



Comprehensive Industry Data Models

ACCELERATE PROJECTS

REDUCE RISK

ADRM

BENEFIT FROM BEST PRACTICES AND LESSONS LEARNED

ADRM Software provides the **most comprehensive industry-specific data models available for many different industries**. Our data models are substantially more comprehensive and complete than other vendor data model offerings, typically containing three to five times as many entities and attributes and providing significantly more industry-specific detail, along with detailed business-friendly definitions, allowing for greatly accelerated implementations, significant risk reduction, and the ability to benefit from best practices and lessons learned by other similar organizations.

Organizations use ADRM's industry data models for a variety of purposes ranging from enterprise reference models and general data architecture to data warehousing and analytics, managed data lakes, operational data stores, master data management, business glossary population, and enterprise service bus or virtualization layer initiatives. If your requirements involve comprehensive and detailed industry-specific data stores or integration layers, ADRM's data model products can probably help to **accelerate your progress while reducing your risk and enabling you to benefit from industry best practices**, all without the need for the long, risky and expensive consulting engagements required by most other data model vendors.

In the same way that architects use blueprints to communicate with their clients and build their structures, data driven organizations can use ADRM's comprehensive detailed data models to **plan, design and construct data warehouses, operational data stores, managed data lakes and other large databases and information infrastructure** to meet their business requirements and provide a robust information foundation as requirements evolve and grow.

The challenge is how to move forward quickly with a complete best-practices industry-specific design without committing to a lengthy, costly and unpredictable design effort. The application of ADRM's comprehensive vertical industry data models provides the answer in a way that is **proven, predictable, cost-effective and immediately applicable**.

Among the many benefits of licensing ADRM Software's vertical industry data models are:

- > Industry best-of-breed design
- > Predictable costs, time-to-delivery and ROI
- > Consistent design and look-and-feel
- > Flexibility to choose strategic "core first" or tactical "agile" approach
- > Initiate multiple projects concurrently with integrated "plug compatible" data design
- > Fully-defined entities and attributes, using clear business terms
- > Immediate availability and reduced disruption to the organization

A comprehensive data architecture consisting of detailed, industry-specific data models provides the flexibility to implement either a 'top-down' approach or work tactically implementing lower-level components into an overall integrated framework.

ADRM is proud to have several hundred large customers across a wide variety of industries in 18 countries around the world. We look forward to an opportunity to learn about your information management requirements and plans and to discuss whether our comprehensive industry data models can help to accelerate your progress while reducing your risk and enabling you to benefit from best practices and lessons learned by other leading companies in your industry.

About ADRM Software, Inc.

ADRM Software, Inc. is the world's leading independent provider of industry-specific data models and specializes in clearly defining the information requirements of leading organizations in a variety of industries and lines of business and in architecting intellectual property based products to help organizations in those industries more effectively capitalize upon their information assets and opportunities.

More information about ADRM Software and our industry data model products can be found on the internet at www.adrm.com

Communications & Media

- CDMA Wireless
- GSM / 3G / 4G Wireless
- Internet & Data Services
- Landline Communications
- Radio Broadcasting
- Television Broadcasting

Financial Services

- Brokerage
- Card Services
- Commercial Banking
- Corporate & Investment Banking
- Credit Unions
- Mortgage Services
- Mutual Funds & Fund Management
- Payment Services
- Retail Banking

Government & Information Services

- Credit Reporting Services
- Government Services
- IT Services
- National Postal Services
- Smart Cities

High Tech Products

- Computers
- High Tech Components
- Medical Systems
- Mobile Wireless Devices
- Networking Equipment
- Semiconductors
- Software

Insurance & Healthcare

- Clinical Trials
- Genomics
- Healthcare Insurance
- Healthcare Providers
- Life Insurance & Annuities
- Property & Casualty Insurance

Manufactured Products

- Automotive Products
- Aviation Products
- Consumer Packaged Goods (CPG)
 - Cleaning Products
 - Food & Beverage Products
 - Home Healthcare Products
- Durable Medical Equipment
- Heavy Vehicle Manufacturing
- Luxury Goods
- Pharmaceuticals
- Tire Manufacturing

Petroleum, Chemicals & Mining

- Agricultural Chemicals
- Coal Mining
- Industrial Chemicals
- Iron Ore Mining
- Oil & Gas - Upstream
- Oil & Gas - Midstream

Retailing & Distribution

- Apparel
- Building Materials
- Grocery
- Retail

Transportation, Travel & Leisure

- Airlines
- Car Rental Services
- Freight & Logistics
- Gaming & Betting
- Hotel Services
- Lotteries
- Parcel & Mail Delivery
- Quick Service Restaurants
- Restaurant Services
- Travel Services

Utilities & Power

- Desalination
- Electricity Generation
- Energy Trading
- Gas and Electric Utilities
- Water Utilities

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