



## ADRM Announces Water Utility Data Model Set

Melbourne, Australia, November 28, 2006 – ADRM Software, Ltd. (ADRM), a global leader in large-scale industry-specific information architecture solutions announces the availability of a set of custom water utility data models designed to accelerate development of large information system projects for water utilities.

As clean potable water becomes an increasingly scarce and valuable commodity in many parts of the world and as demand continues to escalate, water utilities are counting on their information systems to help maximize the available water resources and also control costs. The new Water Utility data models provide a comprehensive and detailed information architecture blueprint to assist these water utilities architect a solution to meet these challenges.

“We drew upon our experience working with gas and electric utilities and targeted water utility consulting engagements to create a set of data models tailored for the water utility industry,” said Kevin Schofield, ADRM’s Vice President of Sales & Marketing. “We have been very pleased with the strong interest we have received in this new offering and are happy to announce that a large Australian water utility is our first customer for these data models.”

“In addition to many existing models which we were able to adapt from our gas and electric utility model set, we significantly adapted or built a number of new detailed Business Area Models to complete our new Water Utility data model set,” said Larry Heinrich, ADRM’s Principal Architect. “These new models include a Sampling & Reporting Business Area Model, a Water Products & Services Business Area Model and new versions of our Property & Equipment, Metering and Billing models.”

ADRM’s Water Utility industry data models are available now.

Additional information can be found at [www.adrm.com/7\\_waterutility.htm](http://www.adrm.com/7_waterutility.htm).

### About ADRM Software

ADRM Software, Ltd. is the leading independent provider of large-scale industry-specific information models. ADRM’s products are used by large companies worldwide as information blueprints or roadmaps for a variety of initiatives including information architecture planning, operational data store (ODS), data warehouse (DW) and business intelligence (BI) design, master data management (MDM), service-oriented architecture (SOA) and enterprise application integration (EAI). ADRM’s customer base includes prominent Global 2000 companies in a wide variety of different industries on four continents.

More information about ADRM can be found on the web at [www.adrm.com](http://www.adrm.com).

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Contact: Kevin Schofield VP Sales & Marketing  
1-650-508-0503  
[schofield@adrm.com](mailto:schofield@adrm.com)

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