

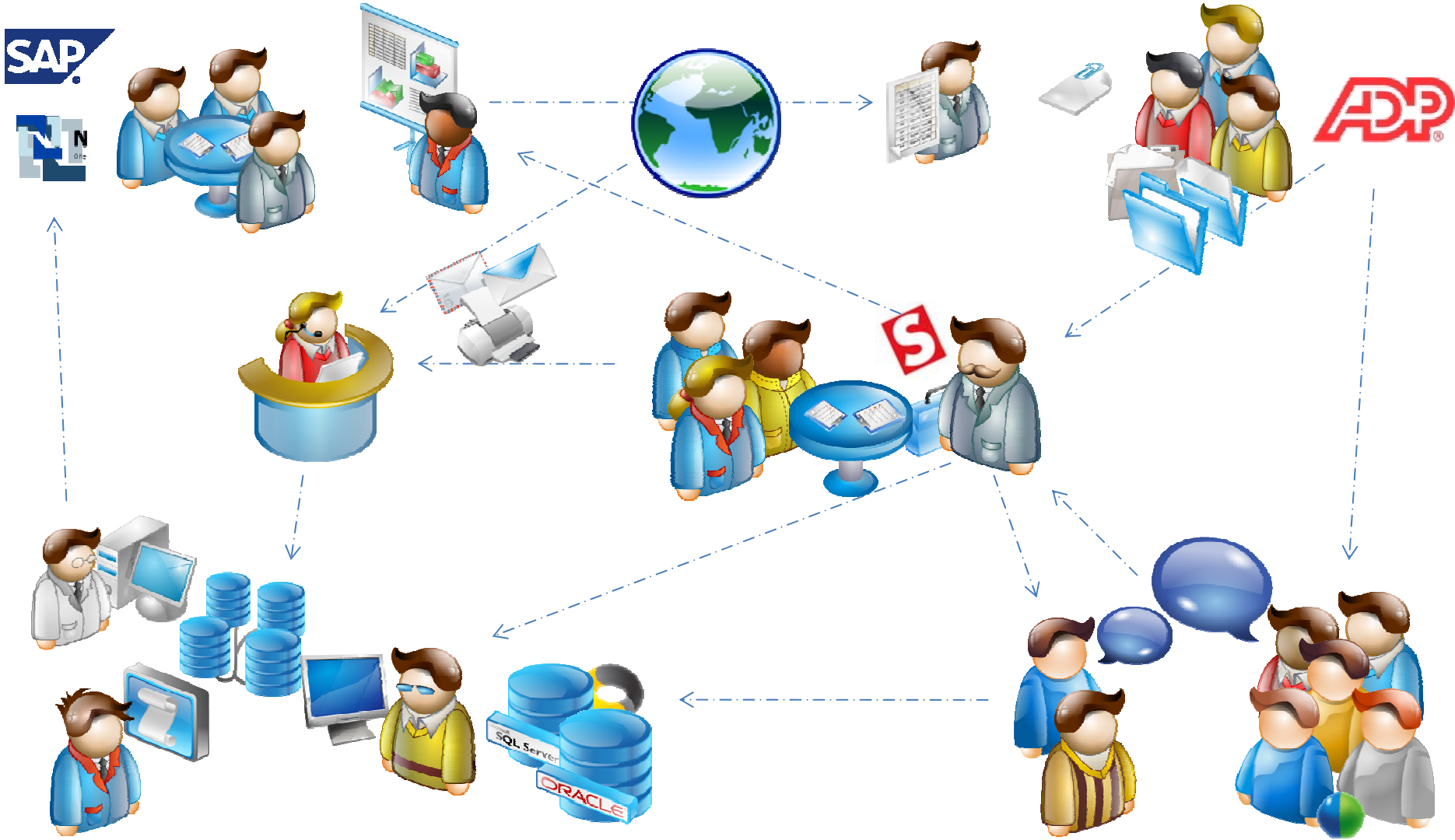


Serena Business Mashups

Lean Business Process Management

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Manual And Inefficient Activities Affect Productivity



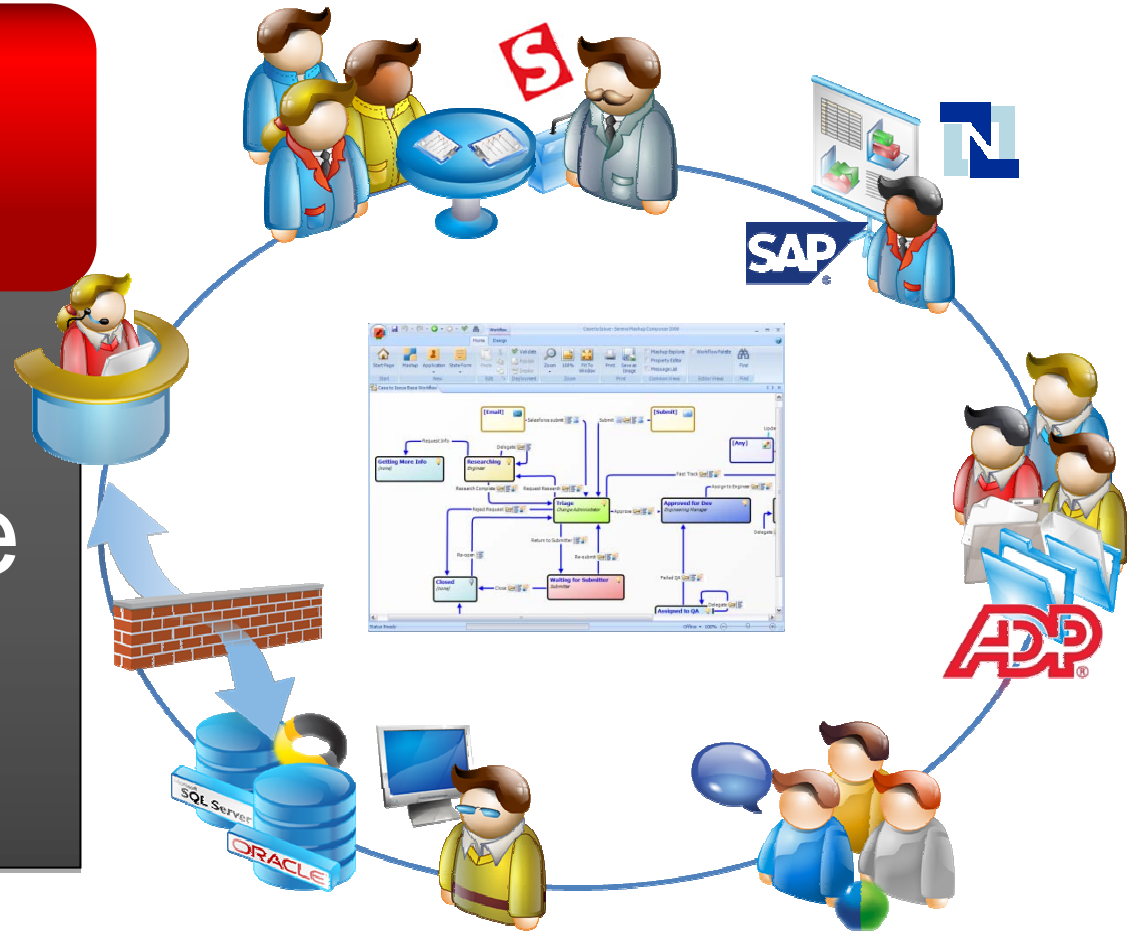
Problems Caused By Manual Processes

- Common business activities **uncoordinated**. Work isn't passed efficiently between different people and systems.
- Teams **work in silos** with little insight into who is doing what and when.
- **Manual processes** are not repeatable and leave little audit information. When things go well, there's no guarantee it will happen again.

Serena Business Mashups

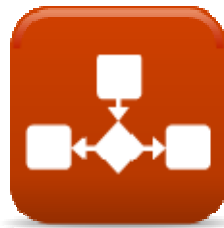
Go Paperless

**Automate
Collaborate
Innovate**



Business Mashups Are Lean BPM

Serena Business Mashups



Easy
Development

+



Low Cost
Deployment

=



Fast Return on
Investment

Automate.

- We automate the coordination of critical/common business activities.
- We make it simple to create repeatable processes so that you can improve them over time and always have detailed audit information at your finger tips.

Collaborate.

- We make it easy for different teams to work together. Whether your team is in the same room or on different continents, everyone involved in a process can see real-time status of tasks. It's easy to see who's doing what and when.
- Instead of filling out endless forms or sending email messages to coordinate business activities, we automate the entire process, so that requests, tasks, and information flow efficiently between different people and systems.

Innovate.

- Fix your most critical business problems pragmatically (i.e. quickly and easily) without requiring expensive IT resources.
- Build and deploy your own applications without compromising security and governance.

The Lean Difference



Easy Business Process Development

- Simple – Just Drag and Drop
- No Programmers Required
- Auditing and Reporting Built In



Low Cost of Deployment

- One Integrated Platform
- Controlled “Path To Production”
- No Expensive Infrastructure



Fast Return On Investment

- Delivers Business Improvement In 1/3 The Time
- Deploys Instantly – Build In Hours or Days
- Change As Business Wants

Benefits of Business Mashups

1. Improve Productivity Throughout Your Organization

2. Automate Collaboration Across Teams And Applications

3. Empower The Business To Innovate

4. Reduce Manual, Paper-based Processes

5. Design And Deploy Mashups Without Coding

6. Provide The Strongest Mashup Governance

“Thomson Financial has overhauled its sales proposal process with an automated Business Mashup solution. **It used to take about five days to pull together a sales proposal. Now it takes three minutes.** Our sales teams now spend more time with their customers and prospects to increase revenue.”

John Hastings-Kimball, Vice President of Workflow Solutions
Thomson Financial

Experienced a **double digit increase in employee productivity** and generates customer quotes more than **2,000 times faster**.

Thomson Financial

Saved 2,500 hours of administrative work per year, and the change approval process **has been significantly reduced** due to automation.

Philadelphia Stock Exchange

Significantly faster turnaround time for processing vacation and leave requests resulting in a **375% increase in productivity**.

International Organization