

Serena Release Management

Overview

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SERENA SOFTWARE INC.

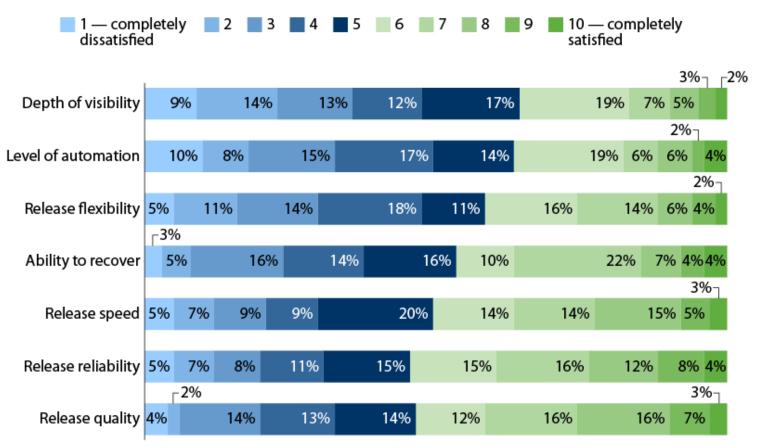
How Would You Describe Your Release Management Process?

"Instead of doing development, I've been staying up all night making sure the release gets installed "



Release Management Satisfaction Is Low

"How satisfied are you with the following aspects of your release management process?"



Base: 101 IT professionals involved in or aware of their company's release management processes (percentages may not total 100 because of rounding)

Source: Q4 2010 Global Release Management Online Survey

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What's your "Null Release" cycle time?

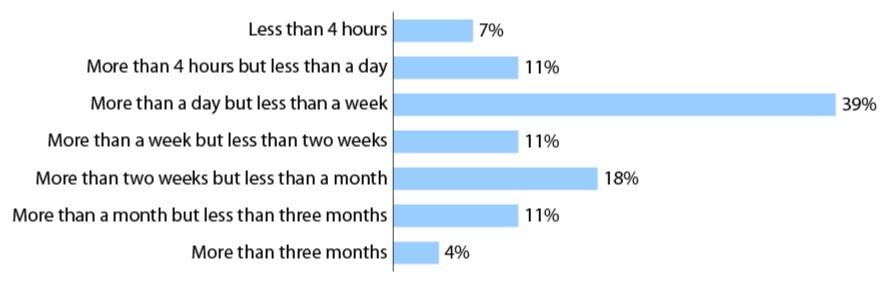
What is the "Null Release"?

"If we changed one line of code in our application (or system), how long would it take us to deploy it into production using our regular release process?



How Long Does It Take To Release?

"If you were to change one line of code on your project, how long would it typically take your organization to push the resulting change into production?"



Base: 101 IT professionals involved in or aware of their company's release management processes (percentages do not total 100 because of rounding)

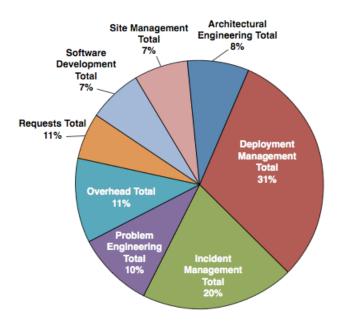
Source: Q4 2010 Global Release Management Online Survey





Negative impact on business...





Data Source: Deepak Patil, Microsoft Global Foundation Services via James Hamilton (Amazon Web Services) http://mydirona.com/irh/TalksAndPapers/JamesHamilton_POA20090226.pdf

60% of all application failures are release and configuration related.

Over 75% of operation teams' time is spent on managing applications.



Path to Production or Obstacle Course?

- High Velocity of Change
- Across many teams
- That use different processes
- And different toolsets
- Results in poor production availability
- At a high cost of service delivery



"Current release management practices and tools produce inconsistent results"





The challenges our customers tell us they're facing

"Deployment problems impacts production availability"

> "Cost of application delivery is high and quality low"

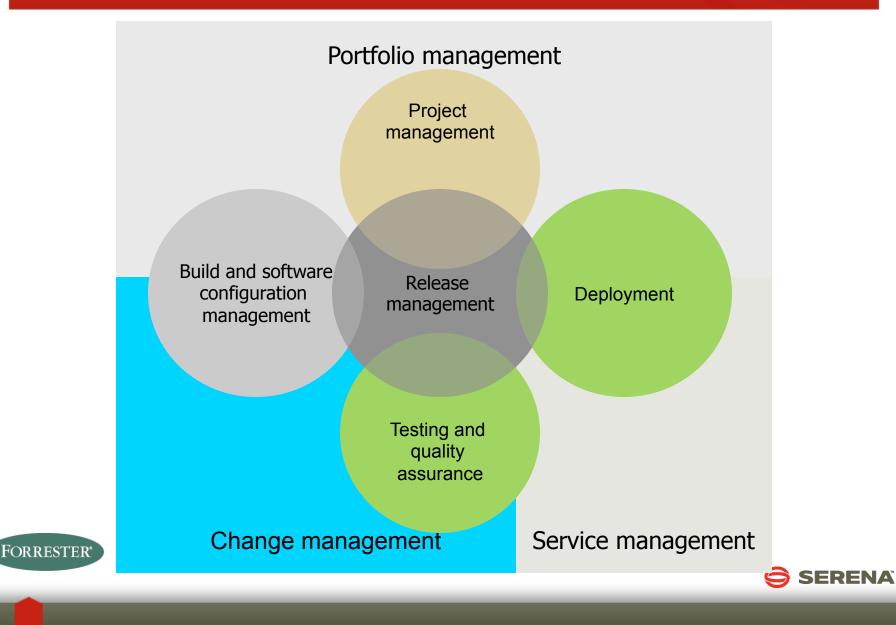
"My business customers don't have visibility into the release, expectations are hard to set"

"My IT operations group continues to struggle with release deployment into production"

"We are unable to successfully handle the increase in the number of changes we have to implement into production" "Providing support for audit and compliance is an extremely difficult task"



Revisiting release management

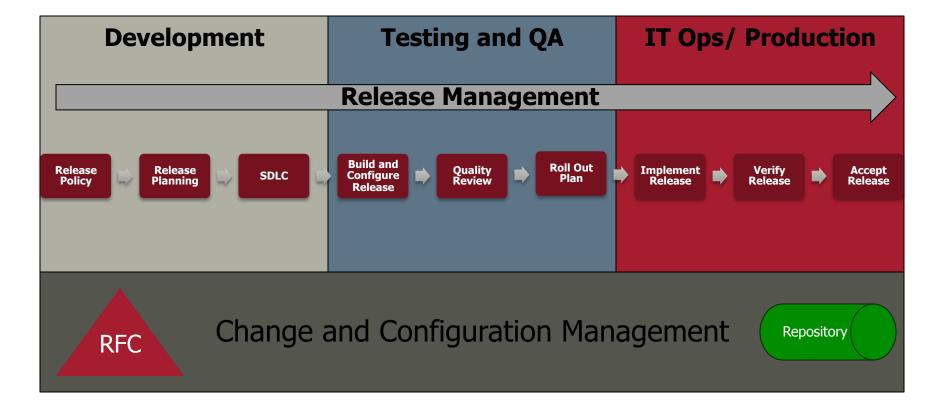


Conducting the Flow of Change



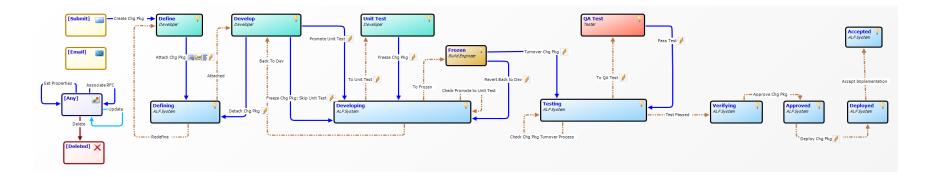


Release Management is Cross Organizational





Release Management is Process Centric



- Start with policies and processes first
- Support the entire release management process
- Provide support for the agreed levels of traceability
- Use tools to federate and automate across the release management process rather than defining a process which fits the tools



- Release Policy agreement with the business and all relevant parties
- Release need to be well planned in advance
- Emergency releases are managed in line with the emergency change procedure
- Risk of backing out or remediating a failed release are assessed and managed
- Success and failures of releases is measured with the aim of improving effectiveness and efficiency while optimizing costs.





- Defined for one or more services/applications
- Naming conventions
- Types of releases
- Expected frequencies
- Building the test environment
- What are the backout plans?
- Gate review criteria
- Approach for grouping and prioritizing changes
- Roles and responsibilities
- Entry and exit criteria for each process transition state



- Composed of state names and date/time fields.
- Should be tied to a release type.
- Types might be major, minor, emergency..etc.
- Associated with specific high level workflows.
- Information for enforcement, notification and reporting



Release Calendars



Release	Business Requirements		Design		Development		Functional Testing		User Testing		Brick & Mortar Testing		Staging		lastall
	Start	End	Start	End	Start	End	Start	End	Start	End	Start	End	Start	End	
3-Jan-08	17-Nov-07	26-Nov-07	27-Nov-07	23-Nov-07	30-Nov-07	10-Dec-07	11-Dec-07	20-Dec-07	21-Dec-07	25-Dec-07	26-Dec-07	31-Dec-07	1-Jan-08	2-Jan-08	Wednesday, January 02, 2008
10-Jan-08	26-Nov-07	4-Dec-07	5-Dec-07	7-Dec-07	10-Dec-07	18-Dec-07	13-Dec-07	28-Dec-07	31-Dec-07	2-Jan-08		8-Jan-08	9-Jan-08	10-Jan-08	Thursday, January 10, 2008
17-Jan-08	3-Dec-07	11-Dec-07	12-Dec-07	14-Dec-07	17-Dec-07	25-Dec-07	26-Dec-07	4-Jan-08	7-Jan-08	9-Jan-08	10-Jan-08	15-Jan-08	16-Jan-08	17-Jan-08	Thursday, January 17, 2008
24-Jan-08	10-Dec-07	18-Dec-07	13-Dec-07	21-Dec-07	24-Dec-07	1-Jan-08	2-Jan-08	11-Jan-08	14-Jan-08	16-Jan-08	17-Jan-08	22-Jan-08	23-Jan-08	24-Jan-08	Thursday, January 24, 2008
31-Jan-08	17-Dec-07	25-Dec-07	26-Dec-07	28-Dec-07	31-Dec-07	8-Jan-08	9-Jan-08	18-Jan-08	21-Jan-08	23-Jan-08	24-Jan-08	29-Jan-08	30-Jan-08	31-Jan-08	Thursday, January 31, 2008
7-Feb-08	24-Dec-07	1-Jan-08	2-Jan-08	4-Jan-08	7-Jan-08	15-Jan-08	16-Jan-08	25-Jan-08	28-Jan-08	30-Jan-08	31-Jan-08	5-Feb-08	6-Feb-08	7-Feb-08	Thursday, February 07, 2008
14-Feb-08	31-Dec-07	8-Jan-08	9-Jan-08	11-Jan-08	14-Jan-08	22-Jan-08	23-Jan-08	1-Feb-08	4-Feb-08	6-Feb-08	7-Feb-08	12-Feb-08	13-Feb-08	14-Feb-08	Thursday, February 14, 2008
28-Feb-08	14-Jan-08	22-Jan-08	23-Jan-08	25-Jan-08	28-Jan-08	5-Feb-08	6-Feb-08	15-Feb-08	18-Feb-08	20-Feb-08	21-Feb-08	26-Feb-08	27-Feb-08	28-Feb-08	Thursday, February 28, 2008
6-Mar-08	21-Jan-08	23-Jan-08	30-Jan-08	1-Feb-08	4-Feb-08	12-Feb-08	13-Feb-08	22-Feb-08	25-Feb-08	27-Feb-08	28-Feb-08	4-Mar-08	5-Mar-08	6-Mar-08	Thursday, March 06, 2008
13-Mar-08	28-Jan-08	5-Feb-08	6-Feb-08	8-Feb-08	11-Feb-08	19-Feb-08	20-Feb-08	29-Feb-08	3-Mar-08	5-Mar-08	6-Mar-08	11-Mar-08	12-Mar-08	13-Mar-08	Thursday, March 13, 2008



Gate	Green	Action Plan	Owner
Requirements	Requirements approved by Project Mgr	 Create mitigation plan to get back on track App team sign off on impacts 	Business Analysts
Code Complete	 All code and unit testing complete No code in "dev" status QA able to test 	Mitigation planQA Mgr Sign off	Development Manager
Functions Testing Complete	 All testing done and signed off Ready for regression testing 	 Testing complete and signed off Obtain signoffs from group leads 	QA Manager
Regression Testing Complete	100% of new code regression testedUser sign off	 Ensure all code 100% regression tested Obtain user approval Or Senior Mgmt Approval of risk 	QA Manager

Release Package

- Consists of one or more Release Units
- Generally associated with an application or project
- Associated with a release type (maj,min,emer)
- Release type determines the workflow/process

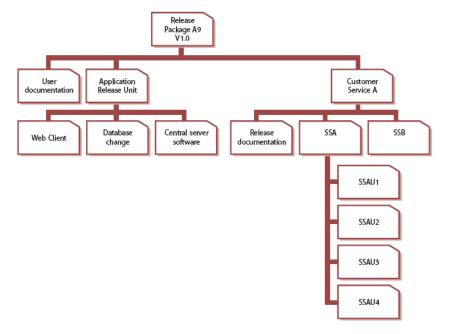
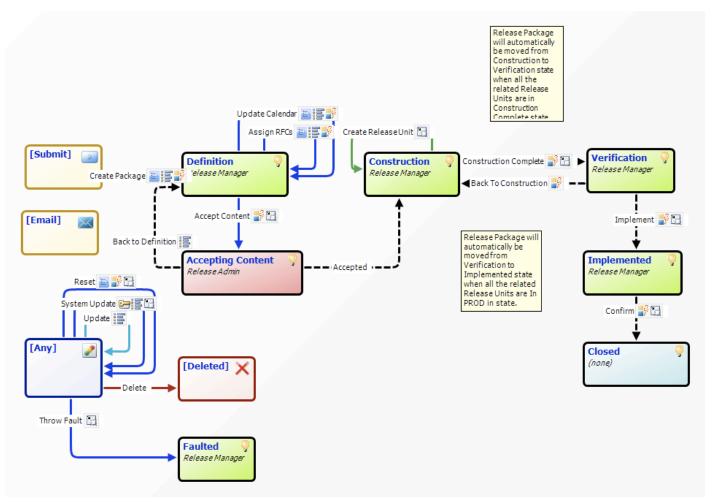


Figure 4.19 Example of a release package



Release Package Process

Graphical view of Project: Wealth Management





Release Units

- Describes a portion of a service or IT infrastructure that it normally released together.
- Unit may vary, depending on the type(s) or item(s) of service assets
- Helps further isolate changes within a release.

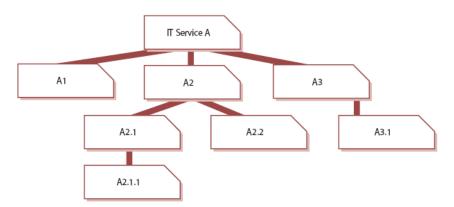
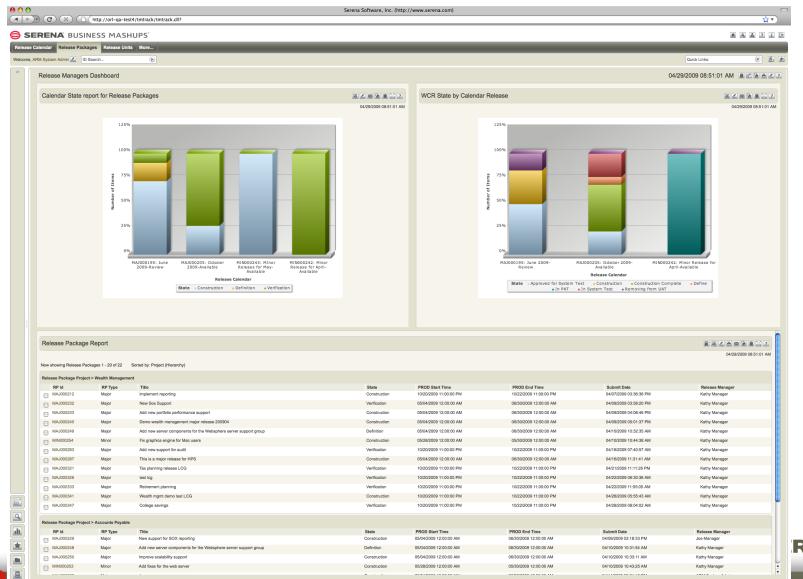


Figure 4.15 Simplified example of release units for an IT service



Metric Reporting and Dashboards



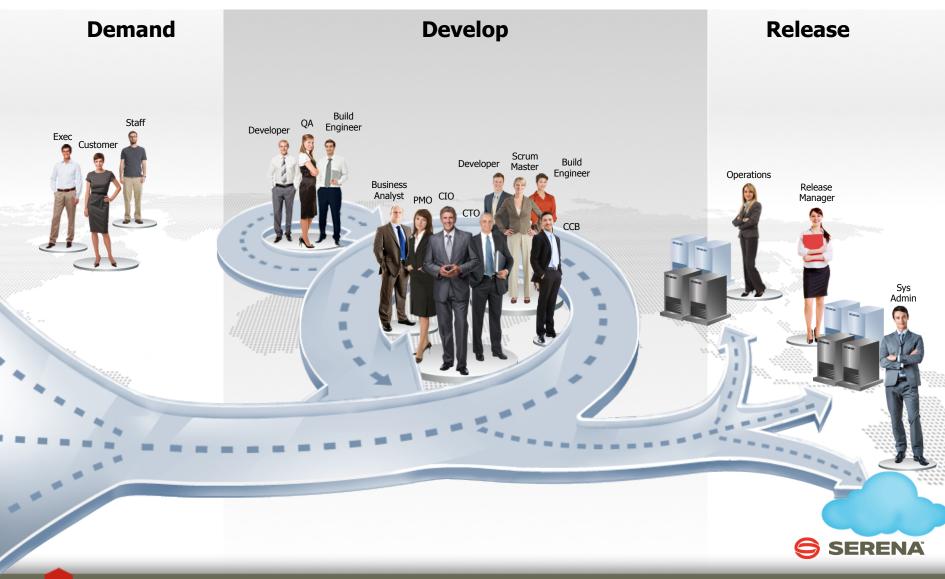
RENA

- Number of RFCs raised
- Percentage of emergency releases (Submission rate)
- Number of changes made by the release team
- Number of successful installations
- Number of builds/deploys aborted
- Percentage of installs performed on schedule
- Number of failed or backed out releases

- Number of unauthorized changes deployed to production
- Resource cost per release
- Service time lost due to release activity
- Number of defects per state, team, release unit, release
- Percentage of gates missed per team
- Average time in process state



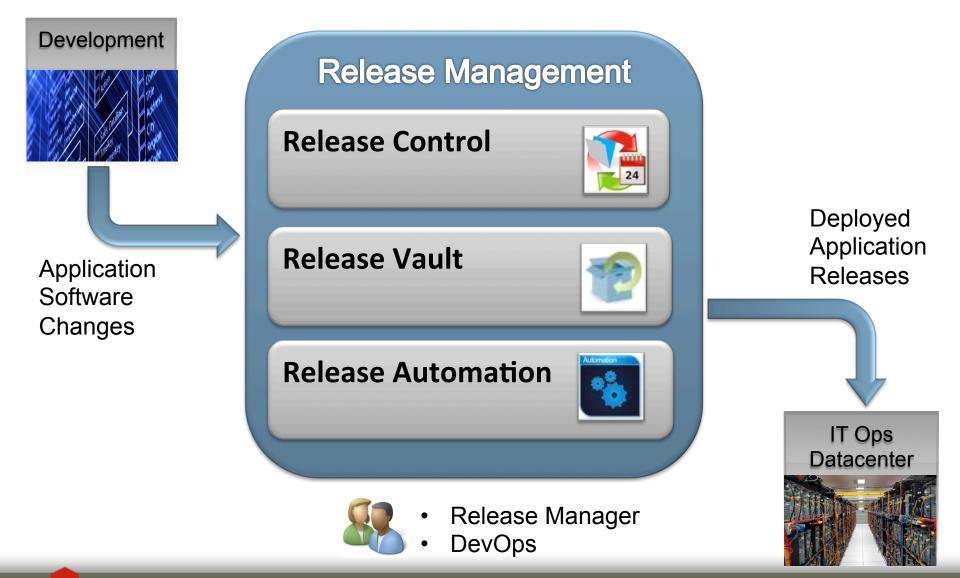
Introducing Orchestrated Application Delivery



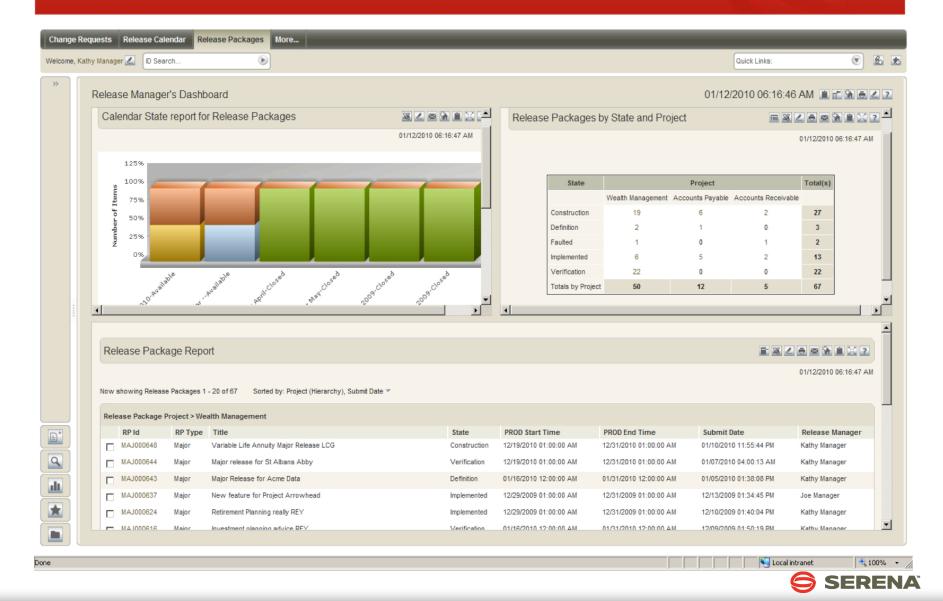
Serena Orchestrated ALM

	Demand		Develop		Dep	loy
		Dasł	hboards and KP	Is		
	ALM Process	Intelligence	J	udit Trails		
	Serena Requirements Management		Serena evelopment anagement		Serena Release Managem	e
			SBM Orchestration			
•					e	SERENA

Serena Release Management



Release Control



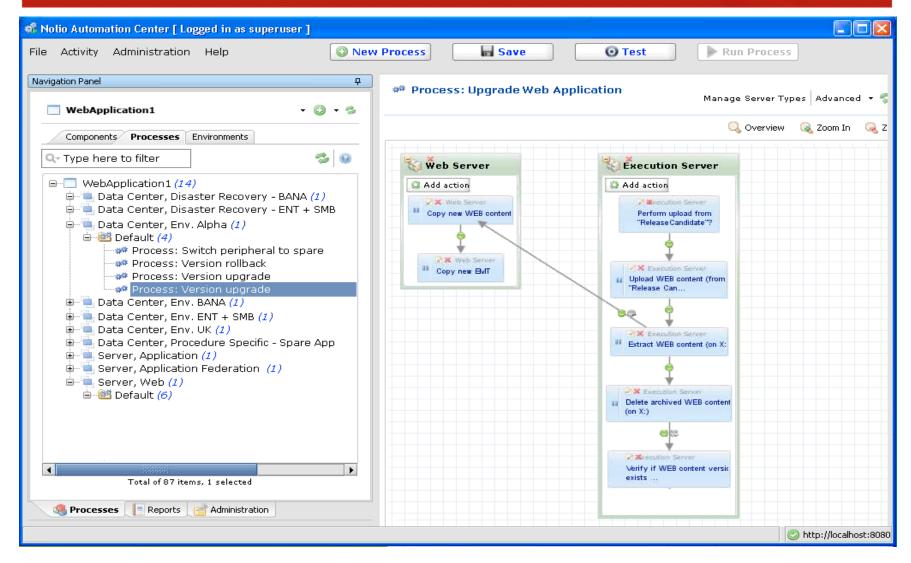
SERENA SOFTWARE INC.

Release Vault

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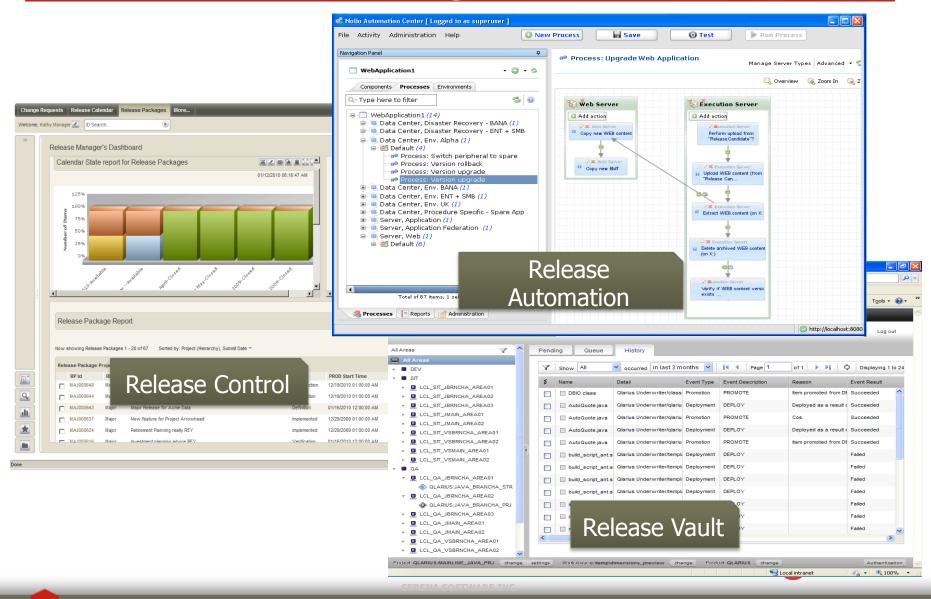


Release Automation

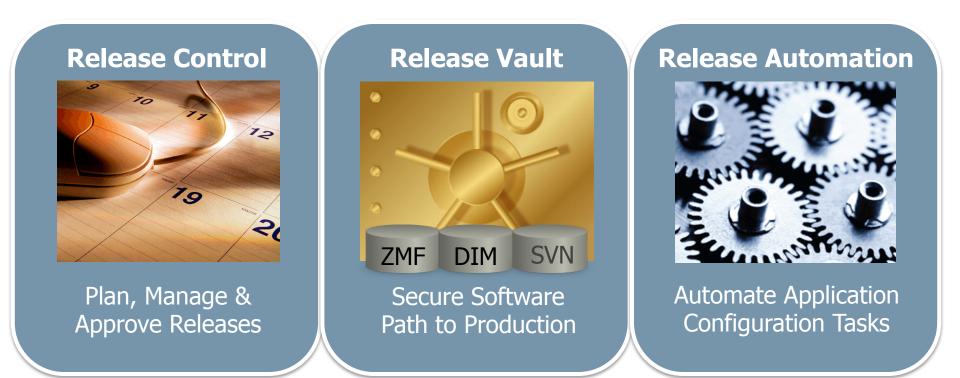




Serena Release Management



Serena Release Management Solution



Confidently Release Software

- Deliver More Releases With Fewer Resources
- Improve Production Uptime
- Audit Ready with Start-to-Finish Traceability



Develop a repeatable unified set of processes using the release policy as input

Leverage ITIL

You don't have to "Rip and Replace"

Automate and optimize where possible

Ensure 'end to end' traceability

Measure, manage and report



Thank You

