



ADRM Announces Mobile Wireless Devices Data Model Set

Raleigh, NC, April 1, 2008 – ADRM Software, Ltd. (ADRM), a global leader in large-scale communications information architecture solutions, today announced the immediate availability of a comprehensive set of industry data models designed to assist mobile wireless device manufacturers to migrate to the next generation information architecture.

As global competition among manufacturers of mobile handsets and other mobile wireless devices intensifies and product life cycles shrink, a flexible and robust information architecture is a critical element enabling mobile wireless device manufacturers to develop new applications and respond to the demands of the market. The new Mobile Wireless Device industry data models provide a comprehensive, detailed information architecture blueprint to help device makers immediately address data architecture issues.

“We drew upon our many years of experience working with a wide variety of global manufacturing and wireless telecom companies to develop a set of data models tailored to the mobile wireless device industry,” said Kevin Schofield, ADRM’s Vice President of Sales & Marketing. “We believe these models will significantly accelerate device makers’ efforts as they move to new information environments and reduce the costs and risks associated with such efforts.”

“Along with our experience helping global manufacturers create integrated information architectures to manage their business information in core areas we have extensive experience working with wireless telecom service providers around the world,” said Larry Heinrich, ADRM’s Principal Architect. “This combined experience enabled us to create a comprehensive set of integrated data models for the mobile wireless device manufacturers. These products will provide a high degree of ‘off-the-shelf’ fit and be immediately applicable to a variety of objectives.”

ADRM’s Mobile Wireless Devices industry data models are available now.

Additional information can be found on the web at www.adrm.com/7_mobilewireless.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 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.

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