

Serena Software – Orchestrating IT for Optimum Performance

[SERENA Software, Inc.](http://www.serena.com)¹ recently announced additions and improvements to its solutions to help organizations orchestrate their IT application lifecycle and business processes. The US-based firm operates globally to support nearly one million users and over 3,000 enterprise customers managing their IT and business operations.

Serena's emphasis is on providing the solutions and supporting environment to make it easy to rationalize and organize IT processes as they facilitate and support business operations processes. At its heart, this represents the essence of Business Service Management (BSM), which is to speed, ease and lower the cost of aligning IT and business operations. From their beginning roots as a vendor of Application Lifecycle Management solutions, Serena describes the culmination of these efforts as the orchestration of application development, IT and business processes.

Serena segments its orchestrated solutions products into focus areas:

- a) [IT Front office operations](#)² – focusing on the business end with IT request management, IT end-to-end demand management and the informational aspects of gathering and processing data to yield intelligence across the entire IT lifecycle,
- b) [Orchestrated Apps](#)³ – focusing on application development and delivery with integrated management solutions to address the application lifecycle management process from requirements definition through development to delivery, including governance in the form of Project & Portfolio Management (PPM), and
- c) [Orchestrated Ops](#)⁴ – with IT operations solutions focusing on service management, release management and DevOps collaborations.

Figure 1 provides a graphical representation of Serena's fully integrated solutions portfolio.

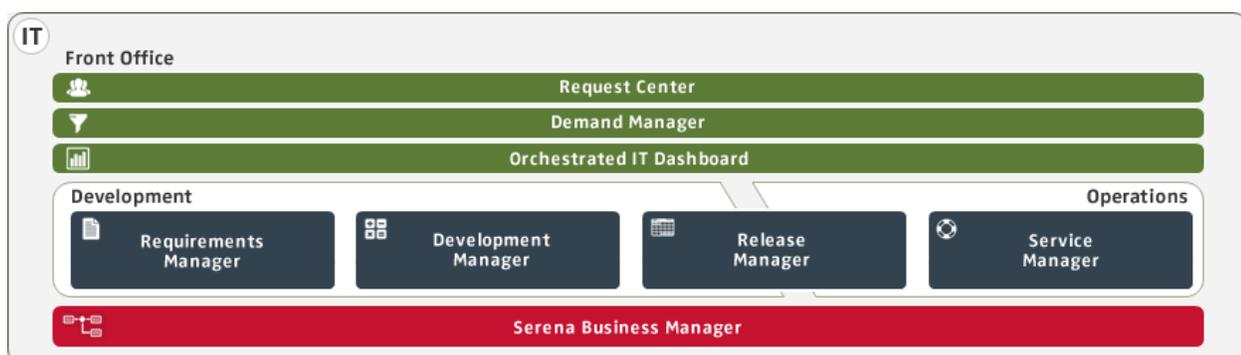


Figure 1: The Landscape of Orchestrated IT

Courtesy Serena Software Inc.

¹ <http://www.serena.com/indexC.html>

² <http://www.serena.com/solutions/it-front-office/index.html>

³ <http://www.serena.com/solutions/it-operations/index.html>

⁴ <http://www.serena.com/solutions/it-operations/index.html>

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There is more in the solution portfolio; other Serena solutions focus on mainframe, embedded and systems development, and specialized solutions for the U.S. Federal government. However, we will focus on the Orchestrated Solutions.

Serena Software's approach and the solutions it delivers embody the convergence of multiple trends, which we contend are desperately needed. They provide integrated solutions designed from the ground up to address and fix real problems. There is not a collection of disparate tools that require significant support and assembly before they can be applied. In short, Serena builds and delivers solutions that provide quick time-to-value, which is what customers want and need.

The individual solutions are built upon a unifying and flexible process engine platform that allows the solutions to install quickly and function independently, while sharing processes that can easily traverse across the solutions. The solution is intelligently modular, enabling each module to stand alone to address a specific problem. Installed incrementally, each module complements the other so that the whole is greater than the sum of the parts. It does this because it derives from an insight that escaped many in the industry for a long time. Or, at least was viewed as unaddressable.

That is the conviction that the more IT is integrated into the business process, the more successful both IT and the business will be. One manifestation of this problem is the siloed approach in many functions that believes their success is defined by meeting internal goals and not the success of their customer. It's not good enough that an application or IT service is delivered to operations on time; operations must successfully apply that application to delivering a service that satisfies their customer. Similarly, if IT development misses a deadline in order to deliver a service that allows operations to satisfy their business customer – the missed deadline is irrelevant or at least not a major issue.

IT isn't and shouldn't be focused on simply delivering an application, a product or an IT service, but a total service supporting and driving a business function. Each IT function is responsible not only for their own operations and success, but for the successful operation of their supplier (to some extent) and customer functions. So, development and operations staffs share both the responsibility and have a vested interest in successfully satisfying their business partner. It requires integrated solutions and an end-to-end view of what is happening (which Serena provides with its Dashboard).

Serena isn't the only vendor working in this direction. They have one of the more complete implementations and a good story. A weakness for a number of the vendors is the emphasis on dev-side tools and responsibilities. But, as we said, the responsibility and the effort must flow in both directions. The risk of a failed deployment can be and is reduced with a bi-directional flow of accountability and cooperation between development and ops – that part of the story isn't being covered as well as it needs to and should be.

The Final Word

At the [Pink Elephant IT Service Management Conference](#)⁵ held earlier this year in Las Vegas, Serena Software was recognized as Innovation of the Year. This identifies Serena Software as the vendor making the greatest contribution to ITSM in the last calendar year. This is an impressive achievement. We have to echo those sentiments to some extent. Their suite of solutions go a long way to providing the integrated, process-driven solution needed to firm up and support the vital link between operations and development teams.

We've written earlier about the convergence that is beginning to and must take place between application lifecycle management and IT process management. Only development and operations processes that are intimately integrated and measured by the success and results of DevOps' joint efforts significantly diminishes the risk of failing at on-time delivery of a fully performing and reliable service. While we still recognize gaps exist, Serena's solutions make a powerful advance in the right direction.

⁵ <http://www.pinkelephant.com/Pink12/>

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We help IT organizations become “solution initiators” in using IT management technology to resolve business problems. We do that by translating vendor strategy & deliverables into a business context that is communicable and actionable by the IT manager, and by helping our clients understand how other IT organizations are effectively implementing solutions with their business counterparts. Our customers recognize the meaningful breadth and objectivity of our research in IT management technology and process.

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