



Compuware Presents Live Webcast Featuring Independent Research Firm: "3 Keys to Great Customer Experience When Launching Web and Mobile Applications"

[Webcast](#) to Detail How Proper Design, Collaboration and [Testing of Web and Mobile Applications](#) Can Ensure Great Customer Experience

DETROIT, Oct. 27, 2011 (GLOBE NEWSWIRE) -- [Compuware Corporation](#) (Nasdaq:CPWR), the technology performance company, today announced a [live webcast](#) featuring [Forrester Research, Inc.](#) that will highlight how proper approaches to design, collaboration and [testing of web and mobile applications](#) can help organizations ensure great customer experience.

Title: ["3 Keys to Great Customer Experience When Launching Web and Mobile Applications"](#)

When: Thursday, November 3, 2011

Time: 1 p.m. Eastern time

Presenters: Margo Visitation, Vice President, Principal Analyst, Forrester Research; Mark Eshelby, Web Load Testing, Senior Product Manager, Compuware APM

Why: Designing a great application is only part of [ensuring a great customer experience](#). Ensuring that the application meets business and user expectations in a way that attracts and keeps customers — yet protects and increases business interests — is the key to a great customer experience.

What: During this [free webcast](#), attendees will learn:

- That today's teams must focus on a wider range of requirements to verify in complex environments;
- How web and mobile applications change the customer experience;
- Why application development professionals must use collaborative test design principles and approaches; and
- How to approach [testing web and mobile applications](#), focusing on the end user experience.

Register Here: <http://bit.ly/teiDZX>

[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 Gartner Inc.'s ["Magic Quadrant for Application Performance Monitoring"](#) report. To view and download a complimentary copy of the report, [click here](#).

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Compuware Corporation

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