



## ADRM Releases Major Update to its National Postal Services Data Model Set

Sydney Australia, September 10, 2007 – ADRM Software, Ltd. (ADRM), a global leader in large-scale industry and government information architecture solutions, today announced the release of a major update to its National Postal Services set of data models.

The National Postal Services data models are designed to accelerate development and reduce the risks associated in the transformation of applications and practices by national postal service organizations in the face of increased private-sector competition and constrained budgets.

This new product release offers numerous enhancements including support for a broader array of non-postage products and services plus expanded distribution channels.

“This new release of our National Postal Services industry data models is a response to some of the innovative products and services being introduced by leading postal service organizations as they engage in an ever broader array of competitors for their traditional services,” said Kevin Schofield, ADRM’s Vice President of Sales & Marketing. “We’ve also made enhancements to support some of the creative sales and distribution channels being employed by several of these organizations.”

“These models apply the strength of our core Business Area Models to the applications required by national postal organizations,” said Larry Heinrich, ADRM’s Principal Architect. “We’re confident that postal organizations worldwide will be able to immediately benefit from this offering.”

National Postal Services data models are available now.

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

### About ADRM Software

ADRM Software, Ltd. is the leading provider of large-scale custom data information models. ADRM’s products are used by major companies worldwide as information blueprints or data 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).

© 2009 ADRM Software, Ltd. The information contained herein is subject to change without notice.

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

Source: ADRM Software