



Compuware to Speak on Impact of Online and Mobile Customer Experience at Hartford CIO Forum & Executive IT Summit 2012

DETROIT, April 17, 2012 (GLOBE NEWSWIRE) -- [Compuware Corporation](#) (Nasdaq:CPWR), the technology performance company, today announced that Stephen Pierzchala, SaaS Specialist for Compuware's [application performance management](#) (APM) business, will present a session titled: ["Does Your Customer's Online and Mobile Experience Directly Impact Your Business?"](#) at the [Hartford CIO Forum & Executive IT Summit 2012](#) in Hartford, CT.

Users are demanding superior web experiences and highly responsive, convenient and accessible websites regardless of the device they're using. As a result, customers have increased expectations for the companies they interact with and do business with online. But how does a customer's online experience translate into measureable business impact?

This [session](#) will provide new insights and metrics for understanding how customers' online experience directly impact the business and how measuring [application performance](#) and [end-user experience](#) can give companies a competitive advantage.

Session Title: ["Does Your Customer's Online and Mobile Experience Directly Impact Your Business?"](#)

When: Tuesday, April 24, 2012

Time: 11:30 a.m. Eastern time

Where: Hartford Premier CIO 2012 Forum & Executive IT Summit, CT Convention Center

What: During this session, attendees will learn:

- best practices and lesson learned from well-known web brands that have found ways to quantify the costs and benefits of [delivering high performance applications](#) to their customers; and
- how a customer-centric view of [application performance](#) can be used to address key business initiatives with a specific focus on the [insurance industry](#).

Stephen Pierzchala is a SaaS Specialist for [Compuware's APM business](#) and has more than 10 years of experience in web **Speaker:** performance management and customer experience measurement.

Compuware is a platinum sponsor of the [Hartford CIO Forum & Executive IT Summit 2012](#) and will exhibit, April 24-25.

The [Compuware 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](#).

Compuware is recognized as a leader in the ["Magic Quadrant for Application Performance Monitoring"](#) report. To read more about Compuware's leadership in the APM market, [click here](#).

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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 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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