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Model Metrics Runs Adobe LiveCycle ES2 in the Cloud, Earns Honors at Adobe Partner Solution Showcase

CHICAGO – May 4, 2010 – Model Metrics, the leader in cloud computing services and solutions for the enterprise, today announced the company's demonstration of Pharma2GO was selected as a winner of the April 2010 Adobe Partner Solution Showcase in Washington DC. Model Metrics demonstrated an innovative use of Adobe® LiveCycle® Enterprise Suite 2 software running on Amazon Web Services and integrated with salesforce.com.

With Adobe LiveCycle, the developers at Model Metrics enabled sample management validation within its Pharma2GO solution. Pharma2GO is a salesforce.com and Adobe AIR-based offline sales force automation solution for mobile sales representatives in the Life Sciences industry, and in so doing, creates a position acknowledgement workflow in Salesforce CRM. The LiveCycle integration enables pharmaceutical sales representatives to capture physician validation of the receipt of samples and record the acknowledgement in Salesforce CRM.

The following scenario illustrates how the Model Metrics' LiveCycle solution can be used:

- A pharmaceutical sales representative runs Pharma2GO on his laptop or mobile computing device to access and modify records in Salesforce CRM online or offline. 2GO uses Adobe Flex and AIR technology to extend offline access to Salesforce CRM on various mobile devices.
- The sales rep meets with a physician, drops off drug samples, electronically captures the doctor's signature and enters the results of the sales call in Pharma2GO, which updates his Salesforce CRM record.

- With the signature capture, an Adobe LiveCycle workflow process is invoked. It automatically sends an acknowledgement email to the doctor, who clicks to confirm that he met with the sales rep and received the pharmaceutical samples.
- The acknowledgement is captured in the sales representative's Salesforce CRM.

Model Metrics designed a Pharma2GO and LiveCycle user interface that is elegant, intuitive and efficient, and can be customized to each customer's specifications.

"In a rigorously regulated industry such as pharmaceutical sales, this formalized acknowledgement made possible by Adobe LiveCycle is critical," said Adam Caplan, chief executive officer of Model Metrics. "At the same time, this solution demonstrates Model Metrics' leadership and technical expertise in leveraging various features from multiple cloud platforms to develop innovative, proprietary solutions."

At the Adobe Partner Solution Showcase, Model Metrics also demonstrated Pharma2GO running on a new Apple iPad, showing what is possible on a new breed of tablet devices scheduled to hit the market throughout 2010 and includes various Android-based devices.

For further information about Pharma2GO and Model Metrics' solutions for Life Sciences, visit <http://www.modelmetrics.com/verticals/life-sciences/>. For a demonstration of Pharma2GO, contact sales@modelmetrics.com.

About Model Metrics

[Model Metrics](#) delivers solutions and services at the cutting edge of the cloud computing industry. Since its founding in 2003, Model Metrics has become one of the most diversified and respected partners of salesforce.com, Amazon Web Services, Adobe, and Google. Headquartered in Chicago with offices in San Francisco, Los Angeles, New York, Detroit, Minneapolis and Dallas, Model Metrics' [customer base](#) spans all industries and includes enterprises such as Abbott, Allstate, Aon, Cars.com, CME Group, Honeywell, InfoUSA, MasterCard, Medtronic, and Orbitz.

With a focus on mobile and call center technology, business process and change management innovation, and custom development, Model Metrics has 4,600+ customers and has completed 1,100+ salesforce.com implementations for mid-sized and Fortune 1000 companies. Its world-class application development skills using [Force.com](#), [Adobe Flex and AIR](#), [Amazon Web Services](#), [Google](#) and the [Apple iPhone](#) enable the creation of custom applications featuring multimedia-rich user experiences. To learn more, visit www.modelmetrics.com or email info@modelmetrics.com or call 877.542.2885. Follow us on Twitter at [@modelmetricsinc](#).

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