

Adobe Success Story (http://www.adobe.com/cfusion/showcase/index.cfm?event=casestudyprint&casestudyid=384132&loc=en_us)

Salesforce.com and Model Metrics (<http://www.salesforce.com>)

DEVELOPED BY



Model Metrics, [salesforce.com](http://www.salesforce.com)

PRODUCTS USED

 AIR (<http://www.macromedia.com/products/air/>), Flex (<http://www.macromedia.com/products/flex/>)

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Adam Caplan
President
Model Metrics

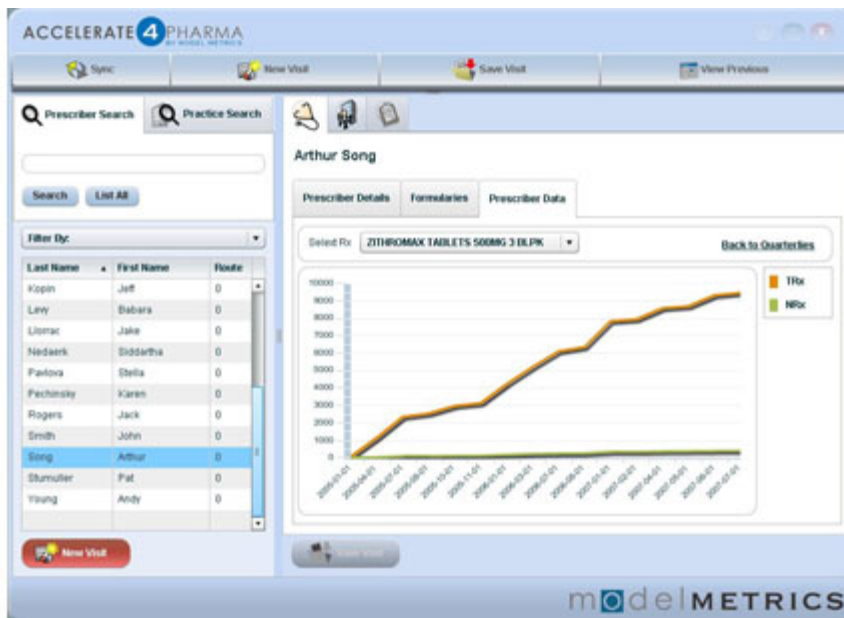
Model Metrics releases on-demand Adobe AIR application for the pharmaceutical industry on Force.com, the first multi-tenant Platform as a Service from Salesforce.com

Salesforce.com introduces a new paradigm in on-demand computing with the advent of Force.com, a Platform-as-a-Service (PaaS) that allows developers to rapidly turn ideas into real business opportunities. Using Adobe Flex and Adobe AIR, developers like Model Metrics, a leading salesforce.com partner and developer, can deploy enterprise solutions that manage, coordinate, and analyze even the most complex business process—all on-demand—in online, offline, and occasionally connected environments.

PROJECT DETAILS

The ability to use Adobe AIR and Adobe Flex technology in conjunction with Force.com, is what enables vendors like Model Metrics to create and deploy applications like Accelerate4Pharma, one of the most comprehensive on-demand solutions for managing pharmaceutical marketing, sales, and customer service processes on the market. From managing product samples to capturing digital signatures to mobile call reporting and expense management, Accelerate4Pharma provides pharmaceutical sales representatives with an end-to-end solution to manage territories for maximum profitability.

“The key benefit of our Adobe AIR application is its ability to capture data in both online and offline environments and then deliver that data automatically to backend systems,” says Adam Caplan, president of Model Metrics. “At the end of the day, it’s about sales reps spending less time manually capturing information and more time working with physicians.”



Rapid, flexible framework

The powerful combination of Adobe Flex and Adobe AIR enabled the developers at Model Metrics to rapidly couple advanced business logic with rich media user interfaces. While they were new to Adobe Flex development, the developers easily adapted their programming skills. “We were able to quickly get up to speed and deliver a robust application in a short cycle because we were working in a familiar environment,” says John Barnes, vice president of technology at Model Metrics.

According to Barnes, without the offline client capability in Adobe AIR, the firm would not have approached the project in the first place. Now, by enabling mobile pharmaceutical representatives to synchronize field information with large data sets before and after visiting physician offices, Model Metrics is driving new revenue opportunities for its own organization as well as for salesforce.com. The developers can accelerate time to market by developing once and deploying to multiple devices.

“We see an incredible value proposition for rich, offline client Adobe AIR applications in other markets,” says Barnes. “Our first Adobe AIR application is a framework that we can easily adapt to other vertical markets including the automotive, insurance, and grocery industries.”

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