



Comprehensive Industry Data Models

ACCELERATE PROJECTS

REDUCE RISK

BENEFIT FROM BEST PRACTICES AND LESSONS LEARNED

ADRM

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 digital transformation initiatives to information architecture and data governance, 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 use ADRM's comprehensive detailed data models to **better engage with their stakeholders and 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 industry-specific 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 comprehensive industry-specific data models are:

- > Immediate availability and reduced disruption to the organization significantly accelerates projects
- > Predictable costs, time-to-delivery and ROI lead to lower risk
- > Included best practices and lessons learned at many similar companies improve results
- > 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 that all stakeholders can easily understand
- > Consistent design and professional look-and-feel improve communications between stakeholders

A comprehensive data architecture consisting of detailed, industry-specific data models provides the flexibility to implement either a 'top-down' approach or work tactically in an agile approach, incorporating smaller 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 so far. 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 leading independent provider of industry-specific data models and specializes in clearly defining the information requirements of leading companies 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 or by contacting Kevin Schofield at 650-868-0404 or schofield@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
- Fund Management
- Mortgage Services
- 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 Service Providers
- Life Insurance & Annuities
- Property & Casualty Insurance

Manufactured Products

- Automotive Products
- Aviation Products
- Consumer Packaged Goods (CPG / FMCG)
- Durable Medical Equipment
- Heavy Vehicle Manufacturing
- Luxury Goods
- Pharmaceuticals
- Tire Manufacturing

Petroleum, Chemicals & Mining

- Agricultural Chemicals
- Coal Mining
- Industrial Chemicals
- Iron Ore Mining
- Oil Sand Mining
- Oil & Gas - Upstream
- Oil & Gas - Midstream
- Petroleum Refining
- Oil & Gas - Downstream

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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