



Compuware Delivers Industry-first APM Innovations for Mobile, Web, Cloud, Streaming and Enterprise Applications

New Compuware Gomez Fall Release Includes Eight Industry Firsts to Help Customers Drive Revenue, Strengthen Brand Equity and Increase Customer Satisfaction

Compuware Corporation (Nasdaq: CPWR), the technology performance company, today announced a new major release of its integrated application performance management (APM) solution <<http://www.compuware.com/application-performance-management/>>, the Compuware Gomez platform <<http://bit.ly/o4rAsV>>. The Gomez Fall 2011 Platform Release <<http://bit.ly/o4rAsV>> extends Compuwares APM leadership by introducing eight industry-first innovations across its SaaS and on-premises APM products that help customers optimise application performance to save money and time.

These industry firsts provide:

- the most comprehensive mobile and streaming media performance monitoring and testing network;
- deepened collaboration with Google with Google Mobile Page Speed integration;
- the industrys most advanced end-user experience performance analytics; and
- unmatched deep application visibility and diagnostics via integration with dynaTrace

Over the last three years, Enterprise Management Associates (EMA) has seen the importance and need for User Experience Management (UEM) steadily growing among enterprise organisations, said Dennis Drogseth, Vice President at EMA. These requirements have been accelerated by the rise of cloud computing and virtualisation, where UEM becomes the ultimate baseline for effective service delivery. Compuwares ongoing leadership in UEM is strongly enhanced with the new Gomez Platform 2011 Fall Release <<http://bit.ly/o4rAsV>>, which also broadens its range of support to critical mobile environments, which are increasingly redefining the point of entry for the end-user population.

As organisations become increasingly dependent on business-critical applications, IT complexity has simultaneously exploded. Mobility, cloud, virtualisation, Web 2.0, service-oriented architecture and browser diversity have all made achieving performance, availability and end-user experience <<http://www.compuware.com/application-performance-management/end-user-experience-synthetic-monitoring.html>> goals a challenge. In parallel, global competition and the relentless pace of business drive organisations to introduce new applications and features faster and faster.

Compuwares latest release of the Gomez platform <<http://bit.ly/o4rAsV>> addresses these challenges by expanding performance visibility and deep-dive analytics across the entire application delivery chain - from the First Mile <<http://www.compuware.com/application-performance-management/first-mile.html>> to the Last Mile <<http://www.compuware.com/application-performance-management/last-mile.html>> - to rapidly find and fix problems that originate inside or outside the data centre. This enables organisations to optimize their web, non-web, mobile, streaming and cloud applications quickly before the end-user is impacted.

New features and capabilities in the Gomez Fall 2011 Platform Release include:

Mobile & Streaming

Industry First: Gomez Mobile Real-User Monitoring (RUM) Conversion Analytics <<http://www.compuware.com/application-performance-management/real-user-monitoring-mobile-features-benefits.html>>. This industry first enables organisations to understand the relationship between performance and customer conversions for native mobile applications. Now Gomez users can gain insight into how phone characteristics such as signal strength, memory, and battery charge impact mobile native application response time.

Industry First: Integration With Google Mobile Page Speed. The Gomez Mobile Readiness scorecard now includes scores and recommendations for performance improvements from Google Mobile Page Speed. This allows organizations to assess and optimise the performance of their mobile

applications.

Largest Mobile Synthetic Monitoring Network. Compuware now has the largest global synthetic monitoring performance monitoring network to provide the industrys best view into mobile end-user experience. The Gomez Mobile Testing Network includes 29 global locations and supports more than 5,000 device profiles.

Industry First: Adaptive Streaming Support <<http://www.compuware.com/application-performance-management/streaming.html>> . Compuware now offers the first application performance monitoring solution that supports adaptive streaming. Supports Adobe Flash Dynamic Steaming and Microsoft Silverlight Smooth Streaming. Measures characteristics such as the number of times the bitrate changes, the absolute time spent at each bitrate and the percentage of time spent at each bitrate. Allows organizations to optimize the performance of their streaming media applications.

dynaTrace Integration

Industry First: Synthetic Monitoring Integration With Code-Level Analysis. The power of Gomez synthetic monitoring <<http://www.compuware.com/application-performance-management/end-user-experience-synthetic-monitoring.html>> has been expanded by integrating with dynaTraces PurePath Technology <<http://www.dynatrace.com/en/magic-of-purepath.aspx>> to significantly accelerate problem root cause analysis. Couples Gomezs best-in-class synthetic monitoring platform with dynaTraces best-in-class deep application visibility and diagnostics.

Updated: First Mile <<http://www.compuware.com/application-performance-management/first-mile.html>> to Last Mile <<http://www.compuware.com/application-performance-management/last-mile.html>> Operations Dashboard With Code-Level Analysis: The industrys only First Mile <<http://www.compuware.com/application-performance-management/first-mile.html>> to Last Mile <<http://www.compuware.com/application-performance-management/last-mile.html>> operations dashboard has been enhanced with seamless deep-dive integration with dynaTrace. The Operations Dashboard accelerates problem resolution by identifying poor performing transactions, displaying business impact (e.g. number of users impacted), isolating the fault domain and enabling one-click drill down to root cause via advanced analytics. This unique dashboard identifies issues and root causes in four areas: the data centre or WAN, third-party providers, the Internet or an ISP, and end-user browsers and devices.

Industry First: 360 Web Load Testing <<http://www.compuware.com/application-performance-management/web-load-testing.html>> . The industrys first load testing solution allows testing web, mobile and cloud applications from the customers point of view and resolve problems across the entire application delivery chain from the First Mile to the Last Mile. The solution brings together two industry-leading testing solutions Gomez Web Load Testing <<http://www.compuware.com/application-performance-management/web-load-testing.html>> and dynaTrace Test Center Edition <<http://www.dynatrace.com/en/test-center-edition.aspx>> into one integrated offering and accelerates time-to-market by quickly identifying user experience performance problems and isolating the root cause down to the line of code. This is the only solution that combines high volume cloud-based load with geo-based realistic load from Gomezs network of more than 150,000 Last Mile <<http://www.compuware.com/application-performance-management/last-mile.html>> locations to find problems across the entire Web application delivery chain.

Performance Analytics & Visualisation

Industry First: Browser Real-User Monitoring User Satisfaction Map <<http://www.compuware.com/application-performance-management/real-user-monitoring-browser.html>> . This new map-based interactive interface allows visualisation of end-user satisfaction. Organisations can drill down to isolate performance problems by geography to better understand the quality of their real users experience by geographic region, page, browser, device, operating system and more.

Industry First: Last Mile Load Testing Health Map. The new Global Performance View displays performance and availability information by test locations including both cloud and Last Mile load sources. The map-based visual interface allows organisations to easily spot and isolate performance problems.

Expanded: Data Centre Real-User Monitoring Performance Analytics <<http://www.compuware.com/application-performance-management/data-center.html>> . Organizations can evaluate application performance and transaction page abandonment rates by browsers, devices and operating systems, and accelerate problem resolution via enhanced fault domain isolation.

Expanded: BSM Third-party Integrations <<http://www.compuware.com/application-performance-management/third-party-intergration.html>> . Gomez now offers new and enhanced Business Service Manager adapters for 12 environments including Microsoft SCOM, BMC Performance Manager, HP Operations Manager, SolarWinds, Netcool and Nagios. More than 80 third-party solutions are now supported.

New: Unified Network and Application Performance Monitoring

<<http://www.compuware.com/application-performance-management/gomez-network-performance-monitoring.html>> . Gomez now correlates network performance issues to applications, transactions and individual users, providing a unified view of how network performance impacts end-user experience. Now organisations have faster trouble shooting with one view to correlate network performance and business impact based on end-user experience.

Industry First: Most Comprehensive SAP Application Analysis

<<http://www.compuware.com/application-performance-management/sap-performance.html>> : This industry-first delivers detailed analysis of both thick-client (R/3) and web-based (NetWeaver) instances of SAP applications. This enables proactive trouble shooting and optimisation of revenue-impacting business operations.

Businesses today depend on high-performing applications to drive revenues, customer satisfaction and brand equity, so the need to optimise application performance is greater than ever, said Bruce Reading, Senior Vice President and General Manager of Compuwares APM business unit. In this new release, we continue to meet this demand by providing our customers with unbeatable insight into application performance across the entire application delivery chain.

For more details on all the new enhancements included in the Gomez Fall 2011 Platform Release <<http://bit.ly/o4rAsV>>

The Gomez platform <<http://www.compuware.com/application-performance-management/the-gomez-platform.html>> is the industrys leading solution for optimising the performance of Web, non-Web, mobile, streaming and cloud applications. Driven by end-user experience <<http://www.compuware.com/application-performance-management/end-user-experience-synthetic-monitoring.html>> , Gomez provides a unified view across the entire application delivery chain <<http://www.compuware.com/application-performance-management/what-makes-gomez-unique.html#unify>> , from a users browser or mobile device, across the Internet or a corporate WAN, in the cloud, to inside the data centre, eliminating blind spots from the First Mile <<http://www.compuware.com/application-performance-management/first-mile.html>> to the Last Mile <<http://www.compuware.com/application-performance-management/last-mile.html>> .

Compuware is recognised as a leader in Gartner Inc.s Magic Quadrant for Application Performance Monitoring <<http://bit.ly/q5jKi7>> report. To view and download a complimentary copy of the report, click here <<http://bit.ly/q5jKi7>> .

Compuware Corporation

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