



Compuware Launches New Web and Mobile Performance Benchmarks for Insurance Providers

Increased Competition Drives Insurance Companies to Provide Improved Online Customer Experiences

DETROIT, July 7, 2011 (GLOBE NEWSWIRE) -- Compuware Corporation (Nasdaq:CPWR), the technology performance company, today announced the launch of new website and mobile performance benchmarks for both healthcare and auto/property insurance providers. The new [U.S Healthcare Insurance](#) and [U.S Insurance Auto and Property](#) benchmarks include both Home Page and Last Mile measurements. The company also launched a new [Mobile Site Performance Index](#) for U.S. auto and property insurers.

The economic downturn accelerated changes in the ways that consumers shop for insurance, introducing new demand for claims immediacy and more transparent pricing wherever the shopper happens to be, using whatever device is available. Because consumers have many choices for both healthcare and auto/property insurance, providers are responding to the increased competition by focusing on delivering better online customer experiences.

In a recent study of 4,014 global consumers' mobile web and application expectations and experiences conducted, 74 percent of respondents are willing to wait five seconds or less for a single web page to load on their mobile phone before leaving the site. However today, eight of the top nine auto and property insurance providers have mobile page load times of more than five seconds.

"Healthcare and auto/property insurance providers are encouraging more customers to use their online and mobile channels to grow revenue and manage costs. In such a highly competitive industry, it's extremely important that providers meet their policyholders' web and mobile expectations," said Jonathan Ranger, Gomez Benchmark Practice Director at Compuware. "If insurance providers fail to deliver top online experiences and the speed, flexibility, and innovation expected by consumers, they risk driving away site visitors and losing them to the competition."

Compuware [Gomez Benchmarks](#) are an impartial, quantitative measurement of comparative web and mobile site performance and rank the Home Page, Transactions and Mobile performance results across many industries across three key metrics:

- **Response Time** — measures the time elapsed while downloading a page or an entire multistep transaction process
- **Availability** — measures the percentage of successfully completed tests out of total test attempts for the measurement period
- **Consistency** — measures the standard deviation of the response time of successful tests completed

Gomez Mobile Performance Indices offer a "rank of ranks" of the mobile performance of leading sites in the U.S across four carrier and device combinations - AT&T/ iPhone, Sprint/ HTC Hero, T-Mobile/ HTC Dream and Verizon/ Droid.

Benchmarks are used by organizations to compare and track performance against competitors and market leaders; baseline and track performance over time; and as key indicators of success for business and IT site owners. Gomez publishes hundreds of global web and mobile performance benchmarks based on more than 20 million monthly tests across 3,000 companies in 13 countries and include:

- **Home Page Backbone Benchmarks:** measure the performance of the website's home page from the Internet Backbone.
- **Home Page Last Mile Benchmarks:** measure the performance of the home page from the end user's desktop taking into account the real user's connection speed.
- **Transaction Benchmarks:** measure the performance of a key business process such as ordering a product or making a stock trade.
- **Mobile Benchmarks:** measure the performance of mobile site's home page on the largest carriers and top devices.

[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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The Compuware logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=5950>

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