



VENDOR DATA

Compuware Corporation
One Campus Martius
Detroit, Michigan
Tel: 313.227.7300

Founded: 1973

Ownership: Public

Employees: 6,000+

Customers: 23,000+

Total Company Revenue: \$1.2+ billion

Key Partners:

- Innovabase
- Infovide
- Project Consulting Group

Reference Accounts:

- New Hanover Health Network
- Austrian Airlines
- CEVA

Product: Changepoint 2009

Customer insights:

"One of the greatest benefits of Changepoint is eliminating inefficient and ineffective ways of gathering, processing and delivering information," states Avery Cloud Ph.D., vice president and CIO, New Hanover Health Network. "It's pretty exciting that I now can interactively measure client satisfaction. Through Changepoint, I can discover how well my organization is performing."

"Changepoint fit our company. It directly met our initial requirements and could get our PMOs into the gate faster," states Ulrich Aigner, Director of Corporate Project Management, Austrian Airlines

PRODUCT BRIEF

Changepoint 2009

COMPANY OVERVIEW

For over 35 years Compuware Corp. has been a leader in enterprise software and services. Over the past decade the company has increasingly focused on helping organizations transform IT investments into business assets. A good example of this strategy is Compuware Changepoint. Changepoint, the company's business-centric IT management solution, is designed to help IT and business managers gain better visibility into the enterprise IT environment. In addition the latest version, Changepoint 2009, demonstrates Compuware's ability to meet the changing needs of its customers. Changepoint 2009 focuses on adding functionality in three key areas: financial management, resource management, and usability. These changes reflect the new economic climate that enterprises find themselves in today, enabling IT managers to improve portfolio management, identify priorities, and deliver on business and IT goals with tightened budgets and waning resources. By adding functionality in investment planning, resource management, and funding allocation, Compuware provides an even stronger solution that can help customers develop mature financial discipline, a necessity for today's IT department.

COMPANY STRATEGY

- Provide IT with the tools to achieve financial alignment within their organization and build credibility.
- Enhance the usability of the solution by offering new portal templates, configurable fields, and other usability enhancements.
- Offer customers a variety of delivery methods, including self hosted, leased, and a SaaS model.
- Provide a solution that reflects Compuware's worldwide focus, and appeals to enterprises across vertical markets, including partnering with professional services organizations.

IMPLEMENTATION STRATEGY

Changepoint can be implemented via a phased approach to help enterprises get up and running quickly. Using this approach, Compuware consulting services help customers identify the highest priority targets. A typical goal is to work toward the demand side first, to help facilitate the investment decision making process. By focusing on the most necessary targets first (usually within six months) the customer obtains greater visibility and immediate payback in the most critical areas quickly.

In addition, Compuware also offers a hosted version of Changepoint, enabling organizations to get up and running with the solution without the need for hardware or IT infrastructure decisions or investments.

Whether the customer chooses a phased approach for standard implementation or the hosted model, Compuware services go through a standard implementation methodology with best practices. They provide accelerators and pre-configuration tools, as well as out-of-the-box functionality that customers can use as a starting point and mature more quickly.

PRODUCT OVERVIEW

Compuware Changepoint 2009 is an IT portfolio management solution that allows organizations to have greater visibility into all the work of IT. Changepoint 2009 provides advanced financial and resource management capabilities, as well as functionality to help drive user adoption. Organizations should use Changepoint for both financial planning (for tracking and understanding the value of IT investments) as well as for improving resource management (for example, allowing organizations to do “what-if” scenarios”). When used correctly, Changepoint allows organizations to take a business-centric view of their IT organization, resources, and assets, and match them more effectively and efficiently with ever-changing business needs.

Upside Take

While IT lifecycle and portfolio management may not be as sexy as other emerging technology areas, in today's economic climate it is becoming more appealing as enterprises struggle to do more with less.

Finding ways to become more strategic about investment planning for IT resources and demonstrating IT's ability to deliver on business goals are both necessities for IT departments today. Compuware has long been an established leader in this market, and Upside Research expects it to continue to set the bar higher to meet the heightened expectations placed on CIOs. Compuware Changepoint 2009 is a solid solution for organizations that need better visibility into, and management of, their IT infrastructure.

CRITICAL SUCCESS FACTORS

- Position Changepoint as a necessary tool for IT to meet today's economic challenges.
- Develop solid return on investment model to demonstrate benefits of Changepoint for annual planning, investment decision making, resource management, and funding allocation.
- Highlight and communicate customer ROI and business benefits from the use of Changepoint, and articulation of how Changepoint can complement existing IT governance and management products.

UPSIDE ANALYSIS

The investment lifecycle decision-making process for IT has historically been a pain point. In most instances, IT departments have been plagued with either over allocating or under allocating their funds. Providing them with the tools to enable sophisticated investment planning is a key step toward solving this challenge. Furthermore, providing executive visibility into that spending builds trust between IT and management. With shrinking IT budgets, this visibility becomes a necessity as organizations seek to optimize operational demands for IT resources.

Compuware is a leader in management tools for IT. Changepoint 2009 is its latest offering in a long line of solutions designed to help IT establish a strategic role in the enterprise. Upside Research believes that the new features in Changepoint 2009 are coming at the right time.

Offering IT staff better ways to manage their annual planning cycles, funding allocation, and investment decision making processes is a requirement in the face of the new economy, and Changepoint customers will find themselves at an advantage. The flexibility of the platform to be implemented internally or hosted off-site is another key benefit, and Upside Research expects this to appeal to many global organizations. While Compuware has a proven track record of effective Changepoint deployments, we'd also like to see it continue to work to decrease deployment time (through additional best practices, templates, consulting services) and provide a faster time to benefit for organizations—an objective that's pretty much standard for any type of IT investment in these leaner economic times. The addition of portal templates and configurable fields are both positive changes that customers will appreciate.

About Upside Research

Upside Research is a research and consulting firm focused on helping clients put application development, Web services, business process management, integration, and enterprise infrastructure challenges in perspective.

Upside Research helps organizations find practical ways to achieve their IT goals and profit from the diversity of a changing technology landscape.

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