



ADRM Announces ePedigree Data Model Solution

San Francisco, CA, September 22, 2008 – ADRM Software Ltd. (ADRM), the global leader in large-scale information architecture solutions, today announced availability of a data model designed to assist organizations in the pharmaceutical industry value chain to comply with and plan for existing and pending legislation in countries and states that requires the capture and management of detailed pharmaceutical traceability and product lineage information (aka “ePedigree”).

Because this information is often distributed across multiple applications, databases or files as well as independent companies or organizations, a flexible and robust information architecture is a critical component in enabling organizations to effectively comply with legislated requirements. The new ePedigree data model solution provides a complete and comprehensive data information architecture enabling organizations to effectively address these challenges.

“As governments in numerous countries and states enact legislation to protect consumers from contaminated or counterfeit drugs and as organizations involved in the drug supply chain increasingly come to understand the true cost in lost revenue due to drug counterfeiting, it is expected that ePedigree reporting capabilities will be central to both compliance with legislated reporting requirements and efforts to reduce drug counterfeiting,” said Kevin Schofield, ADRM’s Vice President of Sales & Marketing. “ADRM’s ePedigree data model solution enables organizations to collect and integrate the data necessary to provide a statement of origin for each unit of product for each sale, trade, purchase and repackaging of the drug including the date of those transactions and the names and addresses of all parties involved. We are pleased to announce today a comprehensive ePedigree data model solution that will provide immediate value either on a stand-alone basis or in conjunction with our related and integrated Pharmaceutical industry data models.”

“We have provided large-scale integrated data models to major companies in the pharmaceutical supply chain for many years. One of our global software partners convinced us of the need for a specific data model offering that could be implemented by organizations with ePedigree reporting requirements,” said Larry Heinrich, ADRM’s Principal Architect. “Our ePedigree offering will enable organizations to immediately address the requirements of ePedigree compliance with a complete and detailed data architecture.”

ADRM’s ePedigree solution data model is available now.
Additional information can be found on the web at www.adrm.com/7_epedigree.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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