



June 12, 2012

Compuware Presents Live Customer Webcast Featuring Marketing Associates: "Marketing Agency Leverages APM to Exceed Customer SLAs"

Marketing Associates to Discuss How Compuware's New Generation of APM Helps Manage Customer SLAs, Reduce Mean-Time-to-Resolve and Slash Performance Costs

DETROIT, June 12, 2012 (GLOBE NEWSWIRE) -- [Compuware Corporation](#) (Nasdaq:CPWR), the technology performance company, today announced a [live customer webcast](#) featuring Andrew Frey, CTO at [Marketing Associates LLC](#). During the webcast, Frey will discuss how Compuware's new generation of APM—[Compuware APM](#)—is helping Marketing Associates meet and exceed customer service level agreements (SLAs), reduce mean-time-to-resolve (MTTR) and slash [performance management](#) costs.

Title: [Marketing Agency Leverages APM to Exceed Customer SLAs](#)

When: Tuesday, June 19, 2012

Time: 2 p.m. Eastern time

Presenters: Andrew Frey, CTO, Marketing Associates; Kristen Allmacher, Product Marketing Manager, [Compuware APM](#)

How do organizations meet customer SLAs if they cannot understand real user experiences across applications, infrastructure setups and network bandwidths? That was the challenge facing Marketing Associates when they leveraged [Compuware's new generation of APM](#).

What: During this [free webcast](#), attendees will learn how Marketing Associates uses [Compuware APM](#) to:

- gain visibility into all aspects of [application performance](#) and quickly determine where performance problems resides;
- reduce MTTR, slash performance management costs and simplify marketing deployments;
- view application and network performance in one consolidated view that can be shared with their clients; and
- drill down to application root cause in seconds via fully integrated Compuware [dynaTrace® PurePath analysis](#); and
- Successfully manage SLAs to meet their customers' needs.

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

[Compuware APM®](#) is the industry's leading solution for optimizing the performance of web, non-web, mobile, streaming and cloud applications. Driven by [end-user experience](#), Compuware APM provides the market's only unified APM coverage across the entire application delivery chain—from the edge of the internet through the cloud to the datacenter. Compuware APM helps [customers](#) deliver proactive problem resolution for greater customer satisfaction, accelerate time-to-market for new application functionality and reduce application management costs through smarter analytics and advanced APM automation.

With more than 4,000 APM customers worldwide, 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

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