

Compuware Gomez Launches Online Tool to Calculate the Financial Impact of Slow Web Site Performance

Submitted by: Six Degrees Limited

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Free Calculator Projects Revenue Growth Opportunities From Optimized Site Performance, Enables Organizations to Improve Customer Experience

Windsor - January 11, 2010 - Today, Gomez, the Web performance division of Compuware Corporation (NASDAQ: CPWR) announced the availability of the first tool that calculates the financial impact of web page load times. Designed for line of business and e-commerce professionals, the new Compuware Financial Analysis Support Tool (F.A.S.T. Calculator) helps companies calculate how much revenue is at risk from slow web page load times. The free calculator is available at www.compuware.com/fastcalc.

The Compuware F.A.S.T. Calculator is built from real users' Web experience data that correlates Web page load times with page abandonment rates. Simply by entering some basic data about a company's online operations--such as conversion rates, monthly visitor tally, average transaction value size and Web page load time--the tool generates a custom report that includes a twelve month projection of how much additional revenue a site could potentially capture with performance improvements. At launch, the tool has built-in economic models for retail, travel and tourism, and media and publishing Web sites, plus a general model for other industries.

"Consumers expect immediate response regardless of where in the world they might be accessing a site from, what sort of device they are using and whose network(s) they might be on," said Bob Paul, President and COO, Compuware Corporation. "Competitors are a second away, so organizations can't give customers any excuse to click away, as this tool clearly illustrates."

The underlying data supporting this tool was calculated using page abandonment rate data aggregated across more than 150 Web sites, 34,000 Web pages and over 150 million page views captured between November 10 and December 10, 2009. The data was collected and analyzed using the Gomez Actual Experience real-user monitoring solution. Response time and abandonment rates are based on tags installed on live web sites across a variety of industries including retail, travel, financial services and more. The data calculates the relationship between abandonment rates and response time in one-second intervals between one and 20 seconds. The abandonment rate is defined as the number of abandonments out of the number of pages loaded for each one second time band.

Gomez, the Web Performance Division of Compuware, provides the industry's leading solutions for optimizing the performance, availability, and quality of web and mobile applications. The on-demand Gomez platform integrates solutions for web load testing, web performance management, web cross-browser testing, and web performance business analysis that tests and measures web and mobile applications from the "outside-in," or across all users, browsers, devices, and geographies, using a global network of over 100,000 locations. When combined with Compuware Vantage, Gomez offers the industry's only solution for optimizing application performance across the Enterprise and the Internet. Over 2,500 customers worldwide, ranging from small companies to large enterprises—including 12 of the top 20 most visited US web sites—use Gomez solutions to increase revenue, build brand loyalty and decrease costs.

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Compuware Corporation

Founded in 1973, Compuware provides software, experts and best practices to ensure applications work well and deliver business value. Compuware solutions optimize application performance across the Enterprise and the Internet for leading businesses around the world, including 46 of the top 50 Fortune 500 companies and 12 of the top 20 most visited U.S. web sites. Learn more at: www.compuware.com.

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

CONTACT:

Six Degrees

gomez@sixdegreespr.com

Tel: 01628 480280

