



Compuware
CHANGEPOINT®

PROJECTS, PERFORMANCE AND PRIORITIES

Managed for Greater Business Advantage

BUSINESS PORTFOLIO MANAGEMENT

For ... VISIBILITY, INSIGHT AND AUTOMATION

Competitive advantage, revenue growth and profitability are today's business goals. Achieving and maintaining success requires businesses to work smarter, plan better and manage their customer relationships end to end. Your organization needs to move beyond manual methods, make informed investment and resourcing

decisions and eliminate inefficiency to succeed. The key? Better and more efficient management of investments, projects and resources across your organization, including product development life cycles, services delivery and information technology initiatives.

The Market's Most Comprehensive Solution

Changepoint combines professional services automation with project portfolio management capabilities to give you complete visibility into projects, investments and resources for informed business planning and financial control.

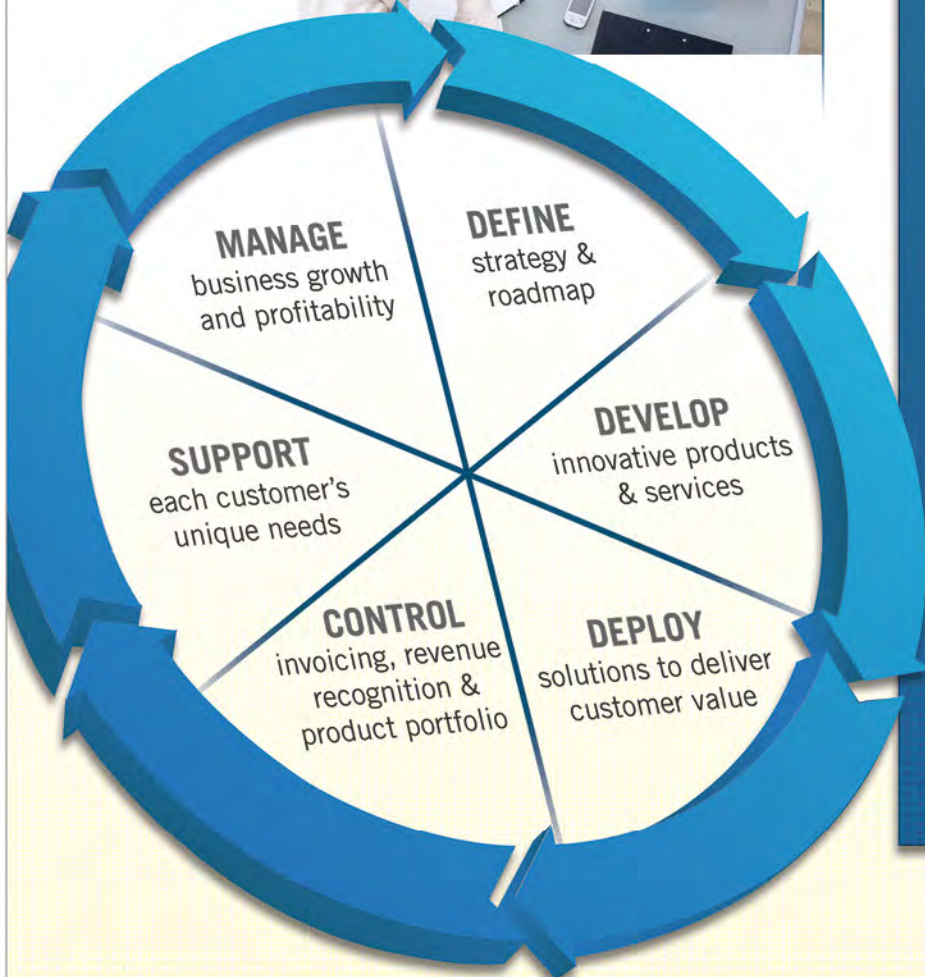
The screenshot displays a comprehensive project portfolio management dashboard with several key sections:

- Portfolio Summary - Selected Portfolio:** A table titled "All Active Projects" showing project details such as Name, Manager, Schedule, Cost, and Status.

Project Name	Project Manager's Health Assessment	Project Schedule - Target	Project Schedule - Actual	Project Schedule - Variance	Project Cost - Target	Project Cost - Actual	Project Cost - Variance	Portfolio Currency	Client Satisfaction Rating	Open Risks / Issues
Mediator v2.1 Implementation - BAW	1. On Target (Green)	6/16/2011	6/16/2011	0.00	172,040.00	274,120.00	102,080.00	USD	0.00	■
Shows 2 Go - Release 2 - Agile		5/19/2011	5/19/2011	0.00	25,875.00	0.00	-25,875.00	USD	0.00	■
RR Gomez Implementation		3/19/2011	3/19/2011	0.00	136,500.00	205,100.00	68,600.00	USD	0.00	■
Wireless Email and Fax		3/8/2011	3/8/2011	0.00	0.00	0.00	0.00	USD	0.00	■
Customer Complaint Mgmt System	2. Caution (Yellow)	1/7/2011	1/7/2011	0.00	970,471.00	3,064,135.00	2,093,664.00	USD	2.00	4.00
- High Risk Projects:** A table listing projects with high risk levels, including Project Name, Manager, Planned/Actual hours, and Project Manager's Health Assessment.
- Causes of Non-Billable Project Time:** A pie chart showing the distribution of non-billable time:
 - Staffing change knowledge transfer (10.71%)
 - Services quality (16.37%)
 - Rework due to external cause (5.54%)
 - Product issue (18.05%)
 - Goodwill work (14.44%)
 - Non-billable project management (18.89%)
 - Not Specified (16.00%)
- Project Profitability - Active Projects:** A table showing financial metrics for various projects, including Project Name, Manager, Average Bill Rate, Total Billed Revenue, Cost of Billed Labor, Total Cost (Bill + Nonbill), Margin (Billed), and Margin %.
- Earned Value:** A table providing earned value metrics such as Planned at Completion, Planned Cost of Work Scheduled, Percent Complete, BCWP, ACWP, CV, SV, CPI, SPI, TCPI, EAC, and VAC.
- Active Projects by Workgroup (Gantt View):** A Gantt chart showing project timelines across months from 2009 to 2010 for various workgroups.

FORECAST, PLAN AND MANAGE WITH CHANGEPOINT

Changepoint helps businesses gain competitive advantage and increase profitability through complete portfolio visibility, planning insight, process automation and improved resource utilization throughout a customer's life cycle.



Changepoint's business portfolio management benefits include:

- **Professional Services Automation:** A single automated solution that drives services, growth and profitability by managing every stage of a customer engagement, from initial meeting through revenue recognition.
- **Project Portfolio Management:** Provides an integrated view into projects, investments, resources and applications across business units for informed business planning and decision making.
- **New Product Development:** Automate and manage the product life cycle, from initial engagement to delivery, to drive stronger return from your product portfolio.

Gain the insight and control you need to make better financial and business decisions, resulting in:

- greater control over projects
- improved client satisfaction
- visibility across portfolio and services performance
- smarter investments
- better resource utilization.

PROFESSIONAL SERVICES AUTOMATION

For a strategic ... **ADVANTAGE**

Even the best performing professional service organizations face continuous expectations to drive growth and increase profitability.

Meeting those expectations involves successfully managing a multitude of details around projects, resources, finances and engagements.

The simple fact is that services organizations improve their financial performance and deliver a better customer experience through the efficient use of their resources. Without the foundation to manage these

critical assets, a services leader is at the mercy of inadequate and untimely information, manual processes and limited insight into important project and service engagement details.

Achieving corporate objectives and driving your organization confidently toward services success is a delicate balancing act. Billing rates must remain competitive, resource supply and demand must be managed and project profitability maximized. With limited options, a clear strategy is needed.

The three Rs of service delivery ... **A FORMULA FOR SUCCESS**

Services organizations will only succeed at increasing revenue and improving margins if they can make the most of the resources they already have.

REPEATABILITY

Optimized performance and resource use improves customer satisfaction and margins.

REFERENCES

Improved service delivery brings satisfied customers, resulting in new clients and larger, longer engagements.

REVENUE

A stronger top line contributes to corporate growth.

A solution to automate service delivery and improve resource utilization is the necessary first step toward professional services growth. In order to take that step, you need a complete, clear view of everything that

impacts your professional service engagements, from forecasting and planning to resource management and project delivery.

The Compuware Changepoint difference ...

SERVICES MANAGEMENT FROM END TO END

Changepoint is the most comprehensive end-to-end solution on the market today for Professional Services Automation (PSA). Changepoint puts you in control of your resources and service-related business processes by providing a detailed, dashboard view of all tiers of your services organization, from business, resource and customer perspectives.

Opportunity and Resource Management: Analyze, track and forecast client opportunities and requirements through pipeline management, including forecasting and profitability analysis. Get a comprehensive view of resource forecasting; define and track contract details through engagement management; and gain visibility into the entire services process, from marketing outreach to project delivery.

Customer Life-cycle Management: Support the entire customer life cycle from initial contact to service delivery and ongoing support. Make sure projects stay on track and on budget with project and portfolio management; assign and track internal and external resources; share knowledge across the team and capture critical customer feedback.

Financial Management: Transform your services organization into a strategic growth driver for the business. Accurately forecast services revenue and backlog; track time and expenses in detail; expedite invoicing, revenue recognition and reporting; monitor financial performance and profitability with reports and dashboards; and seamlessly exchange data with other financial systems.

Changepoint leads the market in improving performance and profitability for services organizations by maximizing performance potential, ensuring optimum resource utilization and bringing operational inefficiencies to the surface. Only Changepoint provides engagement-to-billing visibility across all layers of your services projects — and all within one automated solution.

“RightNow is dedicated to delivering superior professional services to our clients. With Changepoint PSA’s technology and depth of experience, RightNow can continue to achieve customer service excellence.”

– Marcus Bragg, General Manager, Americas, RightNow Technologies



PSA CODE

Use your smartphone to learn more about Changepoint PSA. Text SCAN to 43588 to download reader.



PROJECT PORTFOLIO MANAGEMENT

For business ... **VISIBILITY**

You are responsible for delivering a return on critical business investments. And yet too often you are expected to meet those high expectations using a complex collection of systems that hinder portfolio insight. Furthermore, few people in the business — even at the executive level — speak the language of project management. Your project's resource and financial needs, your concerns and even your successes may be going unnoticed or misunderstood. These obstacles put your projects at risk, and put your department in danger of being strategically misaligned from the rest of the business and underfunded.

“Compuware’s Changepoint solution — which includes a Product Portfolio Management view coupled with its professional services automation capabilities — is an eye-opening advancement for any technology company seeking to more fully link its services practice with business results.”

– John Ragsdale, Vice President, Technology Research, Technology Services Industry Association

The Compuware Changepoint difference ...

VISIBILITY AND CONTROL WITHIN A SINGLE SYSTEM

In a single solution, Changepoint gives you visibility into key portfolios, allowing your organization the control it needs over applications, investments and projects.

Portfolio and Investment Planning: Understand the risks, value and trade-offs related to strategic business initiatives in order to drive funding decisions and achieve a balanced investment portfolio.

Project Portfolio Management: Monitor portfolio health and manage resources throughout the project life cycle with a centralized and transparent presentation of key performance metrics.

Application Portfolio Management: Inventory business applications, gain insight into key metrics related to performance, cost, user value and other metrics, and drive application life-cycle decisions.

With a cohesive, consolidated understanding of your total environment and resources, you will be able to make more informed spending and resource decisions and communicate business needs and value to stakeholders.

Bring accountability — and credibility — to your critical projects: Get the complete picture, with Changepoint.

PPM CODE

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For business ... **GROWTH AND PROFITABILITY**

To achieve the dual goals of revenue growth and profitability, technology product companies must walk the line between cost control and winning competitive advantage. Product investments that are misaligned with corporate objectives, missed delivery deadlines or product quality issues undermine business success and damage your brand. Lack of services bench-strength or limited resource capacity can endanger customer satisfaction and weaken deployments in strategic accounts. And poor visibility into product management, product development and services functions can undermine business decision making and planning.

Leading technology organizations recognize that mature product development processes, superior service delivery and big-picture visibility translate into customer satisfaction, top-line growth and bottom-line profit.

Define, Develop and Deploy: Define product strategy and roadmaps; prioritize demand for new products, features and enhancements; invest resources and funds wisely in products that result in competitive advantage; deploy whole product solutions faster to realize customer value.

Control and Support: Manage invoicing and revenue recognition and ensure adherence to revenue recognition rules; consolidate team knowledge and best practices; capture customer issues, enhancement requests and feedback; build a more collaborative relationship with your customer base.

Manage: Gain big-picture visibility across your complete product and services portfolio; communicate progress and value in operational and executive terms; leverage metrics and key performance indicators and lay a path to growth and profitability.

“Overall, we have a 30 percent increase in revenue that can be linked directly to using Changepoint.”

– Dinis Adriano, Senior Professional IT Management Practice, Novabase



NEW PROD DEV CODE

Use your smartphone to learn more about Changepoint New Product Development. Text SCAN to 43588 to download reader.



Getting return ... **ON YOUR INVESTMENT**

The right product, a well-managed implementation and an ongoing focus on adoption ensures you realize maximum value from your Changepoint investment.

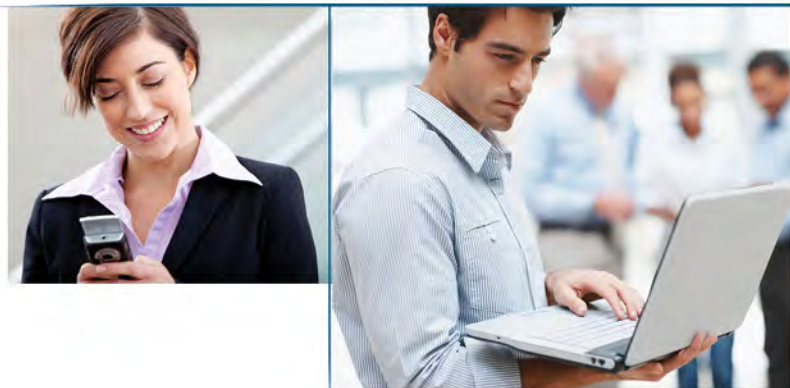
Changepoint Accelerators: Preconfigured best practices ensure you make the most of the comprehensive functionality available within the product to deploy it quickly and efficiently.

Guardian Services: Ensure ongoing adoption and value generation through business process reviews, technical upgrades, training, dedicated consultants and other offerings.



“Compuware is pursuing leading-edge tactics to understand how it helps customers truly adopt and leverage technology they have purchased.”

– Thomas Lah, Executive Director,
Technology Services Industry Association



Delivery Options: To support your application strategy, only Changepoint offers flexible delivery options, including SaaS, buy-and-host and on-premises.

Mobile Device Support: Enhance virtual productivity with Changepoint’s smartphone functionality: complete time entry processes and status tasks, and participate in workflow-driven approval cycles.

Integrations: Extend the use of Changepoint throughout the organization with out-of-the-box integrations with major ERP and CRM systems.

Delivering peak performance for your most important technologies ...

WORLDWIDE



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The Technology
Performance Company