

# TOP TEN REASONS TO LEVERAGE SBM



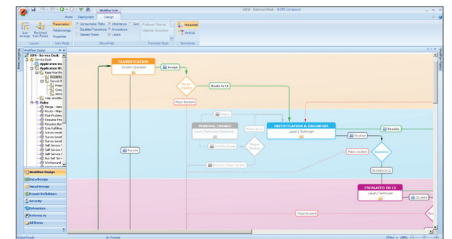
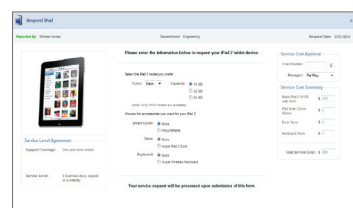
## RAPIDLY CREATE & ADAPT PROCESS APPS WITH SBM

Serena Business Manager (SBM) is the process management platform of choice for companies that want to rapidly create and adapt process-based applications to improve enterprise agility, productivity, and accountability.

Over 1600 global companies rely on SBM to prototype applications in weeks to quickly demonstrate business value and then take an agile, iterative approach to optimizing these solutions. Our customers state that unlike traditional approaches to business process management, using SBM is cost-effective, speeds implementation, and helps rapidly deliver fit-to-purpose applications. Here's our top ten list of why you should consider leveraging SBM.

## RAPIDLY CREATE PROCESS-BASED APPLICATIONS

Process application design is simple in SBM. Quickly map out business processes. Use swim lanes to organize the activities performed by different roles. Associate forms with steps in the process. You can choose to build out your process-based application either offline or online. Visually compare different versions of a process app and manually merge them. This lets yours application designers work in parallel. Jump-start your process improvement initiative and reduce time to deliver value by downloading and extending one of our pre-built applications – choose from solutions for employee on-boarding, travel approval and much more.

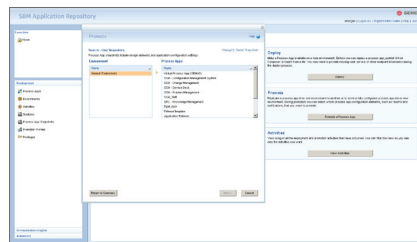
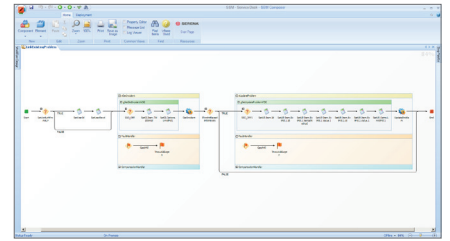



## EASILY DESIGN DYNAMIC FORMS

Create rich forms. Drag and drop fields from a palette, insert images, bring in information from external sources using REST and Flex widgets and present it to your users to help them make informed decisions and get work done quickly. Build dynamic forms that present different values and options to your users based on their interactions with the system. You can even convert forms into pdfs to make it easy to share with other process participants.

## SEAMLESSLY CONNECT TO EXISTING INFRASTRUCTURE

We've made it easier to leverage your existing infrastructure and gather information from disparate sources and present it to your users in real-time, using Web services. You can integrate with systems within and outside of your organization – right from your process application design environment. Design an orchestration once; reuse it across multiple process-based applications.



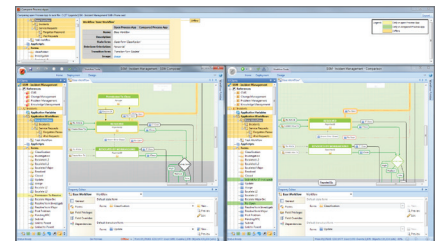
## CONFIDENTLY MANAGE CHANGE

With SBM, you can confidently move your process-based applications across environments such as test, staging, and production thanks to a full set of change management capabilities. All your process-based applications are fully versioned so that you can easily track versions across environments or even choose to rollback to an earlier version.

Enjoy greater ease of use, with complete control and versioning.

## ACCELERATE & BULLET-PROOF INSTALLATIONS. VISUALLY COMPARE APPS BEFORE UPGRADES

Let our graphical configuration wizards guide you through the process of installing SBM on your servers. Choose to perform a complete installation or customize how you install different SBM components on separate servers. You can save your configuration settings and even import settings from a previous installation. This significantly eases the process of upgrading to our newest release. Visually compare two versions of a process app and manually merge items from one version into the other to simplify upgrades. With SBM, an application can be moved in its entirety to a new destination, as a single package, eliminating the need to re-build the app with every change in environment. This reduces the administration overhead.

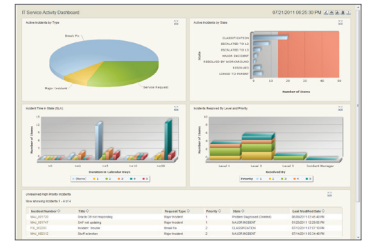


## FAST-TRACK APPROVALS – RIGHT FROM YOUR IPHONE

Leverage SBM Mobile for iPhone®. From pricing proposals to high priority support escalations and financial transactions that need immediate review – you no longer have to be connected to a laptop to keep work moving. We have an app for that.

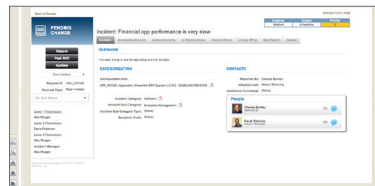
### ZERO-IN ON PROCESS BOTTLENECKS WITH RICH REPORTS

Use the new out-of-the-box reports to quickly drill-down to the root cause of a process bottleneck and then remediate the situation. With SBM, you can easily define your own custom reports within the process application designer and choose to embed these reports within SharePoint or a portal of your choice. Take advantage of custom calendars. Escalate and report on tasks based on true business hours, which results in more accurate reports.



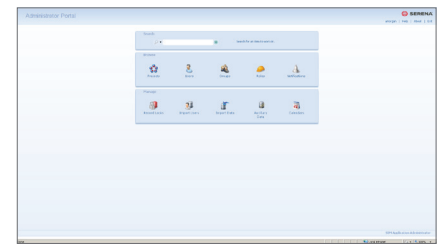
### FIND EXPERTS AND FOSTER COLLABORATION WITH SOCIAL IT CAPABILITIES

Let your users choose avatars, present working group information and areas of expertise alongside their contact information within forms. Foster collaboration and instantaneous access to experts by providing your users with a ranked list of individuals that have worked on similar items in the past.



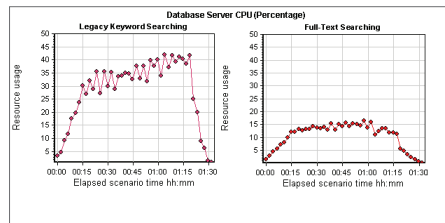
### SIMPLIFY APPLICATION ADMINISTRATION

Use the web-based administration portal to easily access and manage projects, users and notifications. Projects are hierarchically organized as a list. Expand and collapse the list to easily navigate through, modify and reorder projects. A WYSIWYG editor lets you quickly configure and modify email notifications right from the portal.



### DRAMATICALLY IMPROVE PERFORMANCE

New features introduced in SBM can dramatically improve your system's performance, increase scalability, and reduce resource utilization. Delve into the details. Read our Performance Improvements in SBM whitepaper.



### CONTACT

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### ABOUT SERENA

Serena Software provides solutions that orchestrate application delivery, IT operations and business processes for the Global 2000. Serena's mission is to help enterprises orchestrate their world. Its 3,000 active enterprise customers, encompassing almost one million users worldwide, have made Serena the largest independent ALM vendor, and are now using Serena to orchestrate IT service management and many other processes. Headquartered in Silicon Valley, Serena serves enterprise customers from 29 offices in 14 countries. Serena is a portfolio company of Silver Lake Partners, the leader in private investments in technology-enabled industries. For more information on Serena, visit <http://www.serena.com>.