



## Neuma Guarantees CM+ 7 is Best

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### INDUSTRY PRECEDENT MAY LEAD TO CM/ALM PRODUCT SHOWDOWN

**Ottawa, ON, Canada.** Neuma Technology today announced that it is guaranteeing its new product release, CM+ 7. Find a better CM solution and Neuma will refund your CM+ 7 license costs.

Neuma believes that CM+ 7 is the best SCM/ALM solution in the industry, and a full generation ahead of the competition. It is the only CM II certified SCM tool and is easily the most customizable and extensible solution, strong in process, CM maturity, browser query and reporting.

“We want you to be using the best solution” says Neuma's President and CEO Joe Farah. So if you find one that's better than ours in the first 120 days (i.e. four months) of use, let us know. Tell us why it's better and if we can't customize our solution or otherwise convince you, within 30 days, that CM+ is better, we'll refund your license fees, including all unused annual support and maintenance fees.”

Given the effort that goes into a typical CM/ALM sale, Neuma appears to be taking a big risk.

“Why would we do this? It's comes down to one simple fact”, states Farah “Too often we see budget spent on a lesser tool before CM+ has been evaluated. As such, buyers are being more careful not to spend their budgets before a thorough evaluation. We think that if you had the option to recover most of this budget, you'd be less hesitant to try our CM+.”

So how exactly do you measure better? There will always be tools out there that excel in some features. What Neuma wants you to do is to fill out a report card for them. Pick 3 or 4 areas from a list of about 20 and tell them how and why CM+ is inferior to a preferred tool. This means that Neuma is claiming superiority of CM+ 7 in the vast majority of these areas, which include multiple site operation, traceability, change management maturity, customization capabilities, level of administration, ALM coverage, seamless integration of functions, and many more.

“It's difficult to deploy one tool and switch to another. So we're asking teams to try CM+ 7 first because it's easy to deploy and evaluate, it's easy to move your data into and out of, and if it's still not the best solution, your budget is not spent! At least you have some recourse.”

The approach is a big difference from the many vendors who know that once you've spent your budget, you're locked into their solution, whether you still want it or not. And with Neuma's CM+ 7 pricing, you may have your cake and still have some budget left over.

**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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