



## **ProModel Corporation Celebrates 25 Years of Helping Customers “Make Better Decisions, Faster”**

Allentown PA, August 1, 2013 - ProModel Corporation, a leading predictive analytic BI software and services company, celebrates its 25th anniversary today. Since its start on August 1<sup>st</sup> 1988, ProModel has evolved from a small company based on a single innovative simulation software product to an organization with a global presence and diverse solutions servicing virtually every industry from Government and Manufacturing to Healthcare and Academia.

The company was founded by Dr. Charles Harrell with the purpose of providing easy to use, powerful, and affordable simulation software products that would run on standard PCs. His vision was to create a tool set that didn't require a programmer to use.

“We set out to revolutionize the use of simulation in the business world by introducing the first graphically oriented simulation tool for desktop computers,” said Dr. Harrell, who is a Professor of Engineering and Technology at BYU. “We were all convinced that we offered a unique product—a simulation tool that was developed and supported by engineers and specifically designed for engineers.”

Besides creating one of the first Windows-based simulation products, ProModel Corporation also led the way by introducing optimization into simulation software and creating the first global synchronization tool for military personnel and assets. In doing so, the company has received numerous recognitions over the years including Microsoft's distinguished partnership awards and recent high accolades from the Department of Defense. Another significant moment in the company's history was when ProModel products and services were used to design security and transportation systems at the 2002 Winter Olympics in Salt Lake City Utah.

“The key to our innovation is leveraging our 25 years of experience in providing solutions, by building that knowledge into our offerings,” said Keith Vadas, President and CEO, ProModel Corporation.

ProModel is currently working towards an increased presence in the project portfolio management space with a new solution called Enterprise Portfolio Simulator (EPS) which is an on-line platform available to users across an organization. ProModel is also in the process of creating innovations for the healthcare industry by developing an application specific healthcare solution designed to make it easier and faster to solve hospital wide patient flow issues. Other cloud based solutions are also in the works.

With offices in Orem Utah, Ann Arbor Michigan, and headquarters in Allentown Pennsylvania the company has experienced significant growth in the last decade and has developed a reputation for providing unrivaled customer support, training, and consulting services.

“This is truly a success story. And it’s no secret that our success is due to the talented professionals, both within our loyal customer base and the ProModel family, who are dedicated to the concept of improvement,” Vadas continued.

“We’re looking to the future with great promise and opportunity for growth, as we continue to strive to develop innovative and collaborative solutions to help our customers make better decisions faster and create their own success stories.”

### **About ProModel**

ProModel is a leading provider of technology enabled, predictive analytic decision support solutions. A Microsoft Gold ISV and Silver PPM Competencies Partner, ProModel specializes in custom and COTS (Commercial Off the Shelf) products to help organizations optimize portfolios, projects, processes and resource decisions that best align with business strategy.

Founded in 1988, ProModel is a privately held small business with over 500 active customers and 7,000 active users globally, including over 50% of the Fortune 500. Customers include companies in healthcare, manufacturing, logistics, business re-engineering, DoD, pharmaceuticals and financial services.

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