



## Adents and Microsoft join their expertise in unit identification and Business Intelligence

**Issy-Les-Moulineaux – 4 October 2016 – Adents, software developer for unique product identification (UPID) and track & trace solutions, and Microsoft have decided to join forces to develop and commercialize a Cloud platform named Adents Prodigy. Adents Prodigy is the only level 4 traceability solution that can centrally manage regulatory requirements imposed on the pharmaceutical industry and give laboratories and CMOs the ability to take advantage of the mass of information generated during the serialization and Track & Trace process.**

Adents Prodigy opens up new horizons beyond regulatory compliance in terms of

- Unit identification and traceability
- The fight against counterfeit medicines
- OEE and productivity monitoring across production sites
- Enhanced user experience and personalized communication
- Real-time data visualization and analysis

The demand for unique product identification solutions, Adents' area of expertise, is fueled by a global increase in regulations, for instance, in the pharmaceutical industry where more than 80% of global drug production will have to be compliant with regulations regarding unit identification by 2019. This new process offers extraordinary opportunities in terms of visibility on the life of products and represents a major challenge in terms of data management.

Adents Prodigy relies on advanced Microsoft Azure technologies and allows drug manufacturers to securely generate, exchange and control the huge amount of data created through unit identification. The Adents Prodigy platform also integrates data analysis (including Microsoft Power BI) and machine learning tools, providing powerful analytics capabilities for these new sources of information.

Adents Prodigy is carried forward jointly by a mixed team of Adents and Microsoft experts and can host business applications offered by third parties to fully exploit the data stored on the platform. Adents Prodigy is the solution to ensure compliance with new regulations and at the same time exploit new data and better manage the business.

" We are delighted that Adents has chosen Microsoft AZURE to develop the new solution that will manage the immense mass of data generated during a product's life cycle" stresses Bernard Ourghanlian, CTO & CSO at Microsoft France. "Microsoft's Cloud platform will ensure the secure international deployment of Adents' solution to accelerate the fight against industrial counterfeiting."

« Our alliance with the leader of Business Intelligence will be a game changer on the global market for unit identification. Indeed, this will finally give the pharmaceutical industry the means to tap into the full potential of the wealth of information generated through serialization." adds Christophe Devins, founder and CEO of Adents.



**About Adents:**

Adents is a software developer specializing in solutions for unique product identification and track & trace helping companies from all industry sectors adapt to market changes and comply with regulations on traceability. Adents' innovative software solutions provide brands and companies with the capacity to create and leverage the digital profile of their products, the only efficient solution to help them fight parallel markets and counterfeits, to better control their distribution channels and to create a personalized connection with their customers. Founded in 2007, Adents operates in Europe and the United States.



**About Microsoft:**

Microsoft (Nasdaq "MSFT" @microsoft) is the leading platform and productivity company for the mobile-first, cloud-first world, and its mission is to empower every person and every organization on the planet to achieve more.