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

- Regulatory compliance
- Competitive threats
- M&A
- Best practices implementation
- Globalization
Serena Change Governance Solutions

- Understand costs and benefits
- Ensure efficient, effective workflow
- Drive adoption of policies/processes

Visualize
Orchestrate
Enforce

Orchestrate a seamless, enterprise-wide response to change
Where Are You Today?

Where Are You Today?

Tactical/Defensive

Change Reaction
React to change on an individual basis

Change Management
Manage change within silos

Change Governance
Control change across the enterprise

Strategic/Proactive

Highest Risk

Reacting to change is costly; controlling change is profitable

Lowest Risk
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

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**Eclipse Application Lifecycle Framework**

- Third-party Applications
- Scalability
- Integration
- Platforms
- Process
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!