

### RESULTS

- Reduced change request entry time by 82 percent
- Improved process saves 128 staff hours each week
- Team achieves 100 percent audit compliance
- System management time reduced



## CUSTOMER FOCUS

### Change that matters

**An international food processing and distribution company cuts application change management request processing time by 82 percent**

### CHALLENGE

- Streamline change management process
- Consolidate redundant data entry
- Reduce unnecessary errors
- Improve audit performance

From this company's very first days, it has taken a leading position in the food industry—and now it's one of the world's largest processors and marketers of chicken, beef, and pork.

An essential element of the company's success over the years is a core values statement that embeds integrity and trust into all the company's operations, and commits the organization to constantly investing in and improving its people, products, and processes. As part of the search for constant improvement, the company's IT department realized that their system for reporting issues with and requesting changes to business applications was not as efficient as it could be. A team of more than 600 staff members used a combination of three systems—a customer relationship management (CRM) system, Serena TeamTrack®, and Application Portfolio—to report, track, and process problems and issues.

The combination of multiple tracking systems and hundreds of users increased the likelihood of errors or misunderstandings, inflated the total time necessary to process individual issues, and made it difficult for IT leaders to manage the changes strategically. First, each request made through the the company's IT business processes had to be entered individually in each of the three systems. "It took more than half an hour to enter a task in each system, create subtasks, and assign the correct personnel, which was a lot of extra work," says the company's quality assurance (QA) manager. "Our department processes an average of 1,180 change requests every month, and the time we were spending on task administration alone was really adding up."

Managers were also concerned that the complicated process made it difficult to evaluate the change requests and track them precisely for

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### PRODUCT

Serena® Business Mashups

### INDUSTRY

Processing and Distribution

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*"With Serena Business Mashups, we are saving the equivalent of a senior manager's salary."*

— Quality Assurance Manager



auditing purposes. "Our processes are strong and regularly reviewed by internal and external auditors," she says. "However, the fact that our users had to enter data into three different systems created opportunities for unnecessary errors and made it difficult to maintain audit trails that were 100 percent accurate and complete."

### **The company tackles change request process**

The team looked for solutions and considered extending its CRM system to handle the complete change request process. However, the QA manager and her team were concerned that the project would require extensive development time and the use of costly consulting resources. Instead, they asked Serena Software if Serena Business Mashups could handle the job. "Serena Business Mashups completely changed our view of how to address the change request process," she says. Because Serena Business Mashups is oriented toward process and configuration, her team could focus on creating workflow solutions and crafting business processes instead of writing and testing large amounts of code. "Our CRM system has a large and loyal following, but the capabilities of Serena Business Mashups quickly won converts throughout the organization," she says.

In October 2008, the company consolidated its change request system using Serena Business Mashups. All change requests go into Serena Business Mashups and are automatically replicated in the other systems. The staff responsible

for resolving the issue are notified when a new ticket is submitted. While data is still replicated between systems, it is automatically updated across systems, making the entire process easier. Upgrading from TeamTrack to Serena Business Mashups was straightforward, and the entire project progressed as planned and on schedule.

### **Serena Business Mashups saves the company 128 staff hours each week**

By using Serena Business Mashups to manage the application change request process, the organization has already achieved a significant return on its investment. The company estimates that Serena Business Mashups has reduced the time necessary to enter a change request by approximately 82 percent. With nearly 700 staff members entering almost 1,200 change requests every month, this time accumulates quickly and has had a direct impact on the bottom line of the QA manager's department. "With Serena Business Mashups, we are saving the equivalent of a senior manager's salary," she says. "Instead of spending hours pushing tasks through the system, our staff can spend time solving problems and taking the lead on new quality initiatives."

### **The organization achieves 100 percent audit compliance with Serena**

The QA manager and her team credit the change management process that they created with Serena Business Mashups with improving their audit scores. "Not only have we been able to completely eliminate errors caused by redundant entries, Serena Business Mashups

has enabled us to achieve 100 percent compliance on all of our audit reports," she says. In addition, she and her team can respond to audits far more efficiently, obtaining the necessary information directly from the mashup databases. "Serena Business Mashups completely removes estimating and manual data collection from our audit reporting process," she says. "Now, our audit responses are faster, more accurate, and less work for everyone."

### **Serena Business Mashups system cuts management time**

Along with streamlining the change management process, the new system that the team created with Serena Business Mashups requires less time to maintain and manage. "The Serena tools are straightforward and easy to understand, which means that our IT staff can spend less time on maintenance and more time on helping users and creating new tools," she says.

The new change management system has had a noticeable impact, and the QA manager regularly fields queries from other departments looking to use Serena Business Mashups to improve their own processes. "Using Serena Business Mashups not only helps us simplify the systems that support our business, it helps us see how we can improve our business processes and become more efficient and more effective," she says. That's business as usual at this organization, where constant improvement and a taste for new opportunities is an integral part of the company's history—and its future.



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