



Dr. Magdy Hanna, Founder and CEO

A Genius in Integrated Application Lifecycle Management: **Rommana Software**

Rommana software was started in 2007 as a leading provider of ALM tools. Founded by Dr. Magdy Hanna, the company was established as a division of Software Dimensions Consulting and Training, and was later founded as a Minnesota company in 2012.

The success of any project depends on how well the different phases of the lifecycle are managed. Many project managers think that good project management is all that it takes to have a successful project. In fact, without a fully Integrated Lifecycle Management methodology and tool, a project can turn into a disaster.

Motivation behind the foundation

While the founder of the company, Dr. Magdy Hanna, was teaching software engineering and quality assurance in the international Institute for Software Testing and graduate programs in software engineering, he realized that many of effective methods he taught are not being supported by existing tools. Most

importantly, tools available at that time did not support many phases of the software lifecycle and as a result, full integration and full traceability were lacking. Almost all tools supported only one or two phases of the software lifecycle. Some vendors claimed integration simply by “*packaging*” tools from other vendors with their tools. In all cases, that packaging always did not use one common repository of data and as a result, traceability was lacking. Rommana Software was founded to provide “*real*” integrated application lifecycle management where artifacts from all phases are stored in one repository that is shared by all components of one tool.

Best thing since sliced bread

Rommana Software was founded to fill a major gap in the application lifecycle management field. The first release of Rommana ALM launched in 2009. The early releases of the product were made available for companies to use free of charge. The purpose was to raise the awareness of fully integrated ALM as opposed

to single tools that support isolated lifecycle phases. The company used feedback from those companies to perfect the products by adding more features that were requested by those companies. In 2012, Rommana ALM became available in the Cloud with no need for download and installation. All users were moved to the Cloud then. This allowed the company to continuously add features in the Cloud with no need to send out updates. Many of those companies still use the product today Rommana ALM also continued to be available as a hosted solution for those companies who were not interested in using Rommana in the Cloud.

“Fast response to feature requests by customers, innovation and ability to implement ideas fast, passion for the field, methodology specialists are our assets for the growth of Rommana,” says CEO.

“We have been conducting a number of free webinars to explain the methodologies supported by Rommana ALM. The feedback from these webinars was overwhelmingly

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We deliver Total Control, Total Integration, Total Management, Simplicity, Availability, Traceability, Seamlessness and Full Collaboration.

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positive. Participants always commented on the comprehensiveness of features and the intuition of the user interface,” he adds.

Rommana ALM received a number of Awards

In 2013, an independent comparative study of 32 tools was conducted by RQX Global, an independent research company. The study awarded Rommana ALM three awards: The Best ALM Tool, the Best Cloud Solution, and the Best Requirement Management Tool.

Elements for the popularity

- The comprehensive coverage of features- Rommana ALM supports every aspect of application lifecycle in the most comprehensive way
- The full integration and multidimensional traceability between all lifecycle artifacts
- The intuitive user interface
- The very low price of the product. Rommana ALM costs a small fraction of what other

tools with much less functionality cost.

Given the rate by which the company is adding more features based on feedback from their users, It is expected that Rommana ALM will be the most used ALM tool in the marketplace. Rommana ALM should not be compared to other tools that provide a very light support of one or two lifecycle phases. Rommana ALM will soon be available in smaller packages consisting of certain Rommana components. This will help smaller organizations that might not be interested in the broad range of functionality supported by Rommana ALM.

Meet the Chieftain

Dr. Magdy Hanna, Founder and CEO: Dr. Hanna holds a Ph.D. and a Masters degree in Computer and Information Sciences from the University of Minnesota and a Masters in Operations Research from Cairo University. Dr. Hanna’s experience in software engineering goes back to the late 70’s. He started

as a developer and moved up to management positions in development and QA. Dr. Hanna is a recognized educator, speaker and consultant in several areas of software engineering. His distinguished seminars on various topics have been highly rated by software professionals.

Dr. Hanna is the founder, CEO and Chairman of the International Institute for Software Testing, the leading educational and professional development organization that provides education-based certifications to software test and quality professionals around the world. As a consultant, Dr. Hanna has helped organizations define and improve their software processes using disciplined software engineering approaches. As a professor of software Engineering at the University of St. Thomas, he taught graduate courses on several software engineering topics with emphasis on practical software quality techniques.