



SERENA® Eclipse Member Presentation

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Agenda

- About Serena
- Serena and Eclipse
- The Application Lifecycle Framework (ALF) Project



About Serena



- Recognized by IDC as the largest software provider focused exclusively on change
- Many product offerings
 - Spanning the mainframe, Unix/Linux, Windows servers and desktops
 - Spanning most facets of the development lifecycle
- Over 15,000 customers worldwide, including 96 of the Fortune 100 and 90 of the Global 100
- In business for more than 25 years
- Privately held
- Headquarters in San Mateo, CA
- Nine consecutive years of quarter-over-quarter operating profit





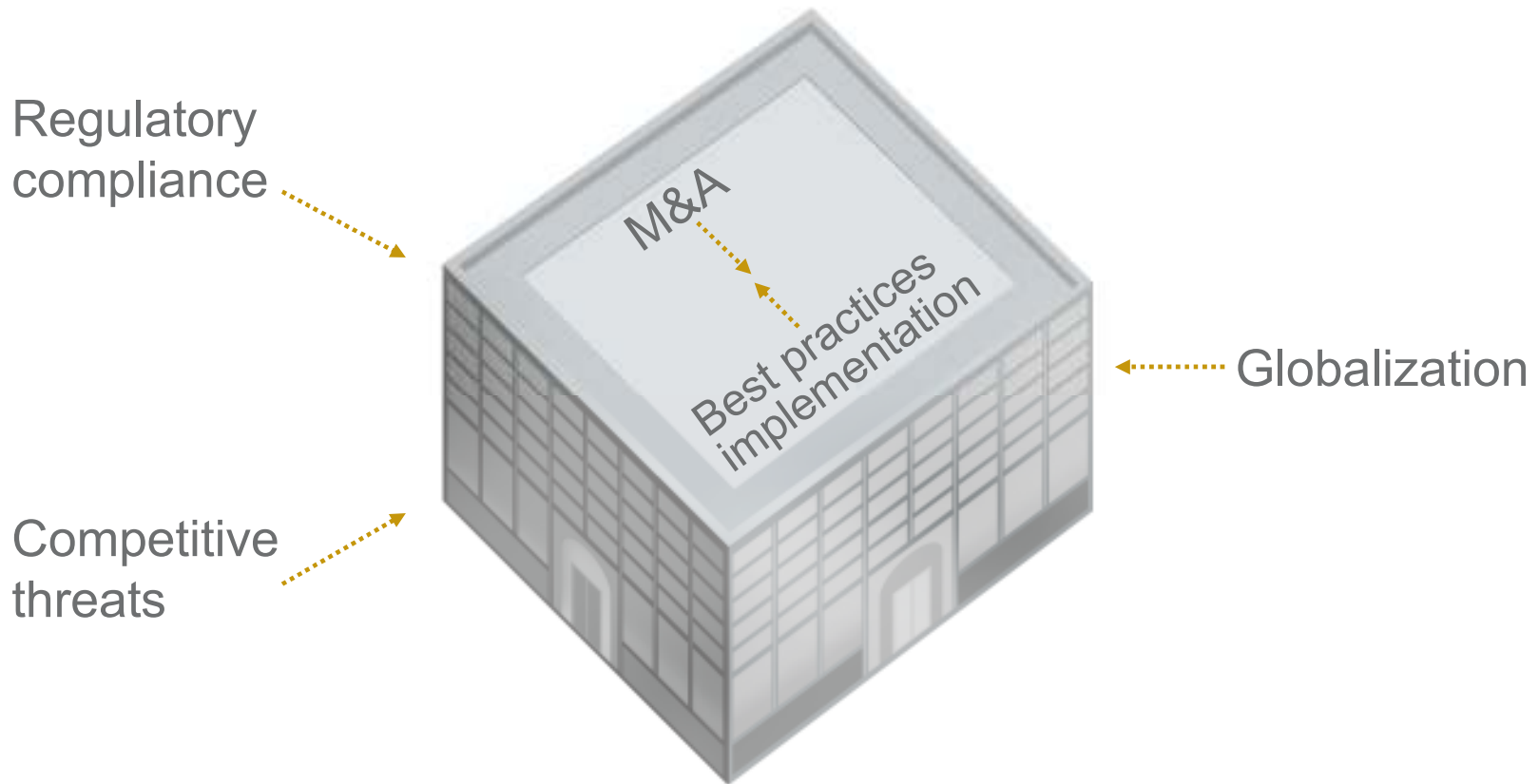
Serena Mission

To help customers turn change into a business advantage by delivering solutions that enable them to efficiently, consistently, and successfully control change across the enterprise.





Change Comes from Many Directions





Serena Change Governance Solutions



Orchestrate a seamless, enterprise-wide response to change





Where Are You Today?



Reacting to change is costly; controlling change is profitable





Serena and Eclipse





Serena and Eclipse

- A founding member of Eclipse
 - Both Serena, and the former Merant, were members
- Has been a consumer of Eclipse for years
 - Internal use across development
 - Enabled our major infrastructure products to Eclipse
 - Version Manager, Dimensions, ZMF
- Became a Strategic Developer in 2006
- Initiated the Application Lifecycle Framework Project to address tool integration





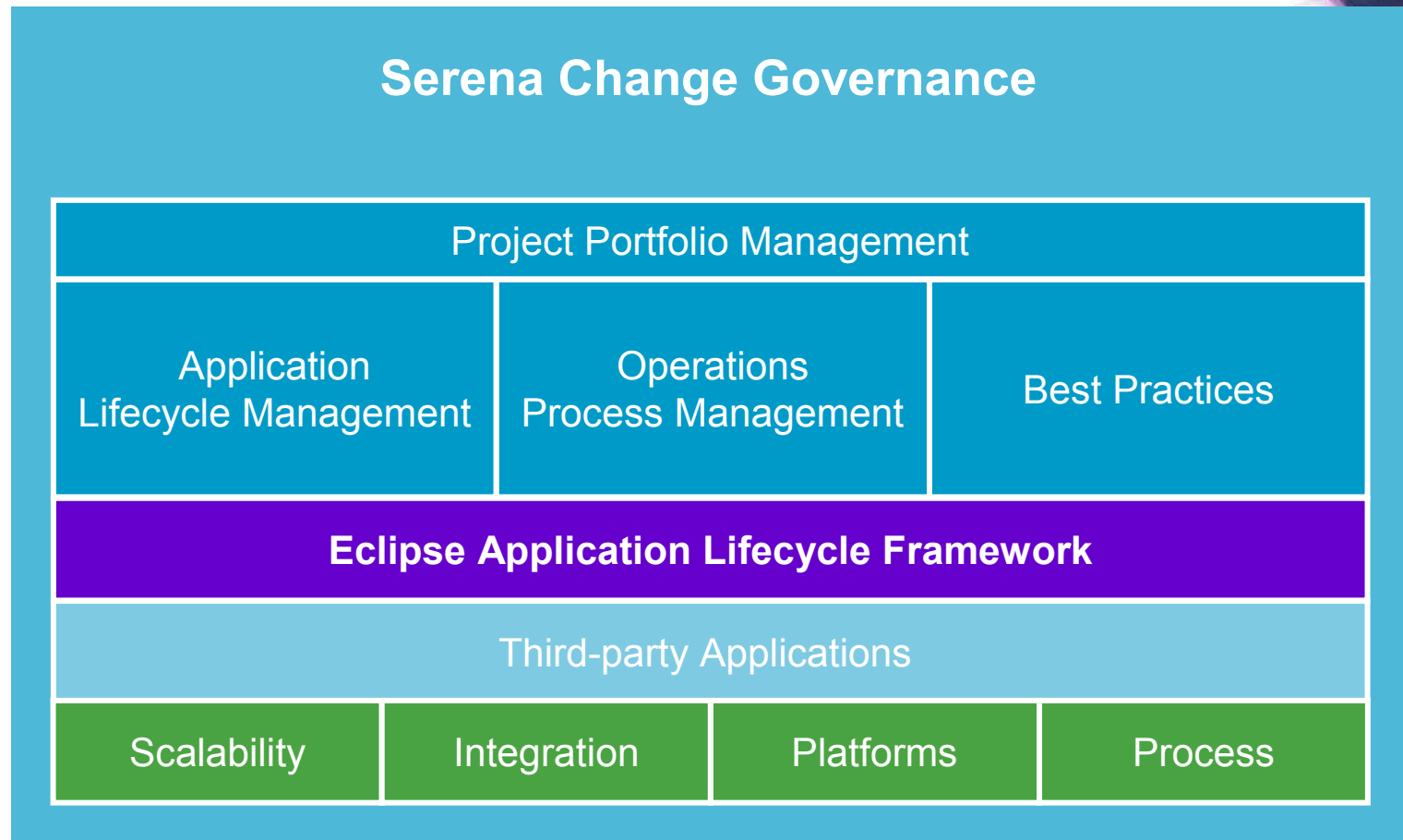
Serena and Eclipse

- Community activities
 - Serena is leading the ALF project
 - Active participation in Higgins
 - Fostering interaction with Corona, EPF, Kepler, EPF, ...
 - Evangelism for ALF and Eclipse within our customer and partner communities
 - Conferences and seminars

- What is important to us
 - Customer acceptance of Eclipse
 - Continued expansion of the Eclipse platform from the desktop to server side
 - The ability to build commercial products on top of extensible frameworks



Serena Change Governance





Serena and Eclipse

- Major Serena products have Eclipse plug-in user interfaces
 - PVCS Version Manager
 - ChangeMan Dimensions

- ALF is the Serena direction for product integration
 - Invest in the framework and community
 - Enable our products to ALF
 - Corporate mandate
 - TeamTrack is the first product
 - Upcoming use as preferred vehicle for Professional Services
 - Develop vocabularies with the community



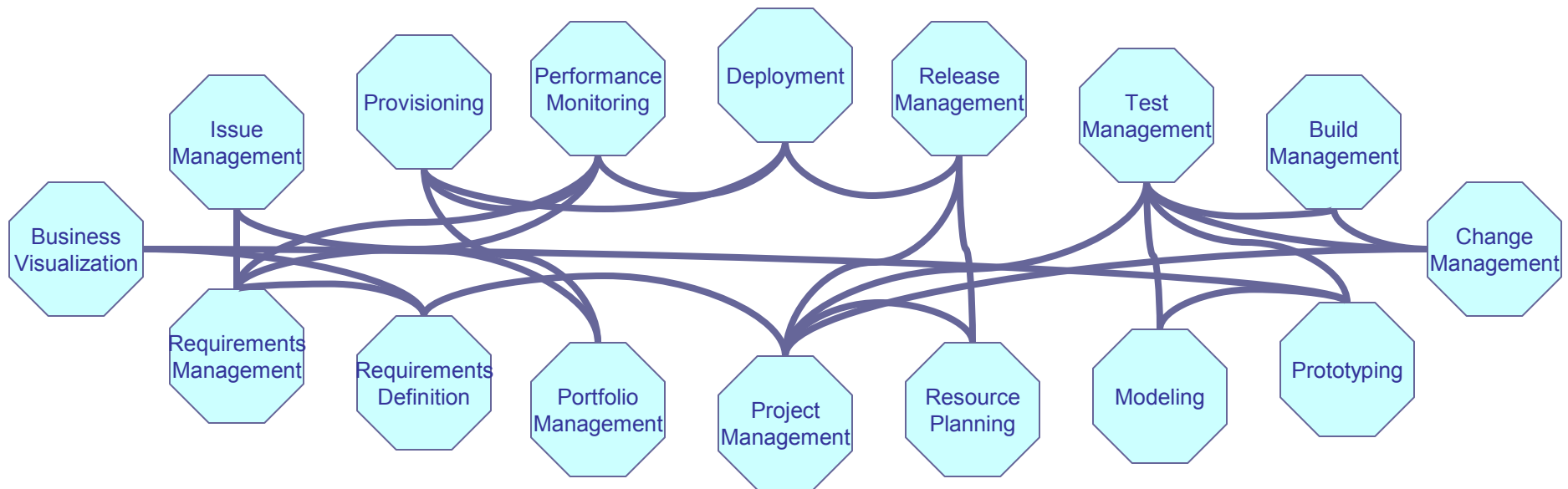


Eclipse Application Lifecycle Framework Project





What developers are struggling to support

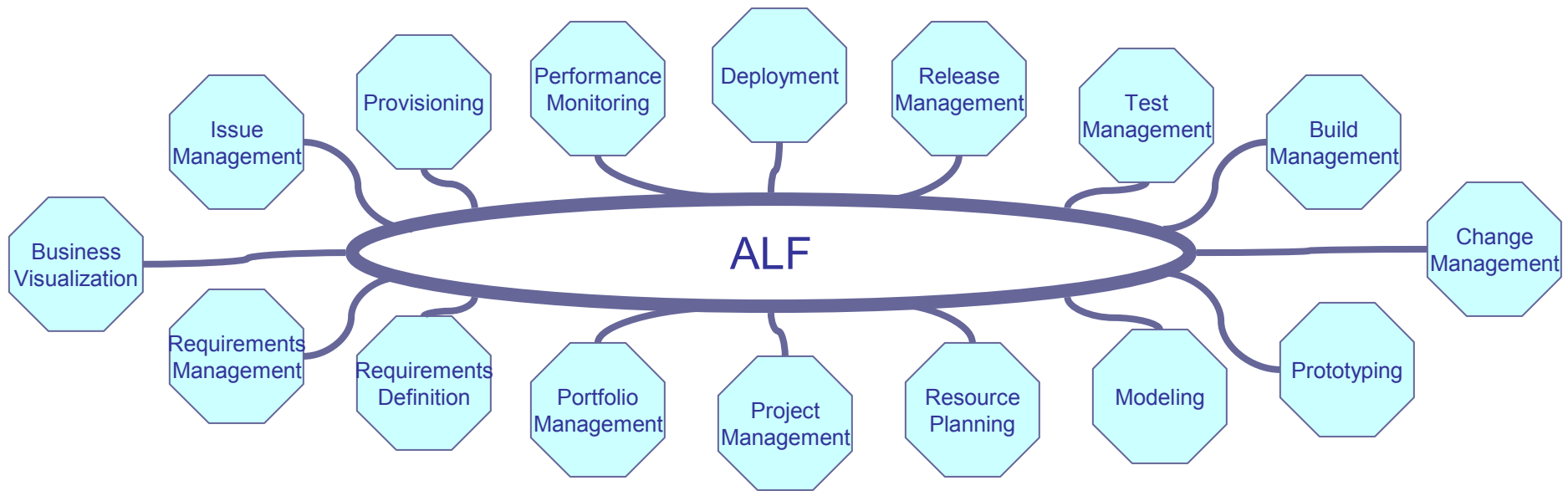


Point-to-point integration of n tools can mean up to $n(n-1)/2$ combinations; This does not scale!





A better approach – Model: electric wall plug



Integration of n tools with ALF requires n integrations; linear growth of connections



Application Lifecycle Framework (ALF)

■ Status

- Preparing for first release review - 0.7 release
 - Events and orchestration
- Adding single sign-on and identity in next release 0.8
- Preparing the software and developing the community to exit incubation
 - Active developer and extender community
 - Working to develop the end user community



Burning Issues



- Chicken-vs-egg dilemma
 - a. Driving to exit Incubation Phase (depends on b.)
 - b. Building the end user community (depends on a.)
- Increasing ALF's connection and integration with other projects
- Have received wonderful guidance from the Elected Committers on the Board, but could have used that mentoring sooner
- Changes to the "rules" (or clarity of the rules) once a project is underway
- Does the process adequately addresses projects that don't start with a code contribution
 - Lines of working code is a valuable, but not the only measure
- Complexity and delays with IP process





Thank you!

