

CAST Benchmarking Services

Application Software Quantified

appmarq

The Appmarq database is the world's first and only application structural quality benchmarking repository, providing objective data gathered directly from the source code through automatic analysis.

Overview

Appmarq is CAST's application quality benchmarking database. Over the past ten years, CAST has assessed and provided a granular internal quality analysis of thousands of business applications across different industries. These span telecommunications, insurance, financial services, national and local government, logistics and many other IT-intensive sectors, primarily across Europe and North America. This repository of application quality data, completely anonymized and normalized, provides a unique insight into the quality trends of business IT software.

With Appmarq benchmarking services, companies can benchmark the quality of their applications against those of their peers in the same industry or applications with similar technology profile to identify strengths, weaknesses and areas for improvement.

Key Benefits

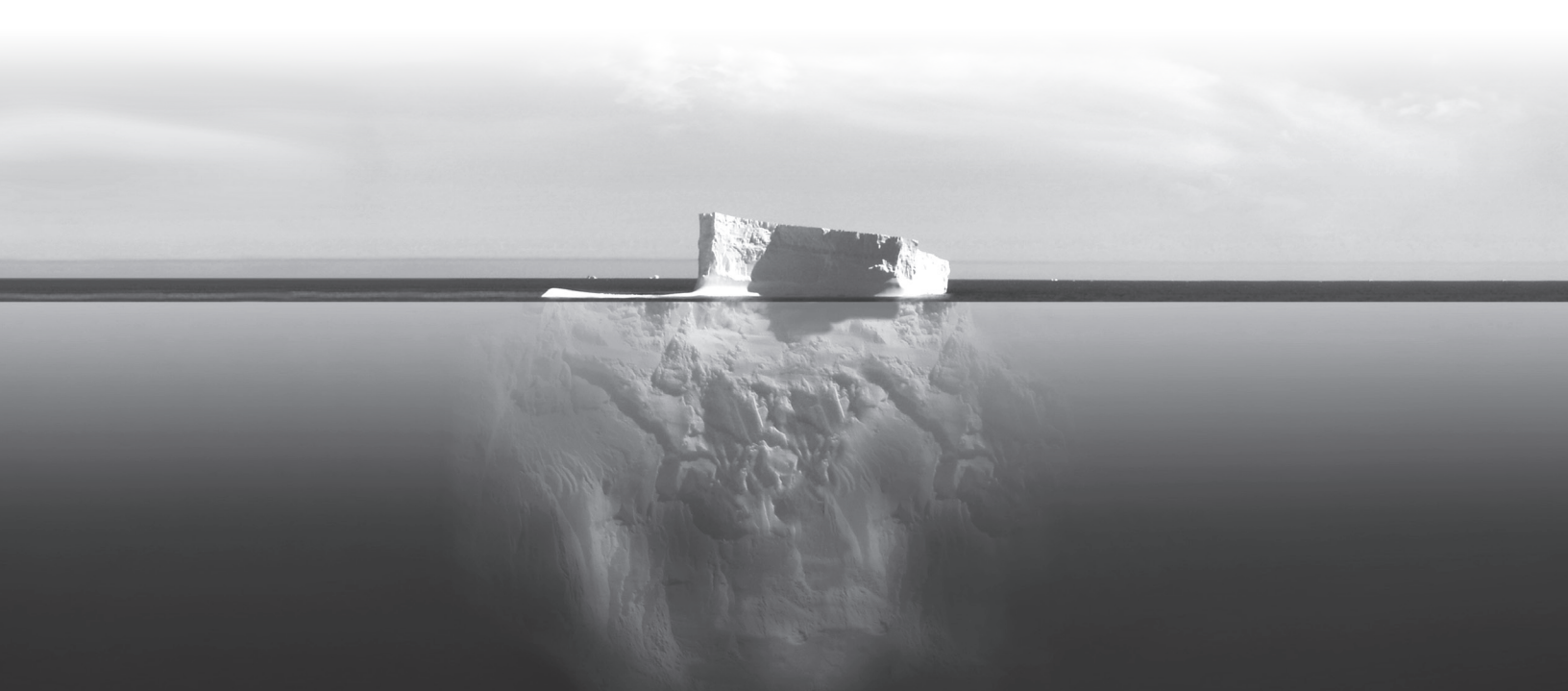
Appmarq database is the only benchmarking database with objective data, gathered directly from the source code through automated analysis:

- Benchmark against industry to make portfolio level decisions
- Identify improvement opportunities
- Set individual and organizational goals
- Leverage insights to reduce risks, control costs and improve productivity of development teams
- Manage the performance of vendors

Approach

Improving software quality and productivity begins with the establishment of a measurement baseline. The baseline is then compared to industry benchmarks to quantify quality and productivity and identify improvement opportunities. As opportunities

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"When it comes to IT, there is no smarter investment during this downturn than an investment in application quality."



"The key drivers to use CAST are to measure changes in quality in a quantifiable way and have the development team increase the quality level of the product we produce."



"Working together we provide best-of-breed application management services, which helped differentiate IBM from the competition."



CONSULTING. TECHNOLOGY. OUTSOURCING

"We rely on CAST to manage our sophisticated CMM-certified delivery processes and deliver a high performance software product to the business."



CMP

United Business Media

"Editor's Choice Award: A Top-10 Company to Watch."

Gartner | 2011

COOL VENDOR

"Any organization that outsources a lot of custom development and enhancement should care about CAST measures."

Questions?

Email us at contact@castsoftware.com

are implemented, the baseline allows you to measure the change and quantify the impact.

- If you are already a CAST customer:
 - Please talk to your account representative to subscribe to Appmarq
 - Use your existing CAST AIP data as a baseline for your applications
 - Upload the output of your CAST AIP analysis data to Appmarq benchmarking database
 - Select the benchmarking group (industry peers, similar technology profile etc.)
 - Generate benchmarking reports
- If you are not a CAST Customer and would like to benchmark your applications, one of our highly qualified partners will be able to help you with your needs on a per assessment basis. Please contact our Information Center: **+1 (877) 852 2278**
- If need be, CAST Professional Services team can further help you in mining the benchmarking data to gain insights, to identify opportunities and prepare a road map for improvement.

Contact CAST

Discuss your application on quality benchmarking needs with a CAST sales representative. Please contact the CAST Information Center at +1 (877) 852 2278 or visit us at: <http://research.castsoftware.com>

About CAST

CAST is a pioneer and world leader in Software Analysis and Measurement, with unique technology resulting from more than \$90 million in R&D investment. CAST provides IT and business executives with precise analytics and automated software measurement to transform application development into a management discipline. More than 650 companies across all industry sectors and geographies rely on CAST to prevent business disruption while reducing hard IT costs. CAST is an integral part of software delivery and maintenance at the world's leading IT service providers such as IBM and Capgemini.

Founded in 1990, CAST is listed in NYSE-Euronext (Euronext: CAS) and services IT intensive enterprises worldwide with a network of offices in North America, Europe, and India.

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