

# Adobe Flex Technology has Enabled ValueTrak Users to Interact with Their Data Graphically in Real-Time

Orchard Park, NY – December 22, 2008 – ValueCentric is using cutting edge technology, Adobe Flex, in their application, ValueTrak, to augment the traditional HTML environment, resulting in easier navigation for their users. The Adobe Flex technology has enabled ValueCentric to be one of the first companies with the Software as a Service business model to incorporate this technology into their application.

Flex is an open source framework for building highly interactive, expressive web applications that deploy consistently on all major browsers, desktops, and operating systems. Flex helps turn raw data into clear, actionable information through a highly graphical and interactive user experience. ValueTrak users can now interact and manipulate their data faster and more efficiently while continuing to leverage the sophisticated ValueTrak reporting application to obtain real time high level and detailed reports and analysis.

“Our customers can now view all of their most significant information in a simple, graphical dashboard. With the ongoing ValueTrak migration to Adobe Flex technology, users will benefit from immediate data access, efficient displays and an advanced user interface.” Cameron Hall , ValueCentric’s Director of Product Development stated.

ValueTrak now enables it’s users to find information more easily, complete tasks quickly and accurately, and use rich data visualization to make better business decisions. Hall adds, “Our goal with the move to this progressive technology is to continue to provide our customers with a complete view of their supply chain from manufacturer to prescription in a visually appealing, sophisticated manner that removes the historical constraints of a web application.”

## About ValueCentric:

ValueCentric, LLC® is the leading provider of on-demand data management and performance analytics services to the pharmaceutical industry. Through its secure, Sarbanes-Oxley compliant ValueTrak Unified Data & Services Platform the company analyzes industry orders, sales activity, inventory, service levels, chargebacks, returns, e- pedigree & RFID data, prescription data and unique supply chain data. Serving world- class customers such as AstraZeneca, P&G Pharmaceuticals, Johnson & Johnson and Schering-Plough ValueCentric’s best-in-class technology strengthens and enhances the profitability of relationships between suppliers and the finished goods forward participants in the pharmaceutical supply chain. To learn more, please visit [www.valuecentric.com](http://www.valuecentric.com) or contact Joe Bovi, Vice President, Sales at (781) 771-9827.

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