

Serena® Collage® makes it easy to gain control of existing websites. Collage enables organizations to quickly and cost-effectively manage web content and automate change across all its websites.



GAIN CONTROL OVER AN EXPANDING WEB. Meet Serena Collage.

Serena Collage is the award-winning web content management tool that makes it simple to take back control and break through the IT bottleneck.

Serena Collage efficiently manages changes to your existing websites without requiring fundamental changes to your existing site or infrastructure. In fact, Serena Collage can rapidly import your existing site.

Once Collage is in place, anyone within the organization can contribute content, without waiting for the webmaster.

- Manage web content changes quickly
- Eliminate the webmaster bottleneck
- Easily bring new control to existing sites
- Speed time to web
- Improve teamwork with managed workflow

"Collage has met and exceeded our expectations. Content owners can now work directly with content instead of directly with development tools. Collage has also enabled us to provide our developers and content managers with a needed single point of contact...enabling us to increase staff efficiency."

– D.J. Spellman, Director of System Engineering, HarperCollins

SERENA COLLAGE REMOVES YOUR WEBSITE ROADBLOCKS

Serena Collage is the easiest and most economical way to manage all the moving parts of complex web initiatives. It takes content from many sources, automates the workflow for quality and security, and deploys to multiple destinations. Tasks get done in a fraction of the time you've come to live with.

Control of existing sites

Serena Collage can help you set up a website from scratch. Or you can use Collage Smart Import to rapidly move existing content into the Collage database.

Once your website is in Collage, you immediately get the benefits of enterprise-class versioning, auditing, workflow and search features. You can even publish the newly managed content right back out to your existing web servers.

Convenient contribution

Serena Collage, with its friendly web-based interface, enables direct content contribution from all kinds of users, not just web techies. Contributors can work within their favorite authoring tools, including Microsoft Word and Macromedia Dreamweaver. They don't have to learn new tools.

And contributors don't have to worry about the next step in getting the content live. Content is automatically routed for approval based on business requirements.

With everybody able to contribute content, the traditional IT bottleneck is eliminated. Users mind the content, while Collage minds the workflow, style and format.

Powerful publishing

Serena Collage rapidly and correctly publishes your content, no matter how complicated your sites – staging servers, intranets, extranets, third-party portals or public websites. Automatic publishing reduces time to web and eliminates errors caused by manual deployment processes.

With its powerful multi-point publishing Collage makes it easy to reuse content across multiple sites. You can schedule automatic updates or publish on demand.

Collage Smart Publishing intelligently deploys only the assets that have changed since the last deploy, making it faster and easier to update even the largest sites as often as needed.

A traceable trail

Do you need better insight into who changed what and when? Serena Collage permission restrictions mean only the right people have access to the right content.

And Collage keeps track of just about everything that happens in the system. You get complete visibility into who made and approved changes, and when the change went live.

Design Environments

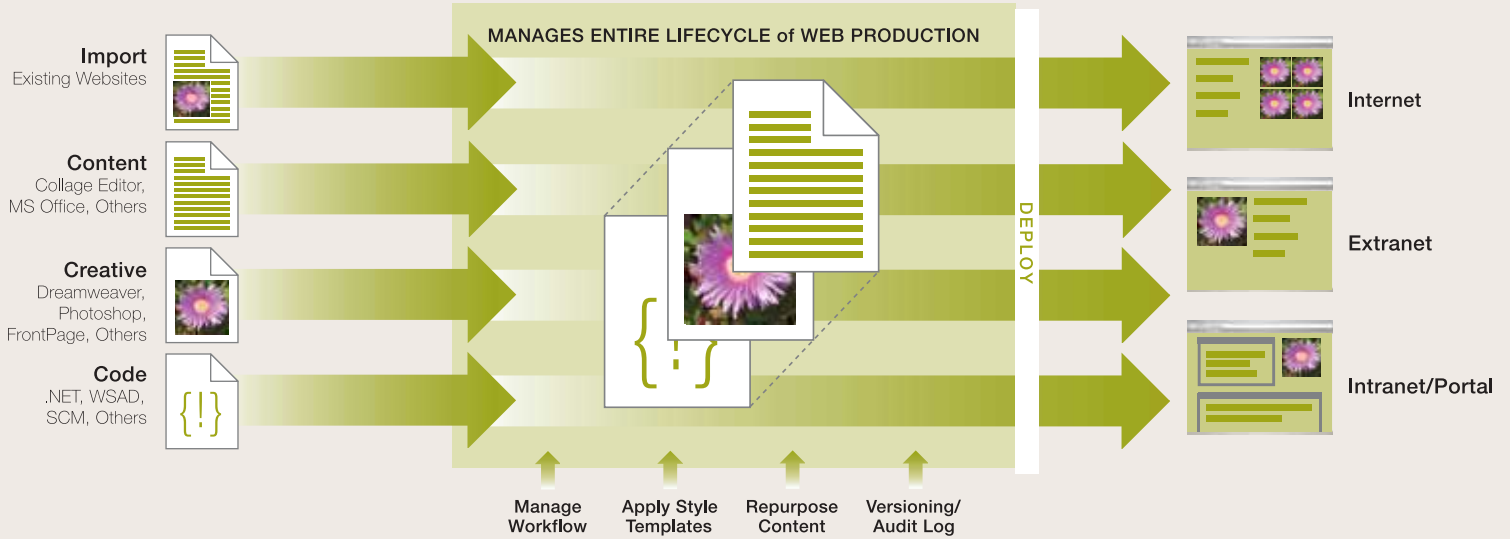
Front-end flexibility allows each group to use its preferred tools

Serena Collage

Design, create, deploy, and maintain web code and content

Production

Automatically deploy website code and content to multiple production, staging, and application servers



Here's where you ask, "What can Collage do for me?"

Serena Collage enables everyone to be part of the web team. Its features and capabilities flexibly support a variety of users and stakeholders, making websites easier to manage and more effective for everyone involved, from technical contributors to business users to managers.

Business users and managers

With everyone able to contribute content, there's no need for a trip through IT or a development team to get things done.

Collage contributors can input content via its easy-to-use, browser-based WYSIWYG contribution editor, which includes spell checking and convenient in-context preview.

Or, they can work within their favorite authoring tools. Changes made in common editing applications, like Microsoft Word, can be saved directly into Collage.

Web administrators

Collage site management features – all accessible using your browser – speed and simplify administration; content access control; site maintenance; and regular content backup and recovery.

Administrators can maintain audit logs and report on a wide variety of project and system events for powerful visibility into who made – and approved – changes.

Collage tracks the relationships between content assets so that content can be added, deleted and moved without worrying about breaking links.

Web project managers

The people who manage your web programs and initiatives can easily see, track and report on all changes to a website.

They can also define and implement task management and workflow control to keep the environment for distributed content contribution orderly and secure.

Flexible templating ensures standard site look-and-feel, so that web project initiatives are delivered correctly and efficiently.

The proactive link verification, change impact analysis, and diagnostics of Collage assure that errors are caught before content is published.

IT Services

IT organizations will breathe a sigh of relief once routine web changes and ongoing updates are managed by Serena Collage and dispersed to direct content contributors.

Plus it's easy for IT to implement Serena Collage quickly, without reinventing their own sites or systems. Its open, standards-based architecture can leverage existing infrastructure and supports multiple platforms, including Mac OS, Linux, Solaris and Microsoft Windows, as well as SAP NetWeaver, Tomcat, WebLogic and other application servers.

SERENA – THE LEADER IN CHANGE GOVERNANCE

Organizations that effectively respond to change have an opportunity to transform change into a business advantage. As a leader focused on managing change for over 25 years, Serena offers a new approach to change—Change Governance™, which expands on software change management to better fit the scale and complexity of an enterprise. Because Serena's customers are able to visualize, orchestrate, and enforce change events across the enterprise, they are able to mitigate the potentially catastrophic impacts of change—ultimately empowering customers to use change as a catalyst for realizing transformative business results. Serena is proud to offer the most complete set of integrated Change Governance solutions available. Our industry-leading software solutions include:



Serena® TeamTrack® is a web-architected, secure and highly configurable process and issue management system. It creates a clear process throughout the application lifecycle — from initial request to post-delivery customer support activities.



Serena® RTM™ captures all business requirements, allowing you to manage ongoing changes and their associated relationships across your entire project team.



The core of the Serena application lifecycle management solution set, Serena® ChangeMan® products automate the entire application lifecycle process across all development environments making software alterations more streamlined and efficient.



Serena® StarTool® keeps mainframe developers moving quickly, accurately and efficiently while spanning every phase of z/OS application testing, implementation and problem analysis.

Learn more about how Collage can reduce your bottlenecks by visiting www.serena.com or contacting one of our sales representatives in your area www.serena.com/ContactUs

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