



## Compuware Publishes New Whitepaper: "Online Retail Banking Success Hinges on Positive User Experiences"

### Paper Details How Application Performance Management (APM) Ensures Fast, Uninterrupted Customer Access to Online Retail Banking Applications

DETROIT, Sept. 13, 2011 (GLOBE NEWSWIRE) -- Compuware Corporation (Nasdaq:CPWR), the technology performance company, today announced that it has published a new whitepaper titled: "[Online Retail Banking Success Hinges on Positive User Experiences: How APM Makes the Difference](#)." The paper explores how [application performance management \(APM\)](#) can enable a positive user experience by providing fast, uninterrupted customer access to online retail banking applications.

As online banking becomes the preferred way to access vital, personal financial information, it becomes increasingly essential to ensure that online banking applications are available, functional and secure for users — whenever (and wherever) they need access. People want their online shopping and entertainment experiences to be fast and efficient — so just imagine the performance they expect out of an online banking experience. Without an effective [APM](#) strategy, businesses run the risk of losing customers to the competition.

This [whitepaper](#) outlines:

- The need for [application performance management](#) in online retail banking;
- What to consider when trying to find application performance issues anywhere along the application delivery chain — inside and outside the data center, using mobile devices and multi-browsers;
- The business impact of application downtime — lost customers and lost revenue and;
- How [Compuware's Gomez APM Solution](#) ensures fast, uninterrupted customer access to online banking applications.

Download the whitepaper here (registration required): <http://bit.ly/qD3AYD>

[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, 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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