

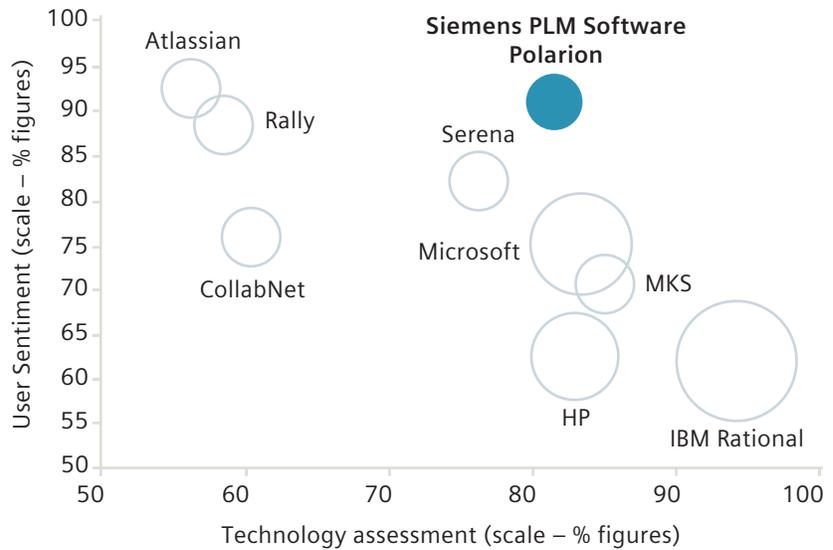
# Why you should consider Polarion ALM

Solution brief

Siemens PLM Software

**Leading independent experts recommend that you consider Siemens PLM Software's Polarion** Ovum is a leading global technology research and advisory firm. Through its 180 analysts worldwide it offers expert analysis and strategic insight across the IT, telecoms and media industries. Ovum has one of the most experienced analyst teams in the industry and is a respected source of guidance for technology business leaders, CIOs, vendors, service providers and regulators looking for comprehensive, accurate and insightful market data, research and consulting.

ALM Decision Matrix



Source: Ovum/Siemens PLM Software

Ovum's application lifecycle management (ALM) experts recommend that buyers consider Polarion ALM, for the following reasons:

- Polarion ALM provides a well-rounded ALM solution
- Only emerging ALM vendor with impressive Technology Score
- Polarion scored highly on the Customer Sentiment scale
- Impressive market traction...the solution is exactly what the market demands
- License costs are highly competitive

**OVUM view**

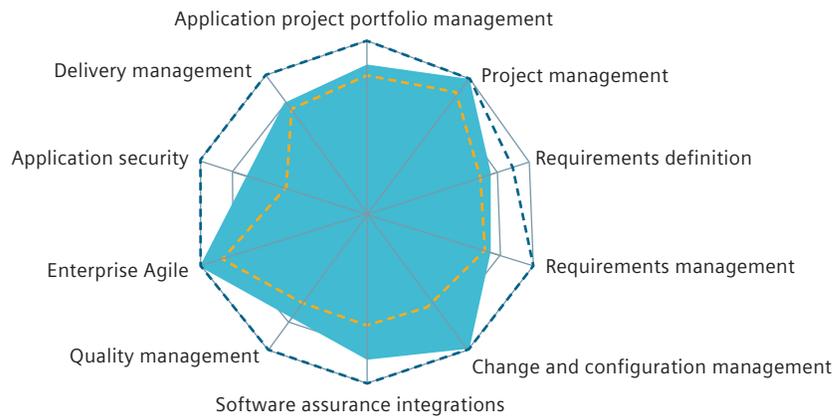
Initially released in 2005, Polarion ALM, Siemen PLM Software's solution for application lifecycle management, was a relatively new entrant in the market. However, in this short timeframe, the company has been able to gauge industry sentiment well, and as a result was able to design its core offering – Polarion ALM – in line with market demand. Web-based access, collaboration, and low-cost application lifecycle management are the key focus areas of Polarion ALM.

**Catalyst**

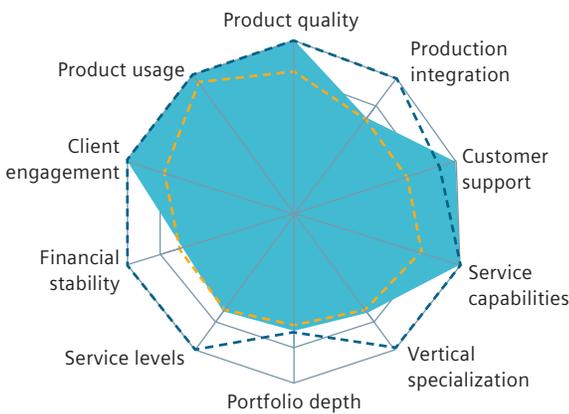
Polarion offers a complete application lifecycle management (ALM) suite to provide greater visibility into the software development process. The portfolio has grown organically, leveraging proven and reliable open source frameworks like Subversion, providing unified solutions that integrate the various disjointed process segments, each of which is typically addressed by a point solution. Therefore, today, the Polarion product provides an ALM suite that:

- Closely integrates ALM modules, facilitated by a solution-wide shared repository.
- Drives ALM with a workflow engine that underpins the whole lifecycle on one platform.

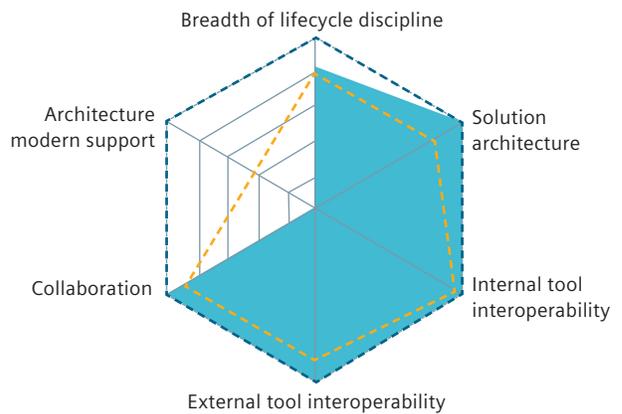
**Polarion ALM components radar**



**User sentiment radar**



**Technology radar**



■ Polarion    - - - Maximum    - - - Average across vendors

Source: Ovum

*"Polarion's impressive performance in the Technology and Customer Sentiment scale led Ovum to assign the Consider rating."*

*"The Polarion solution is a single monolithic application with closely integrated functionality and workflow, which Ovum believes is an advantage over ALM vendors whose solutions have grown inorganically."*

*"Polarion's Technology Scale is impressive, particularly in change and configuration management, enterprise Agile, project management, solution architecture, and application security."*

### **Market opportunity**

The Polarion solution is a single monolithic application with closely integrated functionality and workflow, which Ovum believes is an advantage over ALM vendors whose solutions have grown inorganically and therefore depend on multiple repositories. Built around Web 2.0, Polarion's solution has a strong focus on collaboration among distributed development teams, which is exactly what the market demands. Polarion ALM is targeted at application development teams (IT departments) within large enterprises and software development companies, and also product development projects supporting significant embedded software components. A lower-cost solution – Polarion Pro – is available, which may better suit small to medium-sized enterprises (SMEs).

***"Polarion is the category leader in... client engagement, service capabilities, product quality and customer support."***

### **OVUM recommendation: Consider**

Polarion's impressive performance on the Technology and Customer Sentiment scales led Ovum to assign the Consider rating. The vendor's ALM revenues are small compared with the market leaders; however, that does not take anything away from the Polarion offering. Polarion ALM merits closer attention from organizations that use Subversion as a repository and are yet to deploy ALM, as well as from organizations engaged in product engineering.

*"...Polarion can keep the license costs highly competitive. This also makes Polarion a natural port of call for any enterprise user of Subversion."*

*"The software installation process does not require any special expertise and can be handled by in-house IT teams."*

*"The offering is competent in most areas, as can be seen from Polarion's ALM radars."*

### **About OVUM**

Ovum creates tangible business advantage for its customers by providing actionable intelligence that can be relied upon in evaluating opportunities, benchmarking performance, and making better business-critical decisions.  
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