

## Serena Software Empowers Workers to Solve Business Problems with Capgemini's "RAPid INnovation" and Mashups

*Serena Software and Capgemini, one of the world's foremost providers of consulting, technology, and outsourcing services, are helping companies bring new Web-based, consumer-oriented technology into the enterprise so workers can address business issues on their own rather than relying on IT.*

Bangalore, Karnataka, IND, 2008-04-23 17:02:15 (IndiaPRwire.com)

Serena Software and Capgemini, one of the world's foremost providers of consulting, technology, and outsourcing services, are helping companies bring new Web-based, consumer-oriented technology into the enterprise so workers can address business issues on their own rather than relying on IT. Serena executives will discuss these Web 2.0 trends and technologies in more detail at the Web 2.0 Expo in San Francisco, Calif., April 22 - 25, 2008.

Capgemini's RAIN (short for RAPid INnovation) is a dynamic environment uniquely designed to help companies discover, develop, and deliver sustainable new business models to create a Service-Oriented Enterprise (SOE). Capgemini's RAIN engagement team will offer a one day RAIN session to be conducted in Cupertino, Calif. to its clients, helping them take advantage of SOE to solve specific business issues using Serena's Business Mashup tools.

RAIN business analysts will empower the professionals in business lines to design and compose a mashup without the need for programming skills. These Business Mashups will link data and processes from existing company systems (i.e. salesforce.com, SAP) as well as the many Web services now available to solve a variety of everyday business problems.

'Companies need to become faster and more responsive to changes in the marketplace. This shift will only happen if the organization from the ground up adopts rapid innovation approaches and Web 2.0 technologies,' said Andy Mulholland, CTO of Capgemini and co-author of *Mashup Corporations: The End of Business As Usual*. 'Together with Serena, we will provide companies with a quick and easy way for companies to move in this direction.'

Just like people can mash up Google Maps with information on their local eateries with free Web 2.0 tools, business people can take this same idea and make it work in the enterprise. Serena's Business Mashups combine two or more sources of content and processes into a single view. Business people can visually drag and drop applications together in minutes without writing any code. Serena has already created a number of Business Mashups designed to address common business problems such as simplifying vacation requests or sales discount approvals. These Business Mashups are available to users for no charge under [Creative Commons licenses](#).

'Web 2.0 technologies such as Business Mashups are revolutionizing application development. Businesses now have the freedom to innovate at the pace they need to in order to stay competitive,' said Jeremy Burton, Serena Software CEO. 'Serena Business Mashups technology combined with Capgemini's rapid design and deployment services gives enterprises everything they need to get started today.'

**- END -About Serena Software, Inc.**

Serena Software, Inc. provides services to make Enterprises and the business people within them more productive. More than 15,000 organizations around the world, including 96 of the Fortune 100, rely on Serena solutions delivered either on premise or on demand, to provide visibility and efficiency to the application development process. The company provides software services such as Serena Mariner (Project Portfolio Management), Serena Business Mashups, and Serena® Dimensions® (Change & Requirements Management), and will be providing Agile Lifecycle Management tools in the near future. Serena is headquartered in Redwood City, California, and has offices throughout the U.S., Europe, and Asia Pacific. For more information on Serena solutions and services, visit [www.serena.com](http://www.serena.com).

**For more information, Please contact:**

**Narendra Singh**

Client Service - Mutual PR

41134406

41134407

You can also visit [www.mutualpr.com](http://www.mutualpr.com) for more information.