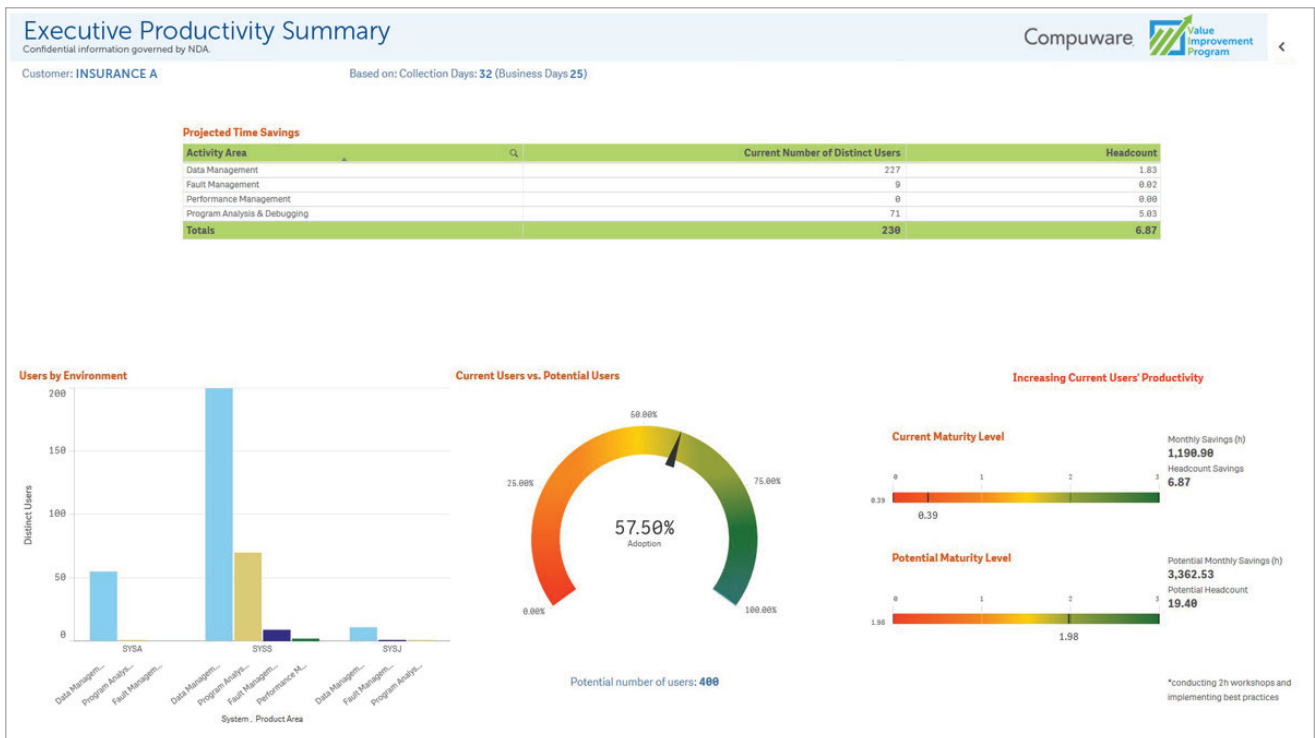


Drive Greater Business Efficiency and Further Optimize your Mainframe Assets

While every business and IT organization is unique, every company should have accurate business analytics to measure business efficiency and identify potential areas for improvement. To that end, we have re-architected our Value Improvement Program (VIP) built on industry-leading business analytics software to meet this critical need. The VIP is now an exclusive evidence-based customer program designed to help you qualify, quantify and increase the value you derive from Compuware solutions.

INTRODUCING THE BUSINESS ANALYTICS BASED VIP

The VIP consists of dashboards that enable you to achieve IT efficiencies and avoid unnecessary expenses and risk, while gaining greater value from your critical applications. The VIP includes intelligent executive and practitioner-level dashboards that offer a comprehensive picture of your organization's benchmark with regards to solution usage, solution maturity level, efficiency and ROI. The dashboards also provide a unique view into your market by comparing your business to your industry vertical average. With the insights gained from the VIP dashboards, you will be able to make better business decisions based on reliable intelligence. In addition, Compuware provides analytic recommendations for saving time and money.





The VIP is offered at no extra charge to maintenance-paying customers. No other mainframe Independent Service Vendor (ISV) can deliver such detailed metrics or comparable value.

“I wish my other software vendors provided a similar level of service.”

— IT manager, U.K.-based financial institution

Your Pressing Questions Answered with the VIP

The VIP can provide usage metrics to answer the following critical questions and more:

- How can you transition staff with minimal impact to your business?
- How do you evaluate staff churn at your outsourcer? (Our customers experienced a 75% year-over-year change in their outsourcer personnel, which has tremendous implications for application quality and release rates, not to mention reliability.)
- How efficient is your seasoned staff with years of experience?
- Is your staff leveraging the tools the company has provided for them to the fullest?
- Are there any knowledge gaps and what type of training can help fill them?

“Having this level of visibility will save us weeks of effort in assessing how tools are utilized and assisting our development teams to increase their efficiencies by seeing what they are using vs. what they can use.”

— Tool Ownership and Deployment Team,
U.K.-based financial institution

TYPICAL RESULTS ACHIEVED FROM VIP ANALYSES

The VIP analysis presents you with intelligence enabling joint exploration and expert recommendations for how to best deploy our solutions based on best practices employed by hundreds of other organizations. This information will give you a deep understanding of your business and will enable your organization to make better business decisions that increase productivity, reduce costs and improve quality of service.

The following are some examples of how the VIP can support your business by advancing your operational objectives:

Increased Adoption of Deployed Software Investments

Getting a reasonable ROI on your IT software investments is essential. A review of the current deployment with a comparison of adoption in different areas of the business can identify gaps in tools usage, whether in-house or with your outsourcer to improve your ROI. Increasing adoption can improve quality and delivery rates, decreasing the time needed to see a return on your IT investment.

Improved Productivity, Agility and Delivery Rates

The VIP can provide insight into how Compuware tools could be better leveraged to optimize developer productivity, saving valuable time and resources. A simple feature your team isn't using today could have a significant impact on testing quality, time to market and much more. The VIP also offers evidence that training and development programs are (or aren't) working, and that your organization is improving the ROI it gets from Compuware.

Accelerated On-boarding of New Workers

It is essential to your business that new employees become productive quickly. The VIP makes it easy to identify employees who are proficient with your tools and those who need additional training. Identifying top users and sharing their best practices helps foster a culture of continuous improvement and ensures everyone working on your mainframe adheres to excellent standards.

Better Performance from Outsourcers

Companies use the VIP as a vehicle to ensure the people who work on their applications are exploiting the available products.



Identified Areas for Cost Reduction

To date, the recommendations from the VIP have resulted in a decline in MIPS usage resulting in a 3% decline in CPU costs in all projects. The program enables companies to

reduce software costs by identifying redundant solutions that have the same functionality, thereby reducing the company's solution portfolio without any impact to the business.

SAMPLE BENEFITS OF VIP



Saved \$2 million per year after VIP suggested a bank train 150 users on application tuning software



Gained \$1 million in savings at a global financial services firm by standardizing five data centers with Compuware



Reduced outsourcing charges by \$1 million for a large bank by improving VIP-identified processes



Saved €1.5 million per year in application costs after a VIP assessment highlighted opportunities for training



Realized \$3 million in savings over a five-year period by replacing competitive products



Decreased usage by 2,000 MIPS per year and need for any new MIPS after implementing VIP recommendations at an insurance company

“The Compuware VIP service played a big part in helping us save \$15 million over the last four years.”

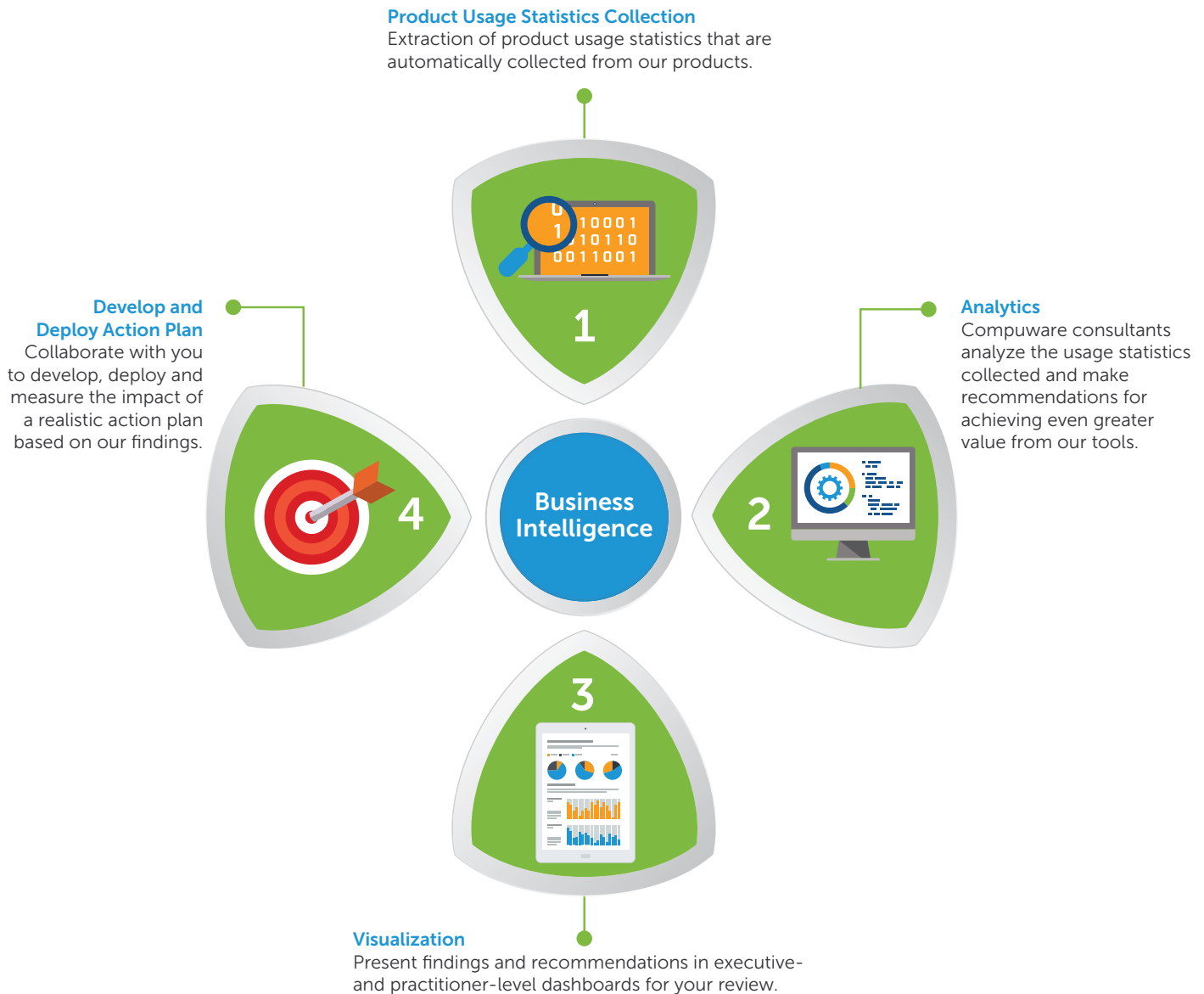
— Health Insurance Provider

“Running VIP involved very little effort and gave us incredible awareness.”

— IT Manager, Financial Institution

HOW THE VIP WORKS

The VIP process is made up of several simple steps:



Very minimal effort is required from your team and collecting the usage statistics is a very simple task. No installs are necessary and after a couple of hours, your work is done. All the resource-intensive analysis and report preparation is completed by Compuware.

START A VIP AT YOUR ORGANIZATION

To implement the VIP at your organization, please contact your account manager directly.

To learn more, visit: compuware.com/vip.

The Mainframe Software Partner For The Next 50 Years

Compuware empowers the world's largest companies to excel in the digital economy by fully leveraging their high-value mainframe intellectual property. We do this by delivering highly innovative mainframe application development and performance optimization solutions that uniquely enable IT to drive business value.

Learn more at Compuware.com.

© 2015 Compuware Corporation. Compuware products and services listed within are trademarks or registered trademarks of Compuware Corporation.