Serena Software Automates 'Path to Production' with New Release Management Solution Suite

Press Release

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GARTNER AADI SUMMIT 2010, LOS ANGELES, CALIF. – November 16, 2010 – Serena Software, Inc., the leader in orchestrated application development, IT and business processes, today announced its strengthened Serena Release Management Solution, powered by a new version of the Release Control technology. The new solution allows IT organizations to gain control over release processes, reduce application deployment costs and stay in compliance. With this announcement, Serena provides the only comprehensive solution for release control, vaulting and automation.

Serena's Release Management Solution – comprised of Release Control, Release Vault and Release Automation – enables Dev Ops personnel to easily and effectively manage the implementation of software changes into mainframe, Unix, Linux, Windows and cloud production environments. This enables global enterprises to match the agility, accuracy and auditability of deployment processes to the rest of the application delivery processes.

To support Serena's comprehensive release management solution, the company also announced an OEM partnership with Nolio, the leader in application service automation. Nolio’s world-class release automation software, along with its proven deployments, scalability, broad platform coverage and visually defined orchestrations strengthens Serena's release management solution suite and underscores Serena's core commitment to customer success. To view today's other announcements, go to: http://www.serena.com/company/press-room.html.

New industry research shows most unplanned downtime is caused by people, process and coordination issues, not by catastrophic hardware failure. While most businesses have invested in automating their development processes, few have automated the last mile of the application lifecycle: release management. By automating this function, IT Dev Ops teams can create fast and accurate processes that dramatically boost their competitive edge and optimize the 'path to production.'

Release with Confidence and Integrity using Serena Release Management

The goal of release management is to create confidence around putting code into the production environment. However, in most cases this environment is not readily available when changes are being made. This is why most companies using manual processes and homegrown scripts experience downtime, mistakes and lost revenue. Only Serena Release Management provides business-process driven release management that enables IT to release across platforms, environments and application tiers with confidence and integrity, be audit ready and communicate with business stakeholders more effectively.

Serena Release Management now includes the latest version of Serena Release Control, a release governance solution that provides organizations a single system of record for release planning, approval and control across mainframe, Unix, Linux, Windows and cloud environments.

Pricing and Availability

The Serena Release Management suite is available today. Pricing starts at $50,000 for each component or at $125,000 for the suite.

About Serena Software, Inc.

Serena Software is the largest independent ALM vendor. Serena technology orchestrates application development, IT and business processes for the Global 2000. Serena's unique approach to ALM and Process Management delivers solutions that power confidence and process improvement for more than 3,000 active enterprise customers, encompassing almost one million users worldwide. 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. For more information on Serena, visit http://www.serena.com.