



Neuma Announces “Predatory Pricing” for CM+ 7

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NEUMA TARGETS DOMINANCE OF CM/ALM MARKET

Ottawa, ON, Canada. Neuma Technology today announced what it calls Predatory Pricing for its new release of CM+ 7. The goal – dominance of the CM/ALM market.

“We’ve got the product that everyone wants”, says Neuma’s President and CEO, Joe Farah. “But budgets are tight. So as part of our 20th Anniversary Celebration, we’re cutting pricing, temporarily, by 75%!” Neuma claims that its goal is market penetration.

CM+ 7 Enterprise is already attractively priced, especially when you consider the suite of applications it contains: from Requirements Tracking right through to Customer Request Tracking, and all ALM functions in between. And for a while it’s available for a quarter of its normal price.

On top of that, CM+MultiSite is included at no extra charge. How significant is that? “Shops tend to avoid multiple site operation and work around it because of the costs and headaches. But CM+MultiSite is pretty much administration free”, says Farah. “And it provides capabilities such as warm-standby disaster recovery, automated backups and controlled data distribution. You’d pay several \$1,000s per user license with a lot of tools, but with our CM+ 7 launch pricing, you’ll be in the \$300 range, or even lower for the CM+ Professional Edition.”

Looking at offerings from market leaders such as IBM, Serena, MKS and others in the ALM market, this pricing looks too good to be true, a comment Farah says is echoed by many prospects. So what’s the catch? Can CM+ 7 live up to the capabilities of these giants. Well Neuma is willing to bet on it. They are offering a guarantee that their solution is the best CM/ALM solution out there!

“From quick, low-risk deployment on standard hardware to pricing guarantees, we’re making every effort to take down any purchase barriers”, adds Farah.

And licenses aren’t the only area of pricing cuts. Neuma is offering 50% discounts on courses so that shops may go from a decision to buy to being trained and ready to go in a few days. Annual support/maintenance fees are also cut by 50% for two years, and all upgrades are included at no additional cost.

There’s a catch though. Purchase orders must be received by July, 2010. After that, license costs will still be very attractive, but will see only a 40% to 50% discount through the remainder of 2010 before going back to regular pricing. But Neuma will let you lock in your purchase price for 6 months for up to double your original license volume – meaning you can run a 10 license pilot before committing to 30 licenses at the locked-in price.

In a recovering economy, Neuma seems to be making the right moves.

Neuma Technology Inc. is a pioneer and leader in providing advanced Configuration Management technology. Its flagship product, CM+ Enterprise, first released in 1991, provides end-to-end Application Lifecycle Management in a small footprint, easily customized package.

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