today announced significant advancements to its Orchestrated IT solution set that was specially designed to help today's agile enterprise take full advantage of mobile, social and the cloud. Serena's solutions empower IT stakeholders to automate the continuous delivery of applications on-premise and to the cloud. What's more, the new solutions allow users to view release activity, analytics and key metrics from mobile devices, such as smartphones and tablets.

"Today's business is on-line business. Exploiting this reality requires enterprises to be agile in their enhancement and support of externally facing applications. In short, it requires them to be 'On-Line Agile Enterprises,'" commented John Nugent, president and CEO of Serena Software. "Serena's successful Orchestrated IT approach to IT management has been embraced by leading enterprises across a range of industries. Our ongoing dialog with them led us to release several advancements to our Orchestrated IT solutions that leverage today's most powerful trends."

Serena's new and enhanced Orchestrated IT products introduced today add developer-driven continuous delivery with cloud provisioning; an IT catalog, control and analytics on smartphones and tablets; and full-cycle social IT capabilities. Serena will demonstrate its new solutions to more than 300 customers from around the world this week at xChange12, Serena's Global User Conference. The conference is taking place Sept. 10-12, at the Mandalay Bay Convention Center in Las Vegas.

New and enhanced Serena solutions to enable Orchestrated IT for the Agile enterprise include:

The Updated Serena Release Manager Now Supports Continuous Deployment and Cloud Deployment Serena has added development-driven release management to its already rich support for operations-driven release management for its new Serena Release Manager product.

Development-driven releases are characterized by continuous delivery, which are especially useful during pre-production phases of the application delivery lifecycle. Serena Release Manager also supports intelligent deployments, which deploy only what has changed, reducing deployment time and costs and minimizing business risk.

Serena Release Manager now also provides an enhanced cloud deployment ability, including scheduling and tracking deployments to Amazon Web Services.

The Updated Serena Service Manager Now Supports Social IT Collaboration Serena Service Manager is the first Serena Orchestrated IT solution to incorporate the new Orchestrated IT Feed. Leveraging social IT capabilities to resolve issues quickly, the Orchestrated IT Feed allows

stakeholders to monitor and participate in customized activity streams, and make more informed decisions as a team. Stakeholders can find and collaborate with an expert, "follow" an item, person or issue, and receive updates via Twitter, Yammer, email or SMS.

Serena's New Mobile Request Center Extends Capabilities to Mobile Devices The brand new Serena Mobile Request Center takes the request fulfillment process mobile, allowing both business and IT users to conveniently browse services and associated SLAs, as well as submit, monitor, fulfill or approve requests from any mobile device. With support including iPhone, iPad, BlackBerry and Android, Serena Mobile Request Center enables approved users in the front or back office to monitor the status of requests and key metrics on the go.

Serena's New Mobile Dashboard Introduces IT Analytics on the iPad

Also brand new, the Serena Mobile Dashboard brings important IT analytics to the Apple iPad. With executive adoption of tablets for business on the rise, the Serena Mobile Dashboard lets IT executives use the iPad to access and interact with the latest KPIs and dashboards. Intuitive drill-downs, simple data manipulation and rapid personalization make it easy to find the right information at the right time to run IT more efficiently.

The Serena Mobile Dashboard is available now in the Apple App Store.

The Updated Serena Business Manager Adds Social Capabilities for Process Management Serena Business Manager is the process management platform at the core of all Serena Orchestrated IT solutions. The new Orchestrated IT Feed, Serena's latest innovation in social IT, makes it easy for IT stakeholders to access and collaborate on the latest information relevant to their jobs. Stakeholders can choose to receive task-related updates in real time via Twitter, Yammer, email or SMS.

Pricing and Availability The new Serena Mobile Dashboard is available now on the Apple App Store. Other solutions, including the new Serena Business Manager, will be generally available in Q4 2012. Pricing for Serena's Orchestrated IT solutions starts at $12,500 for 250 users.

About Serena Software Serena Software provides Orchestrated IT solutions to the Global 2000. Serena's core purpose is to advance the business value of IT. Our 4,000 active enterprise customers, encompassing one million users worldwide, have made Serena the largest independent ALM vendor and the only one that orchestrates DevOps, the processes that bring together application development and operations.

Headquartered in Silicon Valley, Serena serves enterprise customers from 29 offices in 14 countries. Serena is a portfolio company of Silver Lake Partners, the leader in private investments in technology-enabled industries.