

SAP Customer Success Story

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Randy Hawkins, Director of Strategic Alliances, Serena Software, Inc.



AT A GLANCE

Company Name

Serena Software, Inc.
United States
www.serena.com

Industry

Enterprise software

Key Challenges

- Customers wanted increased integration between SAP® solutions and Serena® Collage®, a Web content management product
- Serena needed a portal solution to complement the capabilities of Collage

Solution and Services

Powered by SAP NetWeaver™
Partner Initiative

Key Benefits

- Closer alignment with SAP and its cutting-edge technical support
- Lower customer IT investment costs and risks by leveraging the SAP NetWeaver platform
- New business opportunities due to added value from integration with the SAP NetWeaver platform

SERENA SOFTWARE

SERENA SOFTWARE INC. RESPONDS TO ITS CUSTOMERS BY PARTICIPATING IN THE POWERED BY SAP NetWeaver™ PARTNER INITIATIVE

For more than 20 years, Serena Software of San Mateo, Calif., has helped companies manage the critical software applications that run their businesses. Today's Serena solutions are used at over 15,000 customer sites worldwide, including 49 of the FORTUNE 50 companies. But recently Serena executives realized that partnering with an industry leader would bring the company more opportunities and greater customer value for a key product. That's where SAP came in.

A PROMISING PARTNERSHIP

“We were looking for a portal solution that would provide a partnership arrangement for our Web content management product, Serena Collage,” explains Randy Hawkins, director of strategic alliances at Serena. “Serena Collage makes it simple to take control of Web content so that critical Web sites can be managed much more efficiently and effectively. Collage streamlines the entire content management process, including the import of existing content, intuitive content contribution, unparalleled content tracking and auditing, and scalable content publishing.”



At the same time, Serena was getting a tremendous amount of feedback from customers who wanted increased integration between their SAP and Collage implementations.

“Customers who are using Serena products to manage their custom applications and other IT assets were asking us to add value to their SAP® software assets that are under our umbrella,” adds Hawkins. “Basically, they were asking us to work more closely with SAP.”

In 2003, Serena responded to its customers by becoming one of the first SAP technology partners to offer software products powered by the SAP NetWeaver™ platform. The Powered by SAP NetWeaver Partner Initiative allows independent software vendors (ISVs), like Serena, to collaborate with SAP at the most cost-effective level to develop, integrate, and deploy solutions supported by SAP business planning, enablement, and go-to-market resources.

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ISVs like Serena have joined a growing community of systems integrators and customers that share knowledge and collaborate on the creation of inherent, world-class solutions that drive innovation and growth.

POWERED BY THE SAP NetWeaver PLATFORM

SAP NetWeaver is a comprehensive integration and application platform that works with a company’s existing IT infrastructure to enable and manage change. With SAP NetWeaver, an organization can design, build, implement, and execute new business strategies and processes. SAP NetWeaver also drives innovation by combining existing systems at a reasonable cost. The platform is designed to support Internet standards such as HTTP, XML, and Web services.

Serena Collage provides a perfect illustration of how an ISV can certify its product to be powered by SAP NetWeaver. When Collage is combined with SAP NetWeaver, customers can easily access and manage both structured and unstructured data from SAP and non-SAP sources across their companies.

“Since Collage is built on the same infrastructure that SAP NetWeaver is built and runs on – the SAP Web Application Server – there is a great natural fit between the two products,” says Hawkins. “Customers who have already installed SAP NetWeaver and have SAP Web Application Server running can essentially just plug in Collage and it will work perfectly.”

Serena has also certified its iView integration into SAP Enterprise Portal (SAP EP), a component of SAP NetWeaver. Combining SAP EP and Collage provides robust capabilities for changing content and other digital assets within the portal environment. Users can access all the functionality of Collage through the SAP EP interface.



NEW OPPORTUNITIES

Serena has reaped substantial business benefits by offering a product that is powered by SAP NetWeaver. Hawkins says that in addition to a much closer alignment with SAP and its cutting-edge technical support, Serena has won new business and has more coming in.

“The alignment with SAP has created promising business opportunities,” adds Hawkins. “For companies like us and our software peers, consulting partners, and hardware vendors, the partnership is going to drive brand-new opportunities with SAP – a partner that has industry momentum and credibility. SAP, by virtue of its market size and industry leadership, is a terrific portal player to align with. SAP created an infrastructure that makes it easy for partners to participate in the Powered by SAP NetWeaver Partner Initiative.”

LOOKING AHEAD

For Serena, integrating Collage with SAP NetWeaver is just the beginning. The company is in the process of certifying more of its change-management applications for the SAP NetWeaver platform.

Because Serena’s global customers have been asking for integration between SAP and Serena’s ChangeMan Dimensions® – its enterprise-class application life-cycle management (ALM) solution – Serena has now completed certification of Dimensions as powered by SAP NetWeaver. In one single, change-management framework, Dimensions provides comprehensive process control, versioning, baseline management, issue management, release management, next-generation build management, and workflow management.

The Serena software developers who built and certified the Dimensions solution were impressed by the ease of the entire process. “With an understanding of J2EE programming and virtually no SAP software development experience, it was fast and easy to develop applications in the SAP NetWeaver environment,” says Peter Raymond, principal software architect for Serena.

“Integration of Serena’s applications into SAP NetWeaver was fast and easy. We completed our Powered by SAP NetWeaver certification in only three and a half hours. We literally started at 9:00 a.m. and had passed all the tests by lunchtime,” adds Raymond.

With the certification of Dimensions, Serena enhances its SAP offerings by bringing application life-cycle management to SAP customers, giving them the capabilities to manage both SAP and non-SAP assets with the Dimensions solution.

According to Hawkins, participating in the Powered by SAP NetWeaver Partner Initiative is beneficial to Serena, but just as important, it’s beneficial to the company’s customers. “Our customers are asking for this and we want to provide it for them,” says Hawkins.

