

# Compuware Publishes New Whitepaper: "Five Lessons Learned From the 2010 Online Retail Shopping Holiday Season"

Paper Details Best Methods for Businesses to Ensure Their Website is Ready for Peak Holiday Traffic

SYDNEY, Aust. -- May 26, 2011 -- Compuware Corporation (NASDAQ: CPWR), the technology performance company, today announced that it has published a new whitepaper titled: Five Lessons Learned From the 2010 Online Retail Shopping Holiday Season. The paper explores five lessons learned by businesses in preparation for the 2010 retail shopping season to ensure their websites were ready for peak holiday traffic. These lessons come from actual customer cases, working with professional services and using Compuware Gomez Web Load Testing to prepare for their peak traffic. This white paper outlines:-- The importance of planning often and early;-- Key business and IT drivers that must be considered to define an effective plan;-- The roles business and IT play in ensuring a successful peak traffic event;-- The role third-party contributors play in user experience and how to protect against issues with third-parties and;-- How to deal with geography, browsers and devices by including them all. Download the whitepaper here (registration required): <http://bit.ly/jlhvTf>. The Gomez platform is the industrys leading solution for optimising the performance of web, non-web, mobile, streaming and cloud applications. Driven by end-user experience, Gomez provides a unified view across the entire application delivery chain, from a users browser or mobile device, across the Internet or a corporate WAN, in the cloud, to inside the data center, eliminating blind spots from the First Mile to the Last Mile. Follow us on:-- Twitter-- YouTube-- Facebook-- APM Blog-- CloudSleuth Compuware Corporation Compuware Corporation, the technology performance company, provides software, experts and best practices to ensure technology works well and delivers value. Compuware solutions make the worlds most important technologies perform at their best for leading organisations worldwide, including 46 of the top 50 Fortune 500 companies and 12 of the top 20 most visited U.S. web sites. Learn more at: <http://www.compuware.com>.###

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