

## **2007 - Pharmaceutical Press Release**

### **ADRM Releases Major Update to its Pharmaceutical Industry Data Model Set**

New York, NY, April 17, 2007 – ADRM Software, Ltd. (ADRM), a global leader in large-scale industry-specific information architecture solutions, today announced the release of a major update to its Pharmaceutical industry set of purpose-built data models designed to help accelerate and reduce the risk inherent in the transformation to the robust information foundation required to successfully compete in today's highly competitive global pharmaceutical industry. This new release offers numerous enhancements including an expanded Party Business Area Model and more detailed support for manufacturing, inventory and asset management.

“The new release of our Pharmaceutical industry data models integrates our newly expanded Party model and also benefits from our work in several other manufacturing and inventory intensive industries and now includes our most current experience in these areas”, said Kevin Schofield, ADRM's Vice President of Sales & Marketing. “We have been very pleased with the strong interest we have received in this enhanced offering and are pleased to announce that, at the same time we announce the general availability of this new release today, we have also today added another large multi-national pharmaceutical company to our growing base of customers.”

“Our continuing work with a variety of large multi-national manufacturing customers is paying dividends for our customers across a range of industries” said Larry Heinrich, ADRM's Principal Architect. “This latest release of our Pharmaceutical models incorporates the fruits of these labors in the form of the most comprehensive application-neutral Manufacturing, Inventory and Property & Equipment data models available today.”

ADRM's Pharmaceutical industry data models are available now. Additional information can be found on the web at <http://ww.adrm.com>.

About ADRM

ADRM Software, Ltd. is a leader in providing 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, enterprise application selection, enterprise application integration and data warehouse and business intelligence infrastructure design. ADRM's customer base includes prominent Global 2000 companies in a variety of different industries. More information about ADRM can be found on the web at <http://www.adrm.com>.

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