



The Compuware Partner Network

“The Compuware Partner Network program was crafted with a vision that would meet the demands in this emerging cloud-based marketplace. Our goal is to create an environment of cooperation with all companies in the cloud based supply chain, offering a frictionless platform for our partners to sell and support our solutions and providing validated integration points along the supply chain itself. Regardless of the delivery mechanism or solution type, we believe that enabling our partners with traditional channel methods as well as technology integrations, service options and delivery platforms will result in a highly successful joint selling environment.”

—Kimberly King
Vice President,
Channels and Alliances,
Compuware Corporation

Working Together to Collaborate, Communicate and Succeed

Compuware's number one goal is to provide world-class solutions for our customers and we believe that partnerships are critical to achieving this goal. Our strategy is to partner with select companies and invest the necessary time and effort to achieve mutual benefit. In 2009 we launched the Compuware Partner Network, a channel program for select VARS, Consultants, Managed Service Providers, System Integrators and Strategic Alliances to provide innovative and comprehensive solutions for our customers around the world.

The IT landscape is changing. Returning to growth in this post-recession world has found us with new cloud-based technology and users that have a high demand on end user experience including an anywhere, anytime on any device expectation. Enabling partners to deliver on this cloud supply chain is our goal.

Compuware's Partner Network

The goal of our partner program is two-fold: to assist partners in growing their business with Compuware's solutions, and to meet customer requirements through the expertise of a diverse partner base.

The Compuware Partner Network (CPN) was created to ensure that all of our partners can achieve success through specialized marketing, sales and support programs specifically designed to meet the needs of our partners. The CPN supports partners of all sizes and types, from specialty boutique partners, local and global value-added resellers, managed service providers, and even OEMs. Compuware partners with all companies along the cloud supply chain that have the knowledge to implement our solution and will guarantee high customer satisfaction.

CPN Benefits

Our Partner Program includes numerous benefits to help you achieve your revenue objectives and customer satisfaction: individual training and accreditation; marketing tools and support; lead sharing and deal registration programs; product demonstration programs; dedicated account managers; priority technical support; and generous margins.

Partner Network Benefits

Our Partner Network includes numerous benefits to help you achieve your revenue objectives and customer satisfaction including:

- Customized Business and Marketing Plan
- High Margins
- Individual Training and Accreditation
- Product Demonstration Program
- Lead Sharing and Referral Programs
- Marketing Tools and Support
- Special Incentives and Promotions
- Assigned Account Manager
- Market Development Fund and Co-Op Programs
- Technical Support
- Dedicated Portal with 24/7 Access
- Online Deal Registration

Value-added Reseller Partner Program

Our Reseller Partners see the added value of including the Compuware product suite with their portfolio to leverage their sales and marketing competencies. The Compuware Gomez APM, Changepoint PSA and Mainframe solutions provide rich opportunities for extending the customer relationship beyond the sale. The VAR Program is structured with benefits and commitment requirements that give qualified third parties, with complementary products and/or services, the opportunity to:

- sell the Compuware solutions—Compuware has developed this program to work with our partners' business goals and objectives to ensure success
- sell and provide project implementation services to extend and strengthen the customer relationship and provide ongoing revenue opportunities
- sell and provide training services to customers and ensure success to the solution and strengthen the customer relationship.

Managed Service Provider Program

If your managed service company is interested in creating or bolstering your APM practice, Compuware Gomez APM is the place to start. Our MSP team can offer a roadmap of target partner initiatives designed to help you craft your service and bring it to market. By offering SaaS, cloud or premise based solutions; our program can fit your business model and help drive revenues for your company. Specialized account managers who are aware of the special requirement for this type of partnership will be with you every step of the way.

Strategic Alliances

Our Strategic Alliance Partners provide leading-edge management solutions from recognized market leaders and Compuware. Companies that offer complementary solutions that extend the capabilities of a Compuware solution are very strategic for Compuware. The nature of the relationships can include OEM arrangements, cooperative marketing or joint development arrangements.

Consulting and System Integrators Program

The Consulting and System Integrators Program is designed for regional and national systems integrators and consultants to become accredited on Compuware software and offer well-trained resources for the implementation and integration of Compuware solutions with other systems. Skilled in integrating technologies, our Consulting and System Integrators extend existing IT systems to drive greater operational efficiency.

Our commitment to our partners:

We value the commitment our partners give to us. In return, we respect that partnership by pledging to:

- Communicate early and often throughout the sales cycle
- Maintain partnership sales momentum as agreed to, even when things get complicated or difficult.
- Maintain a non-competitive relationship.
- Win the business together and build a strong, mutually successful partnership!

For more information, please contact partners@Compuware.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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