

## Technology Skills, Attitude Give Edge to Gen Y Women Entering Workplace, Says Serena Software Masher Survey

*Free Quiz Assesses How Individuals Use Technology in Everyday Life*

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Young millennial women translate social networking skills and technology-friendly attitudes into a workplace advantage as 'Accidental' Mashers, one of five Masher profiles defining the essential characteristics of technology early adopters in a new survey sponsored by Serena Software. The company interviewed 700 early adopters in the U.S. to identify key themes among their approaches to technology, work, lifestyle, personalities and demographics. According to Serena, as a result of the survey findings, a Masher is a person who is able to use technology to be more productive in their personal life and at work. Anyone can take the free quiz (available at [http://apps.facebook.com/masher\\_quiz](http://apps.facebook.com/masher_quiz)) to see how they use technology in their everyday life.

Serena Software, the Enterprise ALM leader known for its Business Mashups and employee Facebook Fridays, decided to sponsor the study out of its conviction that social networking skills learned by Generation Y online will be as important to their success in the new workplace as their classroom experience. A recent poll conducted by global outplacement firm Challenger Gray & Christmas found that despite the downturn, many employers still plan to hire college graduates this year: 22 percent of U.S. companies plan to hire more graduates than they did in 2007; and 46 percent will hire the same number of graduates as a year ago. Mashed up with recent Forrester analysis ('Youth and Social Networks,' *Forrester Research, Inc.*, January 2008) indicating young women are more likely than young men to express their personality on social network sites (44 percent versus 35 percent), Serena suggests that Gen Y women, in particular, will be the ones who buck the 'techie' stereotype to find new ways to collaborate for success.

'Women no longer need to have an engineering degree or be in the IT department to make a technology impact at work,' says Christina Johnson, a 25-year-old marketing coordinator at Serena. 'Consumer technologies like social networks and online collaboration tools are becoming standard business tools, so I can build software applications and collaborate with colleagues across the country, even though I'm not a techie.' At Serena, Johnson gets paid to use Facebook every day to connect with customers and colleagues, and even counts CEO Jeremy Burton among her Facebook friends.

Johnson stands as an example of the Accidental Masher profile: predominantly younger females who, although less technology focused than other profiles like Alpha Mashers, strive to get ahead and break through a glass ceiling and see technology as a way to do just that. Accidental Mashers identified in the survey are:

- Extremely early adopters - 53 percent identify themselves as the first to try new technologies, even before they become mainstream, ranking higher than any other profile.
- Workaholics - 26 percent identify themselves as workaholics, more than any other profile.
- Reinventing processes/Breaking the mold - nearly 20 percent are working in roles that were newly created to address an emerging need in their organization, but reinvention governs their style, on

the job and off. This profile also has the largest segment not currently employed, with 20 percent not currently working.

## **Masher Profiles**

The survey results identify common trends across all participants, who tended to:

- Agree that technology not only plays a significant role in their lives but is also critical to the advancement of society
- Work most often in IT departments, but within diverse industries ranging from healthcare to financial services
- Enjoy jogging more than any other sport
- Prefer a structured and planned approach when dealing with the outside world
- Consider themselves politically moderate

Through cluster analysis, five unique segments, or 'Mashers,' were identified among technology early adopters based on their differentiated responses to key questions.

- **The Alpha Masher** - The tech elite, drenched in technology, Alpha Mashers see it as having significant positive impact on their lives and ability to communicate. At work they are delegators, developing solutions to hand off (think: senior director, consulting firm). The most likely to agree that technology has a positive impact on the world (94 percent) and to be working full-time (91 percent). Predominantly white males 35-44.
- **The Accidental Masher** - Not as comfortable with technology as Alphas, Accidental Mashers still have a deep understanding of how technology can improve their lives. With a less direct approach at work, they consider technology a tool to solve problems, but not the key to everything (think: software project manager, healthcare). Similar to Balanced Mashers, but more focused on work and enthusiastic toward technology. Predominantly white females 25-54.
- **The Practical Masher** - Using all the technology that most Mashers are excited about, they are less enthusiastic about the devices. They typically report to the Alphas and Accidentals at work, but are focused on implementation (think: Web designer, high-end retail). The most hesitant to agree that technology has a positive impact on the world (only 50 percent) or their lives (20 percent). Predominantly white males 25-44.
- **The Balanced Masher** - Although similar to Accidental Mashers, they do not place technology or work at the center of their lives. Approaching their job as a means to fund other things they enjoy, Balanced Mashers lead more relaxed lives than other types, and are hesitant to adopt emerging technology until they see how it relates to their personal lives (think: IT project manager, financial services). The most likely to be students (9 percent) and the least likely to be workaholics (9 percent). Predominantly white females 25-44.

- The Masher Lite - The most resistant to adopting new technologies before they are mainstream, they are less likely to take risks, actively solve problems or create efficiency. At work, they may adopt a new process once it is proven effective in another department (think: IT manager, department of Transportation). The most risk averse segment in relationship to technology (only 1 percent are the first to try new technology), their work life (only 7 percent take frequent workplace risks) and at home (only 4 percent take frequent risks in their personal lives). Predominantly white males 35-54.

### **Survey Methodology**

Marketing research consultancy Penn, Schoen & Berland Associates conducted the "Serena Software Masher Profile Exploratory Research Study" in March 2008 by conducting 700 online interviews of U.S. consumers. Each respondent was a PC and Internet user, who is an early adopter and heavily reliant on technology and decision-maker on all tech purchases. The survey was designed to gain insights from Serena Software employees and clients into what it means to be a Masher, and to identify unique segments within the Masher audience. More information about Penn, Schoen & Berland Associates is available at <http://www.psbresearch.com/>.

### **- 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.