

Blue Hill was Proud to Sponsor Serena xChange15

April 2, 2015



From left to right: **Greg Hughes**, President and Chief Executive Officer at Serena Software; **Mike Woods**, Senior Director Mainframe Services and **Kevin Parker**, Vice President of Worldwide Marketing and Chief Strategist at Serena Software



Mike Woods, Senior Director, Mainframe Service; **Rosary De Filippis**, Executive Director, Business Development and Chief Marketing Officer



As a premier sponsor, Blue Hill was pleased to help support Serena's global user conference, xChange15, held at the Ritz-Carlton Tysons Corner, Washington D.C., Monday March 23rd through Wednesday March 25th.

xChange is where the Serena community comes to exchange great ideas. During this event, attendees had the opportunity to attend training sessions and demos, talk to experts and share best practices with peers from around the world.

During the 3 day xChange event, there was over 60 technical sessions, on products like SBM, Dimensions CM and RM, Serena Release Manager, ChangeMan ZMF and more.

Meeting's also occurred with Serena's Senior Management Team, including Greg Hughes and Kevin Parker. Greg Hughes was named Serena's Chief Executive Officer in January 2013. Prior to that, Hughes joined Serena's board of directors in February 2012 while serving as an operating partner at Silver Lake Partners, which he joined in March 2011. Prior to Silver Lake, Hughes served in a variety of senior management roles at Symantec Corporation including Group President, Enterprise Products. Hughes joined Symantec through its acquisition of VERITAS Software, where he was Executive Vice President, Global Services. He joined VERITAS after a 10-year career at McKinsey & Company, where he founded and led the software practice. He currently serves on the board of LogMeIn and holds an MBA from Stanford and a BS and MS in electrical engineering and computer science from MIT.

Kevin Parker, Vice President of Worldwide Marketing and Chief Strategist at Serena Software. Kevin is a 35 year industry veteran, holder of three technology patents and today, is VP, Worldwide Marketing at Serena Software. He speaks and writes extensively on modern application development methodologies, release management and process automation. He started his career as a software developer and rose to lead this engineering team as VP of R&D at Serena Software. In the past five years he has been crossing the globe meeting with over 4,000 individuals. At Serena he works closely with analysts, the press, customers, partners and employees to exchange ideas about industry direction and business issues.

"We were so very pleased to be a premier sponsors at this year's Serena xChange15 – it was a great event and helped us solidify our partnership with Serena's executives and learn about their expanding offerings. Our relationship with Serena is extremely important to achieving our objectives in supporting our growing mainframe business"

- Mike Woods, Senior Director, Mainframe Services



About Serena Software

Serena Software provides Orchestrated IT solutions to the Global 2000. Serena's core purpose is to advance the business value of IT. Our 2,500 active enterprise customers, encompassing almost one million users worldwide, have made Serena the largest independent Application Lifecycle Management (ALM) vendor and the only one that orchestrates DevOps, the processes that bring together application development and operations.

Headquartered in Silicon Valley, Serena is a portfolio company of HGGC, a leading middle market private equity firm.

About Blue Hill Data Services

Blue Hill Data Services helps customers **reduce their operating costs** and **minimize risk** by providing fully managed data center hosting solutions, and a full array of complementary IT support services. Our highly skilled and experienced staff, world-class **on-shore facilities**, and reliable 24x7 services have supported customers worldwide and from all industries since 1994. We specialize in **mainframe, open systems, and AS/400 iSeries managed hosting services; Applications Services; Colocation services; Dedicated Disaster Recovery and Business Continuity Solutions**. Our deep technical skills and long standing experience enable us to **support our customers' legacy environments** as well as **implement new technology solutions**. Our differentiation is providing customized solutions, **flexibility with contracts and SLAs**, and personalized attention and services. We are proud our customer retention is 100%.

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