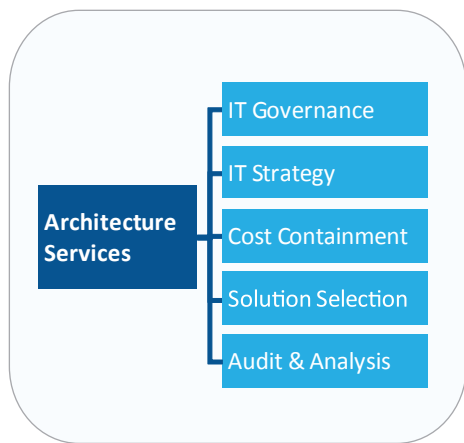# SERENE SOFTWARE SERVICE OVERVIEW

Serene Software is an IT consulting firm focusing exclusively on providing high-value Enterprise Architecture (EA) services centering on five service families. For each service, Serene brings experienced principal consultants, a clear execution process, proven tools, and an enumerated set of deliverables. Serene engages its client at each phase in the process to gather data, participate in analysis, review advice/planning, and help clarify deliverables. Serene's services can be scaled up to Fortune 500 companies and large government organizations, and down to nimble SMB's and department-level engagements. The five EA service families offered are:

IT GOVERNANCE: IT Governance Analysis, Implementation Support, and Maintenance. SOA Governance Analysis, Implementation Support, and Maintenance.

IT STRATEGY: IT Strategy Analysis and Implementation Support. SOA Strategy and Implementation Support. Legacy Analysis, Retirement Strategy, and Implementation Support.
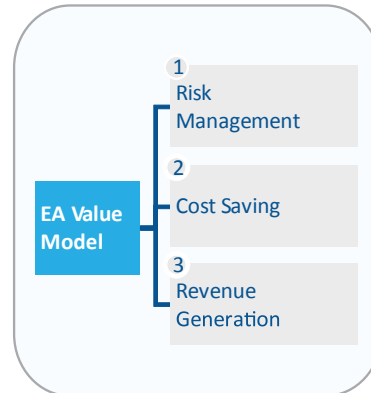
COST CONTAINMENT: Organization-Wide Analysis. License Analysis. Opens Source Adoption and Support. Virtualization Adoption and Support.

SOLUTION SELECTION: Scoping, Selection, Acquisition, and Implementation Support for Business Applications, PMO Software, IT Infrastructure, and Developer Tools and Systems.

AUDIT AND ANALYSIS: IT Organization and Project Audits. Governance Audit (COBiT). At-Risk Project Audit. Development Environment Audit. Change Control and Build Audit. Application Performance Audit.
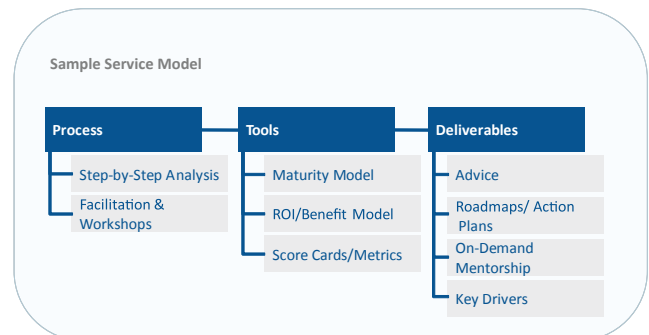
SERVICE VALUE MODEL

Serene's Enterprise Architecture Value Model enumerates three top level categories of asserted value. The model focuses on tangible value and sets aside categories of value that are not clearly definable.

All services tangibly lower risk, provide measurable cost savings, and/or advance an organization's pursuit of budget or revenue. The success of Serene engagements is judged internally by these metrics in order to align our efforts with our client's success. In each engagement, Serene makes a commitment to its client's satisfaction and to providing measurable value once the plans and advice from the engagement are implemented.

SERVICE MODEL

All Serene engagements are governed by a clear EA Service model that defines the Processes, Tools, and Deliverables customized to the given topic and client. With each quote Serene provides an explicit set of deliverables to be completed during the program.

ABOUT SERENE SOFTWARE

Serene Software is a Jacksonville, Florida firm specializing in IT and SOA Governance, IT and SOA Strategy, Cost Containment, Product/Solution Selection, and IT Audits and Analysis. Serene Software is a small business, an SBA certified SDB and 8(a) company, and a FL certified MBE.

WELCOME TO THE ERA OF "BIG DATA"
Serene Cloud Data Services

ENTERPRISE DATA IS GROWING EVER LARGER
- Enterprise data is growing from the terabyte to petabyte scale at a rapidly increasing rate
- Growth is complicated by requirements to join structured data with larger unstructured data sets
- Meta-data is rapidly growing based on the need to enrich structured and unstructured data using semantic technologies

PHYSICAL WORLD IS ERODING OLD SOLUTIONS
- Basic physics is dictating major changes in how we compute
- Data Warehousing solutions can no longer count on buying a bigger machine to solve scale issues
- Gains in processor speeds are slowing
- Multi-core chips are replacing faster chips as path forward
- Multi-core, multi-chip machines (8,16,32+ processors) are replacing single or dual chip machines
- Software and underlying algorithms that performed well in the legacy environment will not scale without significant change
- Solutions that once fit on a single machine must now scale to clusters, grids, and Clouds

NECESSITY REMAINS THE MOTHER OF INVENTION
- Internet-scale companies (Google, Yahoo, etc.) sensed the need for Petabyte scale data analytics before smaller-scale organizations and were forced to innovate to mine data, serve results, and control cost
- Google openly described its innovations in research papers describing its Google File System, Big Table data store, and MapReduce distributed data analysis algorithm
- The Apache Foundation hosts open source implementations of these concepts in the Hadoop project and related projects
- The Hadoop technologies have been adopted and sponsored by many companies including Yahoo!, Microsoft (Powerset), Facebook, Ask.com, CNet, E-Harmony, YellowPages.com, AdMob and by dozens of emerging internet startups

OPPORTUNITIES EXIST FOR LEADERS TO SEIZE
- Leaders will gain advantage through better knowledge of their customers, vendors, pricing, and intellectual property
- Your business leaders will find new opportunities to create business and/or save costs given more powerful analytics
- Organizations that harness the power of Cloud-scale Data Analytics will improve faster and outpace their competitors

SERENE CAN HELP YOU MOVE FORWARD & MANAGE RISK
- Strategy Workshops to determine potential value
- Prototype Implementations to demonstrate solution value
- Courses to speed up your Cloud Data Analytics Strategy, Governance, and Implementation
- Staffing Solutions for high quality resources
- Serene Software provides a comprehensive set of services that help organizations identify opportunities to harness these maturing technologies, manage risk, and deliver value.

SERENE SERVICES
CLOUD DATA ANALYTICS STRATEGY WORKSHOP
The workshop provides leadership and a disciplined framework for our clients to discover strategic data sets (internal and external), strategic uses of advanced data analytics, a Cloud Data business case, and a detailed adoption plan.
- DURATION: 3-8 Weeks, depending on goals
- DELIVERABLES: Deliverable: Strategy Report, Key Opportunities, High-level business case

CLOUD DATA PROTOTYPE SERVICES
Our prototype services provide a comprehensive program for identifying, specifying, implementing, and analyzing the success of a high-value data analytics problem.
- DURATION: 2-8 Weeks, depending on goals
- DELIVERABLES: Installed Hadoop instance, integration with Key Data Sets, Functioning Prototype for given scope

CLOUD DATA ANALYTIC COURSES
- CLOUD DATA ANALYTICS FOR EXECUTIVES: (1 Day) Provides executives with a top down understanding of Cloud Data capabilities, the opportunities for gaining a competitive edge, and a framework for reliably implementing these opportunities
- CLOUD DATA ANALYTICS FOR MANAGERS: (2 Days) In addition to the executive themes, this two day course will provide managers with an architectural overview of the Hadoop platform, a technical framework for evaluating suitable opportunities, and a technical overview of various solutions.
- CLOUD DATA ANALYTICS FOR DEVELOPERS: (5 Days) Adding to the manager's course, the 5-day developer course adds 1.5-days of code overviews of the major components and themes in Hadoop. The remaining 1.5 days is spent in small teams building a small project relevant to business needs.

CLOUD DATA ANALYTIC & HADOOP STAFFING
Serene has access to a set of exceptional developers skilled in Apache Hadoop, Data Mining, Machine Learning, Algorithm Design, Distributed Programming and System Tuning, and Polyglot Programming. We are able to provide specialized staffing solutions on both a permanent placement and contract basis. As your Cloud Data Analytics/Hadoop needs grow with your success, Serene will be there to ensure you maintain high quality teams.

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SERENE IT GOVERNANCE SERVICES

Serene Software offers a comprehensive set of IT Governance (ITG) analysis and implementation services that maximize IT value through improved governance practices. Serene's solutions cover general IT Governance services, SOA Governance services, and PMO foundation services. Each service works to help companies establish the organizational structures, processes, budgeting priorities, and governance policies needed to improve how IT is governed and ultimately improve how IT delivers.

IT Governance Services

IT Governance
- IT & SOA Governance
- Change Control Board Foundation
- PMO Establishment Foundation

GOVERNANCE ISSUES

IT Organizations often find themselves experiencing pain related to flawed IT Governance such as:

- IT priorities & projects are moving targets, reducing achievement, increasing frustration

- Business customers view IT as opaque, difficult to influence, and unfocused on critical concerns

- SOA initiatives started "technology first," not meeting potential, lack business support

- IT having difficulty proving value to the business

- SOA Governance organizations & efforts out of line with core IT Governance

SERENE APPROACH ON IT GOVERNANCE AND SOA GOVERNANCE

Serene Software's approach to SOA Governance differs from many SOA Consultancies in that Serene views SOA Governance as a highly integrated extension to general IT Governance rather than a parallel or independent effort. There is no doubt that the advent of SOA has made the challenge of providing good governance more complex for the organizations pursuing SOA. As the interconnections between departments, partners, and customers becomes formalized through the establishment of service contracts, governance organizations, policies, processes, and tooling must all be improved to accommodate the increased complexity. With this in mind, Serene believes that the best approach is a careful extension of a company's existing/core IT Governance approach rather than a wholesale rewrite or replication of those efforts for SOA.

Key Benefits

- Improved IT – Business Relations

- Reduced spend on misaligned priorities

- Reduced risk of SOA effort failure

- Improved IT & SOA implementation quality

- IT value to business more visible

- IT priorities more stable & achievable

- Fewer failed projects

Key offerings

IT GOVERNANCE:
- IT Governance Analysis
- IT Governance Implementation Support
  - Executive Council Implementation
  - Change Control Implementation
  - Config. Control Implementation
  - PMO Team/Dept. Implementation
- IT Governance Audit
- IT Budgeting & Funding Review
- IT Governance Tooling Selection Support

- SOA Governance Analysis
- SOA Governance Implementation Support
  - SOA Executive Council Implementation
  - SOA Architecture Group Implementation
- SOA Governance Audit
- SOA Budgeting & Funding Review
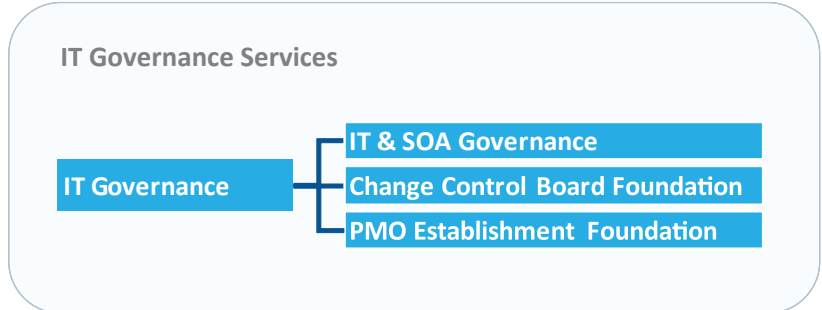- SOA Governance Tool Selection

ABOUT SERENE SOFTWARE

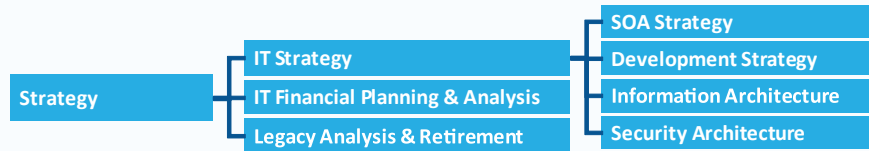Serene Software is a Jacksonville, Florida firm specializing in IT and SOA Governance, IT and SOA Strategy, Cost Containment, Product/ Solution Selection, and IT Audits and Analysis. Serene Software is a small business, an SBA certified SDB and 8(a) company, and a FL certified MBE.

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SERENE IT STRATEGY SERVICES

Serene Software uses a practical, focused, and well worn process to help its customers discover, define and refine IT Strategy artifacts appropriate for providing insight into tradeoffs and opportunities and guiding daily IT activities. The result is a strategy focused on prudent IT investments and that aligns IT initiatives with business priorities. Serene conducts quick, focused IT Strategy workshops and analysis sessions resulting in actionable IT Strategies. Our strategy process avoids lofty IT initiatives that provide little benefit to the daily work of IT staff or their business customers. Strategy products include: *General IT, SOA, Data, Security, IT Financial Planning and Analysis, and Legacy Analysis & Retirement*.

IT Strategy Services

Strategy	IT Strategy	SOA Strategy
	IT Financial Planning & Analysis	Development Strategy
	Legacy Analysis & Retirement	Information Architecture
		Security Architecture

WHAT IS IT STRATEGY & WHAT DOES IT DO?

Strategy initiatives in general can elicit rolling eyes, painful memories of extended conversations about Mission vs. Vision statements, and recollections of weighty documents that sat on the shelf for years while the organization got on with the "real work". Serene avoids weak strategy outcomes by challenging its customers to iterate towards clarity, coherence, and prioritization. The result is a practical rule set that guides IT customers, IT governance participants, and IT resources in making practical daily choices. Organizations experiencing confusion related to IT vs. Business goals and outcomes, where IT lacks a driving organizational mandate, where the business's expectations are out of line with IT's budget, or where upcoming initiatives in key areas (SOA, Legacy Analysis & Retirement, Information Architecture) present critical challenges should consider developing clear & productive IT related strategies.

Strategy Is	Strategy Does
• Coherent, prioritized rules used to determine when, where, and how IT will respond to business, technical, financial inputs • Adaptable actions scheduled to carefully implement priorities, reduce risk, and deliver value	• Create value for IT customers • Coordinate IT priorities with the business • Enhances company strengths • Create priorities and eliminate confusion • Define a value model for success

STRATEGY OVERVIEWS

IT STRATEGY: Many, if not most, IT departments operate without an overarching IT Strategy leaving IT and related resources to intuit priorities and direction. This minimizes coherent progress and introduces ambiguity and error. Serene helps clients build practical, actionable and coherent strategies for use in budgeting, governance activities, and overall alignment.

SOA STRATEGY: As organizations plan to formally adopt a Service Oriented Architecture (SOA), they find there are many planning and investment choices related to infrastructure, governance, the development of a service portfolio, education & training, and budgeting and allocation models. The development of a SOA Strategy provides the organizing rules and high level planning around which subsequent decisions can be made yielding faster achievement and higher SOA related value.

LEGACY ANALYSIS & RETIREMENT: Most IT departments have several decades of IT investment and some legacy systems that, through a variety of factors, have become costly to maintain and difficult to evolve. The modernization, replacement or isolation of these artifacts is a challenging and error prone exercise that requires clarity of forethought to execute without disruption to the business, unbudgeted cost overruns, and other IT "black eyes." Serene Legacy Analysis & Retirement Strategies allow customers to crystallize prioritized objectives, system and people dependencies, a realistic plan forward, and a realistic budget.
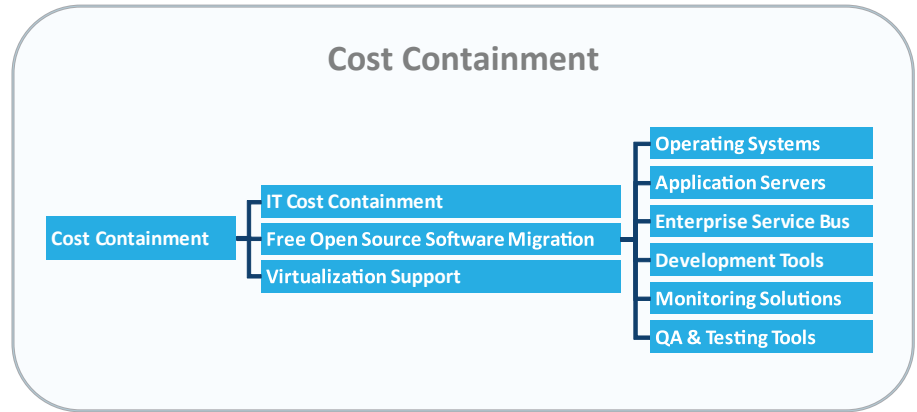
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SERENE COST CONTAINMENT SERVICES

Serene Software offers a targeted set of cost containment services designed to reduce the fixed cost of IT activities and free funds for IT or business use. We assist clients in lowering expenses—not through reduced service but through paying less for IT functions.
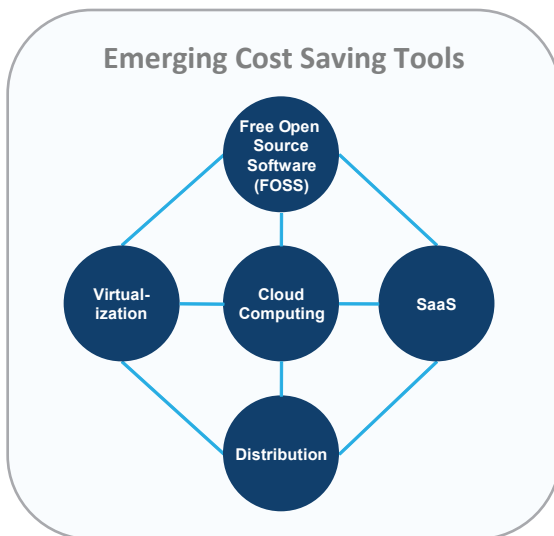
Services provide high value results when commissioned proactively by IT or when executed as part of larger business cost cutting efforts. Serene helps clients reduce wasteful demand, deliver on high-value initiatives, reduce fixed costs by using

Cost Containment

Cost Containment

- Cost Containment
  - IT Cost Containment
  - Free Open Source Software Migration
  - Virtualization Support
    - Operating Systems
    - Application Servers
    - Enterprise Service Bus
    - Development Tools
    - Monitoring Solutions
    - QA & Testing Tools

dynamic sourcing, reduce fixed labor and technology costs, and invest in technologies that will continue deliver material cost savings in the years to come. Our support services help our clients plan and adopt cost saving methods without high-risk programs and projects.

EMERGING TOOLS OF COST CONTAINMENT

Organizations seeking to reduce overall and fixed costs will find that it is an exciting time in the IT industry. As traditional cost cutting measures continue to yield results, new and dynamic tools (Virtualization, Software as a Service (SaaS), Free Open Source Software (FOSS), Distribution, and Cloud Computing) provide attractive opportunities for cost savings.

Emerging Cost Saving Tools

- Free Open Source Software (FOSS)
- Virtualization
- Cloud Computing
- SaaS
- Distribution

While all of these technologies have existed in some form for years, they are all rapidly advancing and present significant cost saving opportunities. For example, while Open Source has been a significant player at the Operating System and Development Tool levels, it is rapidly coming into its own higher in the software and value stack as business systems (Content Management, Search, Enterprise Portal) and business applications (Financials, Warehouse Management, Customer Relationship Management).

Expect these emerging tools to converge and provide follow-on opportunities for savings. Open source projects will become Cloud Computing and Distributed Computing aware — presenting further opportunities for consolidation of efforts and cost savings in general. The organizations that will receive the greatest return on investment will be the ones that adopt them deliberately and with a focus on verifiable cost savings.

COST CONTAINMENT SERVICE OVERVIEWS

IT COST CONTAINMENT: Provides comprehensive review of IT budget and existing enterprise realities/requirements to build a plan for cost savings. Our Traditional and Emerging IT savings models provide a structured model for reducing fixed and total IT expenses.

FREE OPEN SOURCE SOFTWARE (FOSS) MIGRATION: FOSS presents a major area of cost savings for the modern IT organization. Serene's FOSS services provides clients with support in building an ROI case for migration, a plan for migrating to an open source equivalent, and implementation support.

VIRTUALIZATION SUPPORT: Virtualization at the Operating System, Application Server, Network, Storage, and Application level provides a significant cost savings opportunity for IT organizations. Serene's Virtualization services provides clients with support in building ROI cases, a implementation plan, and follow on support.
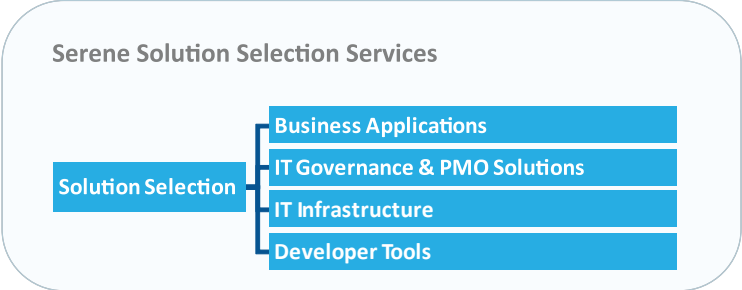
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SERENE SOLUTION SELECTION SERVICES

Selection of Business or IT solutions is a critical activity with extensive and long-term consequences. From the adoption of commercial products, to Free Open Source Solution, to the adoption of industry standards and best practices – choosing a path forward can be difficult and requires a deliberate and well executed process. Serene's Solution Selection services ensure a strong fit to business and technical requirements. Additionally a thorough and timely selection process provides a strong foundation for the following implementation phases, improving delivery and reducing risk.

CORE SELECTION TOPICS

- **BUSINESS APPLICATIONS:** Supply Chain (SCM, WMS, APS, Demand Planning), E-Commerce, EDI, ERP, POS

- **IT GOVERNANCE & PMO SERVICES:** Portfolio Management, Project Management, Process Modeling, Test management Solutions, Defect Management Solutions, Code Quality

- **IT INFRASTRUCTURE:** Application Servers, Clustering, Monitoring, Operating Systems, Integration, Hardware Platforms Consolidation, Identity Management and Single Sign On

- **DEVELOPER TOOLS:** Development Environments, Profilers, Build Solutions, Automated Testing Solutions

Serene Solution Selection Services

Solution Selection	Business Applications
	IT Governance & PMO Solutions
	IT Infrastructure
	Developer Tools

SOLUTION SELECTION PROCESS

Through iteration, Serene has refined a detailed process for discovering the appropriate selection information, analyzing the information, producing objective artifacts, presenting the results to the relevant parties, and building consensus for a solid selection. Additionally, Serene preserves momentum by using the selection artifacts to build the first level implementation plan so that key observations and risks are not lost in transition from selection to implementation. The result is a selection that is clearly documented, fitted to prioritized business and technical needs, defensible over time, and a foundation for a successful implementation.

Serene Solution Selection Process

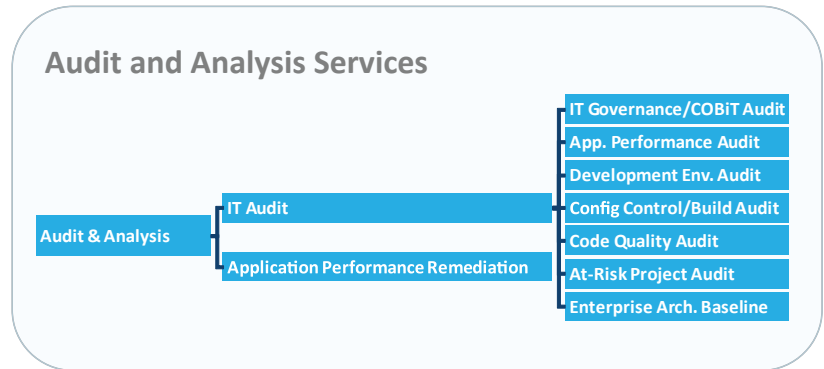|	P0 Discover	P1 Analyze		P2 Deliver
Deliverables	P0.00 Define Selection Team	P1.00 Requirements Model	P1.08 Evaluate POC	P2.00 Implement Action Plan
	P0.01 Define Sponsors	P1.01 Cost Model	P1.09 Document Scoring	P2.01 Implement Comm.
	P0.02 Define Goals	P1.02 Contract Goals	P1.10 Make/Document Selection	P2.02 Education Execution
	P0.03 Define Benefits	P1.03 Vendor Long List	P1.12 Develop Action Plan	P2.03 Architecture Guidelines
	P0.04 Define ROI	P1.04 Gross Vendor Score	P1.13 Develop Risk Plan	P2.04 Production Pilot
	P0.05 Incentives	P1.05 Vendor Short List	P1.14 Develop Comm. Plan	P2.05 Production Pilot Sign-Off
	P0.06 Discovery Review	P1.0 Short List Cost Estimate	P1.15 Create Education Plan	
	P0.07 Discovery Sign-Off	P1.07 Directed Demo/POC	P1.16 Planning Sign-Off	
Process Steps	P0.D0 Selection Team Org.	P1.D0 Requirements Model	P1.D6 Short List Cost Projections	P2.D1 Architecture Guidelines
	P0.D1 Goals & Benefits Model	P1.D1 Cost Model	P1.D7 POC Evaluation Results	P2.D2 Production Pilot
	P0.D2 ROI Model	P1.D2 Contract Goals	P1.D8 Decision Signoff	
	P0.D3 Incentive Model	P1.D3 Vendor List	P1.D9 Signed Software Contract	
	P0.D4 Discovery sign-off sheet	P1.D4 Gross Vendor Scores	P1.D10 Action & Risk Plan	
		P1.D5 Vendor Short List	P1.D11 Communication Plan	

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IT AUDIT & ANALYSIS SERVICES

Your organization can correct technical & governance related IT issues, identify operational deficiencies, measure compliance, and reduce risk through the targeted use of Serene Software's Audits and Analysis services. Serene uses an Independent Verification & Validation (IV&V) based approach to provide a clear and unbiased analysis and report on all IV&V engagements. Each engagement is executed as a separate project, with a fixed duration and deliverables, and with clear and independent goals. Each audit results in a report consumable by Management, Operations, and Application Development resources.

Audit and Analysis Services

- Audit & Analysis
  - IT Audit
    - IT Governance/COBiT Audit
    - App. Performance Audit
    - Development Env. Audit
    - Config Control/Build Audit
    - Code Quality Audit
    - At-Risk Project Audit
    - Enterprise Arch. Baseline
  - Application Performance Remediation

CANDIDATE ORGANIZATIONS FOR AUDITS

Serene offers both pre-planned audits and ad-hoc audit and analysis engagements. Preplanned audits are either ongoing or periodically scheduled engagements to help organizations focus on and improve well identified core competencies. Ad-hoc audits are typically provided in situations where issues have accumulated over time, have become acute, and are associated with "finger pointing/political footballs" that obscure progress. In each case, Serene Audits result in pragmatic plans for progress.

AUDIT OVERVIEWS

IT GOVERNANCE/COBIT AUDIT: Audit provides detailed analysis of how well IT is governed and the quality of outcomes of for the business. Analysis is modeled using a COBiT Model customized to specific customer needs. Audit results are delivered as an actionable plan for implementing organizational, policy, process and infrastructure changes.

APPLICATION PERFORMANCE AUDIT: Audit provides a clear path forward for creating a performance friendly IT environment and/or remediating performance related issues for a trouble application. The audit follows a proven process to identify issues, manage risk, and improve performance. Issues are analyzed across all system layers including: Hardware, Operating System, Networks, Storage & RDBMS, and Application Services.

DEVELOPMENT ENVIRONMENT AUDIT: Audit ensures that developers have the tools required to build targeted applications and that their managers have the needed tools to measure and manage developer activities and progress. Audit advice focuses on ways to improve the value delivered by developers.

CONFIGURATION & BUILD ENVIRONMENT: Audit optimizes the process of moving operational changes and application assemblies to test and production environments. Configuration & build changes can be the source of high impact defects introduced to production. Audit identifies the key defects in the configuration and built processes and delivers plans to remediate them.

CODE QUALITY AUDIT: Organizations often do not set and enforce effective code quality rules across their development assets (Java, J2EE, .NET, XML, Ajax/Javascript, etc.). Over time the complexity of variable and low quality code weighs down an effort and progress becomes increasingly difficult. The audit delivers planning to both remediate the existing code assets and to iteratively establish an environment that enforces quality policies and standards.

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BIO: MICHAEL SICK PRINCIPAL ENTERPRISE ARCHITECT

Michael Sick is the Founder and President of Serene Software, a Jacksonville, Florida firm specializing in Enterprise Architecture (EA) via IT Strategy, IT Governance, IT Budgeting, Service Oriented Architectures (SOA), and IT Legacy Planning services.

With over 15 years of experience, he has served as VP Development, Enterprise Architect and Lead Software Architect, while providing expertise to organizations like BAE, Sun Microsystems, Badcock Furniture, Raytheon (Future Combat Systems), the United States Air Force, USDA, BearingPoint, and other firms.
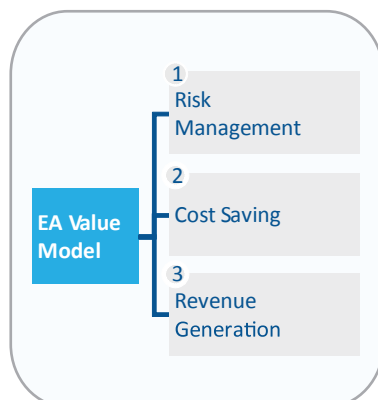
He is published in several technical journals (Java Developers Journal, SOA World Magazine and others), has served on the Board of Editors of the Web Services Developer's Journal, and has managed the development of several award-winning software packages. Areas of interest include: SOA, IT budget optimization and planning, distributed computing, and process optimization.
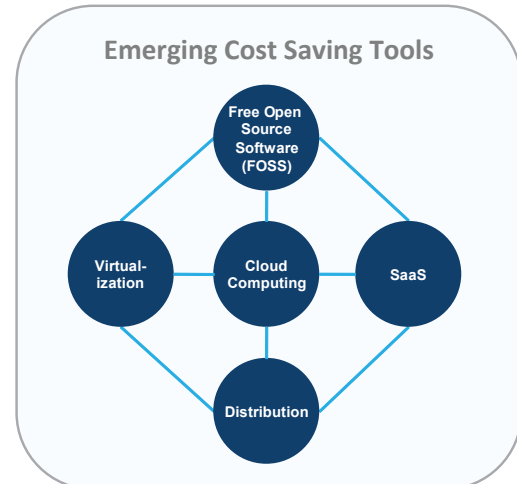
MICHAEL'S VIEW ON COMPUTING

Michael's view of what is most interesting in computing's history can be summarized as "What happens if capability X becomes really, really cheap." From transistors, to storage, to displays, to processors, to bandwidth, to development costs (FOSS), each lurch forward in computing was spurred by the radical reduction in a once scarce resource. Michael's career has advanced though the successful identification, adoption, mastery, and communication of technologies that made key resources cheaper at critical moments (HTTP and internet computing, Java, J2EE, distributed computing, SOA, etc.) and some lessons learned with some less fruitful initiatives (CORBA, CASE, in many ways EJB and others). Through Serene Software, Michael will continue to provide value to clients by helping them adopt new technologies and related methods.

THE VALUE OF ENTERPRISE ARCHITECTURE (EA)

Michael's view of the value of EA is simple and falls into three categories: cost savings, delivery of priority capabilities, and the reduction of critical risk. At any one moment, there are several dominant advancements in computing that can be applied to provide value. Currently, the most

EA Value Model

1 Risk Management

2 Cost Saving

3 Revenue Generation

potentially effective trends involve the convergence of Service Oriented Architecture (SOA), Free Open Source Software (FOSS), Virtualization, and Cloud Computing. Separately, and in combination, these technologies will provide several years of adoption challenges and value.

Emerging Cost Saving Tools

- Free Open Source Software (FOSS)
- Virtual-ization
- Cloud Computing
- SaaS
- Distribution

PROFESSIONAL HIGHLIGHTS:

- Enterprise Architect and Strategy Advisor, Choctal, Inc.

- Senior Principal Enterprise Architect, BAE Systems

- Senior SOA Architect, AgilePath

- Senior System Architect, Badcock & More® Home Furniture

- Senior SOA Architect, BearingPoint/United States Air Force

- WebSphere Portal Architect, United States Department of Agriculture

- Lead Portal Developer, ISS Proxy Inc., Financial Reporting

- Solution Architect, Ansell Healthcare

- Team Lead/Senior Developer, Blue Cross/Blue Shield of Florida

- VP of Development, UserMagnet, Inc.

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