

hybris and Compuware Extend APM Partnership to Boost Quality and Accelerate Release Delivery

Compuware APM Drives Cross Lifecycle Collaboration to Bolster Application Quality and Speed of Innovation to hybris Customers and Partners

Compuware Corporation <http://www.compuware.com/en_us.html> (Nasdaq: CPWR), the technology performance company delivering a new generation of application performance management (APM), today announced that hybris software <<http://www.hybris.com>> , an SAP company, and the world's fastest-growing commerce platform provider, and Compuware APM have extended their partnership to empower collaboration among developers, QA and production teams. This application performance lifecycle approach helps hybris partners provide higher quality releases with reduced resources so that customers enjoy high performance releases in a shorter amount of time.

The new component of their partnership, a partnership first announced in 2011, builds on Compuware dynaTrace Production Edition's <<http://www.hybris.com/en/partner/hybris-extend/dynatrace>> position as the only APM solution certified by hybris to deeply monitor the hybris platform.

hybris, which delivers enterprise software and on-demand solutions for eCommerce, omni-channel commerce, master data management and order management, is extending its partnership with Compuware to bring down service and support costs, improve project roll out time and ensure pristine quality of eCommerce projects. By sharing best practices built around hybris' recommended APM technology, developers and QA professionals building applications on the hybris platform can better understand how their code behaves and interacts with the hybris framework, the hybris APIs and the hybris classes to solve complex application problems quickly to ensure optimal performance and bug reduction.

"Our partnership with Compuware APM greatly supports us in our mission to deliver successful hybris implementations for our customers," said Pat Finn, Vice President of Channels, Americas, at hybris. "Compuware APM helps its customers proactively spot and solve application performance issues before users are impacted, even in the most complex, multi-tier applications. This insight is vital in enabling them to tune-up their most critical applications from the user's perspective, increasing loyalty, revenue and brand image. Married with our industry acclaimed hybris Commerce Suite, this alliance will provide a winning formula for our customers."

hybris partners with Compuware APM to enable its customers to:

- assure optimal end-user experiences for online customers and drive greater business value by determining the impact of performance on key business metrics;
- monitor complex production applications, assure SLAs and determine root-cause of issues;
- monitor modern application environments – cloud, big data, virtualised, distributed;
- provide business and application insight to all stakeholders via easy to use dashboards and reports;
- increase availability and accelerate release cycles by assuring production readiness and scalability; and
- quickly and easily deploy, use and manage a new generation APM system.

"We are excited to further our partnership with hybris. In the eCommerce world, application quality and performance has a direct and significant impact on the user experience that drives revenue and repeat customers," said Blair Drenner, Vice President of Strategic Business Development for Compuware's APM business unit. "eCommerce environments have many moving parts and many stakeholders who need to work seamlessly to guarantee successful customer experiences. By leveraging Compuware APM's solutions and best practices throughout their eCommerce lifecycle, hybris customers will be able to manage that complexity, reduce total cost of ownership and enhance business and technology performance."

Compuware APM <http://www.compuware.com/en_us/application-performance-management.html> is the leader in a new generation of application

performance management. Unlike traditional APM solutions that are heavy, difficult and reactive, Compuware APM is light, smart and proactive. Compuware APM is built to manage the complexity of today's most challenging modern applications including mobile, cloud, big data and SOA. Compuware APM optimises and monitors tens of thousands of applications for more than 5,000 customers, large and small, around the globe. Through the lens of end-user experience, our customers enjoy faster performance, proactive problem resolution, accelerated time-to-market and reduced application management costs through smarter analytics, advanced APM automation and a unique performance lifecycle foundation.

To read more about Compuware's leadership in the APM market, click here
<http://www.compuware.com/en_us/application-performance-management/about/leadership.html> .

Follow Compuware APM on:

- [Twitter - CompuwareAPM <http://cpwr.it/fMuis>](http://cpwr.it/fMuis)
- [Facebook – CompuwareAPM <http://cpwr.it/fMvM9>](http://cpwr.it/fMvM9)
- [About:Performance Blog <http://cpwr.it/fMuZJ>](http://cpwr.it/fMuZJ)
- [Outage Analyzer <http://cpwr.it/fMwco>](http://cpwr.it/fMwco)

Compuware Corporation

Compuware is the technology performance company, and we exist solely to help our customers optimise the performance of their most important and innovative technologies—those that drive their businesses forward. Today, more than 7,100 companies, including many of the world's largest organisations, depend on Compuware and our new generation approach to performance management to do just that. Learn more at:
<http://www.compuware.com>.