



Compuware and Rosetta Announce Partnership to Help Customers Ensure e-Commerce Readiness

Integrated Solution Will Help Customers Achieve e-Commerce Success by Conducting Pre-Production Testing and Ongoing Application Performance Management

DETROIT and CLEVELAND, March 29, 2012 (GLOBE NEWSWIRE) -- [Compuware Corporation](#) (Nasdaq:CPWR), the technology performance company, and [Rosetta](#), an independent brand within the Publicis Groupe of global agencies and a member of the [Compuware Partner Network](#), today announced a strategic partnership designed to help customers ensure that their e-commerce sites are production-ready and perform well in production.

To complement Rosetta's unmatched technology depth in e-commerce, mobile platforms and systems integration, the company will incorporate [Compuware Application Performance Management](#) (APM) solutions into its product offering. This will allow Rosetta to extend the value it delivers by offering end user performance and application monitoring.

"This partnership benefits our customers in the form of peace of mind. Our customers can be confident that Rosetta will be keeping a close eye on the performance and availability of their enterprise e-commerce applications," said Arnold Huffman, Partner, Business Development, Rosetta. "We believe that our partnership with Compuware represents a significant strategic growth opportunity by expanding and supporting our customers' Multi-Channel enterprise solutions.

Compuware [APM](#) solutions will enable Rosetta's customers to benefit from deploying Rosetta enterprise e-commerce applications that are highly available and perform well. The monitoring, analysis, reporting and alerting that Compuware APM solutions provide integrate with and complement Rosetta's enterprise class e-commerce applications.

"Rosetta and Compuware are partnering to help customers improve the performance of e-commerce projects, which today is key to revenue growth, brand and customer satisfaction," said Kimberly King, Vice President of Channels and Alliances, Compuware Corporation. "We look forward to working closely with Rosetta to bring this capability to market and deliver complete e-commerce solutions to customers."

The Compuware Gomez APM 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](#).

[The Compuware Partner Network](#) (CPN) is an award-winning, global program for select VARS, consultants, service providers, system integrators and strategic technology alliances. This program enables Compuware customers to have access to the world's most innovative and comprehensive technology performance solutions from their preferred partner. CPN members benefit from specialized marketing, sales and support programs, industry leading technology and dedicated account management all designed to help each partner succeed. Please visit www.compuware.com/partners to learn more.

Follow us on:

- [Twitter - Compuware](#)
- [Twitter - GomezAPM](#)
- [Twitter - dynatrace](#)
- [dynaTrace Blog](#)
- [YouTube](#)
- [Facebook](#)
- [APM Blog](#)
- [CloudSleuth](#)

About Rosetta

Recognized nationally as a leader in the e-commerce space, Rosetta was the first agency in the world to become Smarter Commerce certified. A premier strategic partner of IBM, it has the largest WebSphere Commerce implementation team in the country and more than 100 successful implementations during its partnership with IBM.

Rosetta is a consulting-centered [interactive agency](#) engineered to transform marketing for the connected world. Rosetta drives material business impact by translating deep consumer insights into personally relevant brand experiences across touch points and over time. Their differentiated capabilities and structure have enabled them to become one of the market leaders, operating as an independent brand platform in the Publicis Groupe of global agencies. Rosetta is ranked by *Ad Age* among the top U.S. digital agencies and was named the #1 Agency to Watch in *Ad Age's* 2011 Agency A-List.

Rosetta has deep industry expertise in Healthcare, Consumer Technology & Entertainment, Consumer Products & Retail, Financial Services and [Business-to-Business](#) (B2B). The combination of a patented approach to market segmentation; technological depth across platforms and devices; world class creative, design and user experience capability; scale and integrated structure; and deep vertical industry expertise have attracted many of the nation's leading brands to Rosetta. The agency's clients include Allergan, Blue Cross Blue Shield, Bristol Myers Squibb, Johnson & Johnson and Novartis in Healthcare; Microsoft, Rogers Communications and T-Mobile in Consumer Technology & Entertainment; Coach, Express, Jos. A. Bank, OfficeMax, Valvoline and United States Mint in the Consumer Products & Retail sector; Citizens and Nationwide in Financial Services; and MSC Direct, Wirtz Beverage Group and Lincoln Electric in B2B. Rosetta is headquartered in Princeton, NJ, with additional offices in New York, Cleveland, Chicago, Toronto, San Jose, San Luis Obispo, Los Angeles and Orange County.

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>.

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

CONTACT: Press Contact Rosetta

Kate Clegg

Public Relations Manager

Rosetta

216-896-8961

kate.clegg@rosetta.com

Press Contact - Compuware

Kayla Siefker

Senior Public Relations Manager

Compuware's APM Solution - Gomez

kayla.siefker@compuware.com

313-227-1402

Bob O'Brien

Compuware Corporation

bob.obrien@compuware.com

603-589-4089

For Sales and Marketing Information

Compuware Corporation

One Campus Martius

Detroit, MI 48226

800-521-9353

<http://www.compuware.com>