

MOBILE COMPUTING

Compuware knows mobile. And we know how to integrate with your business to help you join the next wave of mobile computing. With rich offerings, deep expertise and industry leading products, Compuware provides complete mobile computing solutions – from vision and innovation to requirements to deployment – ensuring your enterprise is prepared to deliver on high-demand access, utilizing our market-leading experience to identify and remedy performance issues. Become a trailblazer, with mobile applications that are first to market and best in class, giving your company the leading edge.

THE MOBILE IMPERATIVE

According to an October 2010 Gartner article, there are an estimated 1.2 billion people using hand-held, networked computing devices. This means a large pool of people are empowered with instant access to rich multi-media capabilities, creating new ways of interacting with applications and accessing enterprise resources. Gartner states that, “the quality of the experience of applications on these devices, which can apply location, motion and other context in their behavior, is leading customers to interact with companies preferentially through mobile devices.”

The potential to increase revenues, decrease costs and improve efficiency is there. Yet the mobile revolution also brings a more competitive, fast-moving and crowded marketplace, an almost unlimited array of options for end users to choose from, and high end-user expectations. Given this environment, your business might be:

- exploring new ways to remain competitive and engage customers
- looking towards the next phase in technology development
- pursuing concrete knowledge of the business value mobile solutions can provide
- beginning to develop a mobile strategy and looking to add intellectual capital in order to define a clear direction forward
- seeking new ways to connect to back-end systems
- investigating ways to adequately address security concerns.

In order to succeed in the complex mobile world, your business will have to construct a strategy that not only addresses concerns but also takes full advantage of these new market factors. To deliver on this strategy, you need to invest in the right infrastructure, one that is backed by technology, innovation, business processes and experienced resources.

It's time to embrace the mobile marketplace, and reap the benefits with increased revenue, enhanced communication, improved customer service and more.

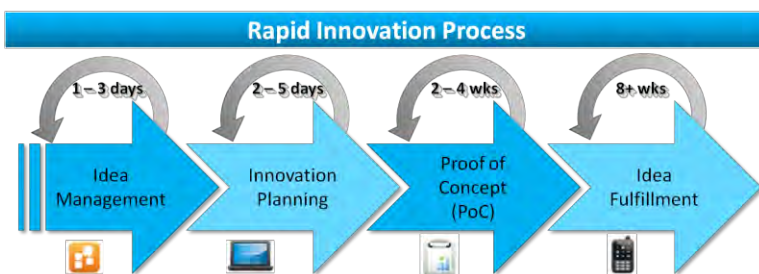
THE BENEFITS OF MOBILE COMPUTING

- **Improve business productivity** by streamlining interaction and taking advantage of immediate access
- **Reduce business operations costs** by increasing supply chain visibility, optimizing logistics and accelerating processes
- **Strengthen customer relationships** by creating more opportunities to connect, providing information at their fingertips when they need it most
- **Gain competitive advantage** by creating brand differentiation and expanding customer experience
- **Increase work force effectiveness** and capability by providing on-the-go access
- **Improve business cycle processes** by redesigning work flow to utilize mobile devices that interface with legacy applications

HOW CAN COMPUWARE HELP?

Compuware is a complete mobility solutions development provider. We have the capabilities to develop and integrate complete solutions — from hand-held devices to back-end enterprise system and social networks — that tie users, customers and partners to your enterprise B2B, B2C, B2E and M2M systems. Whether you need to develop and deploy new strategic mobile initiatives, or join projects already in progress, Compuware will increase value and ensure success.

Compuware's Rapid Innovation Process is the first step in implementing your strategy, quickly turning creative ideas into testable applications. With proven experience across industries, Compuware has created applications enabling medical personnel to share and access information on their rounds; allowing social workers to collect case information in the field; improving customer experiences for product marketing; and enhancing dealer configuration and financing for increased sales.



COMPUWARE SOLUTION

Compuware offers end-to-end services for custom mobile application development across the mobile device spectrum, including iPhone, iPad, Android, Windows Mobile, BlackBerry and others. Compuware's **Mobile Computing Center of Excellence** is staffed with business and technology consultants, domain experts, graphic design professionals and solution architects in order to help our customers leverage enterprise mobility. With our proven mobility transformation model and framework, Compuware provides a holistic and phased approach to our customers' mobility objectives.

ASSESS AND ADVISE

Understand your business architecture's current state by utilizing Compuware to assess enterprise transformation readiness. Compuware can then build a concept network and define the roadmap for transformation.

DEVELOP AND DEPLOY

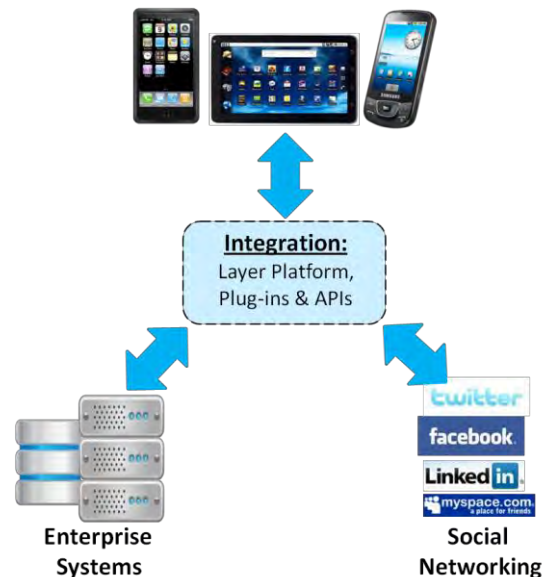
With our team of expert solution architects, Compuware can develop a proof of concept and build your custom mobile application. Our creative user-interface development will enhance user experience to make your application stand out in the marketplace. And Compuware knows the value of performance, focusing on architecture and testing to ensure the quality of the application and infrastructure so they are primed to deliver and maintain.

INTEGRATE AND INVEST

Whether integrating to existing enterprise applications or linking to the newest social networks, Compuware can help realize value and efficiency across the entire business. As the Technology Performance Company, Compuware excels at monitoring performance management, using that expertise to assure end-user satisfaction. And Compuware remains a source of support to its customers, ensuring continued success.

SOLIDIFY AND SECURE

Security and data integrity is a top priority. Compuware can assess and strengthen the security of the device, access points, application and underlying data.



THE COMPUWARE ADVANTAGE

INNOVATION

- Industry experience and business expertise that captures interest and delivers value

PERFORMANCE

- Industry-recognized performance benchmarking and monitoring products, **Vantage** and **Gomez**
- Performance consulting that addresses the complex problems inherent in delivering applications through mobile devices

SECURITY

- Leading healthcare and manufacturing trade exchange experience through **Covisint**[®], capable of providing secure communication and collaboration

ADAPTABILITY

- Focused on business objectives
- Flexible and mature, capable of managing both small and large mobile computing initiatives

To learn more about Compuware, visit:

[Professional Services: compuware.com/services](http://compuware.com/services)

[Vantage and Gomez: compuware.com/products](http://compuware.com/products)

[Covisint[®]: covisint.com](http://covisint.com)

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: compuware.com.

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