



Compuware Rebrands APM Solutions: [Compuware Gomez®](#) Integrates APM From the End User to the Data Center

Single Brand Underscores Unification and Integration of [APM Product Line](#)

DETROIT--May 17, 2011--[Compuware Corporation](#) (NASDAQ: CPWR), the technology performance company, today announced that it has rebranded its [Application Performance Management](#) (APM) products to a single product family name, [Compuware Gomez®](#). This single brand approach underscores the integration and unification of the [Compuware APM product lines](#) and sends a clear message to the marketplace about Compuware's commitment to industry leadership for its APM business.

Under the new branding, all Vantage products have been renamed with the [Gomez](#) brand name. The products from the Vantage family, which placed Compuware in the leadership quadrant of the 2010 Gartner APM Magic Quadrant, continue to be strategically critical to Compuware's APM strategy, and the company will continue to aggressively invest in and develop them. Likewise, the [Gomez SaaS family of products](#) will continue to be developed and supported.

This rebranding is another major step in Compuware's continued investment in its [integrated APM solution](#). As part of its APM unification strategy, Compuware recently formed a dedicated APM business unit spanning all APM products and major organizational functions, including engineering, operations, product management, sales, marketing, service and support. This will accelerate the integration and focus for the APM product line, now called Gomez.

[The Gomez APM solution](#) works for every type of application, including enterprise applications accessed by employees, e-commerce web sites visited by customers or applications running on mobile devices. The Gomez "[First Mile](#) to [Last Mile](#)" solution eliminates blind spots across the entire application delivery chain, from the browser on a user's computer or mobile device, across the Internet or a corporate WAN, across third-party and cloud providers, to the complex infrastructure inside data centers.

"This rebranding is a key element of Compuware's strategic vision and aggressive growth strategy for our APM business," said Bob Paul, President and Chief Operating Officer at Compuware Corporation. "We provide customers with a unique capability to [manage application performance in a single, holistic approach that spans data centers, cloud providers, Internet services and end users](#). Our competitors' loose partnerships and superficial marketing can't compare to the integrated value offered by Compuware Gomez. One brand name helps convey that message to our customers, highlighting the unique value that only Compuware can offer."

Additionally, various classic Gomez product names have been renamed as well to adopt the same naming convention and to more clearly convey product functionality. [View a complete list of all the new product names here](#).

The [Gomez Spring 2011 Platform Release, which was publicly announced today](#), is the first product release that reflects the new Gomez brand name. The brand name change is effective today.

[The Gomez platform](#) is the industry's leading solution for optimizing 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 user's 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](#).

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Compuware Corporation

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technology works well and delivers value. Compuware solutions make the world's most important technologies perform at their best for leading organizations 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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