

Serena公司改组历程分析报告

报告大纲

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一、报告简介

观研报告网发布的《Serena公司改组历程分析报告》涵盖行业最新数据，市场热点，政策规划，竞争情报，市场前景预测，投资策略等内容。更辅以大量直观的图表帮助本行业企业准确把握行业发展态势、市场商机动向、正确制定企业竞争战略和投资策略。本报告依据国家统计局、海关总署和国家信息中心等渠道发布的权威数据，以及我中心对本行业的实地调研，结合了行业所处的环境，从理论到实践、从宏观到微观等多个角度进行市场调研分析。

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二、报告目录及图表目录

摘要In early July 2008, software configuration/change management (SCM) then application lifecycle management (ALM) specialist Serena released one of its latest pre-built 'business' mashups, which, despite the name, focuses on the IT-centric problem of application release management. In the summer of 2008, Serena plans to release its entire Serena Business Mashup suite. This provides Ovum with an opportunity to take a step back and look at the way Serena is currently trying to reinvent itself, not just as a 'business mashup', but also as a software-as-a-service (SaaS) and project and portfolio management (PPM) provider, among other things. Overall, we doubt that Serena has and does what it takes to become one of the top SaaS tool and/or business mashup providers.

目录及图表Key messages Serena is still struggling to establish its ALM credentials Serena is right to pull itself together Its problem is no longer poor execution but poor strategy The company is going in too many directions From SCM to ALM: a difficult transition Serena first reinvented itself via acquisitions Serena has done well on many fronts But difficulties have slowed the company down Serena reinvents itself again and pulls itself together Using the SCM cash cow, as usual, but without acquisitions New delivery model: SaaS A new attitude Seeking expansion in a variety of markets From ALM to mashups: an awkward transition Serena has big mashup ambitions Need to connect new mashup and old ALM ambitions

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