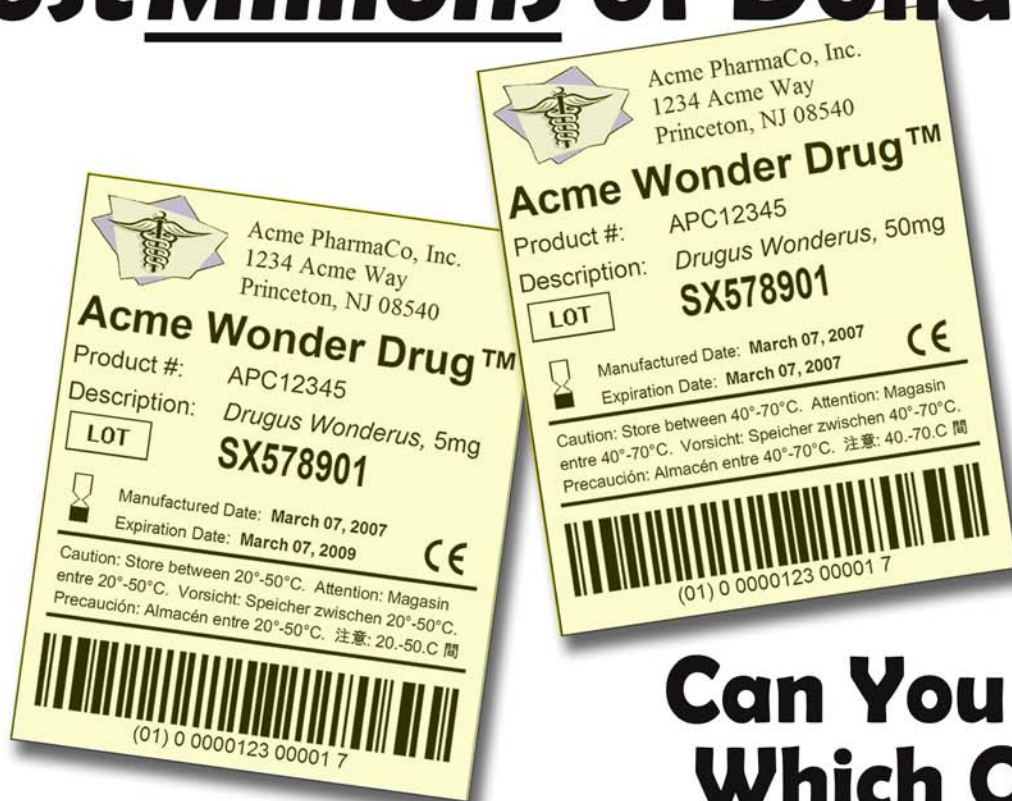


# One of these Labels will Cost Millions of Dollars.



## Can You Tell Which One?

According to industry analysts, a drug recall can cost millions of dollars, and the Center for Drug Evaluation and Research (CDER) cited labeling errors as a leading cause of recalls in its 2005 Report to the Nation. However, most "pre-packaged" label software programs provide a fraction of the requirements for FDA-strength labeling.

Consequently, many pharmaceutical companies manage labeling with numerous home-grown systems distributed among multiple sites. The result is a host of aesthetic differences, as well as potentially hazardous data errors; not to mention the on-going expense of supporting custom software.

Recognizing these risks and challenges, Innovatum, Inc. developed the ROBAR™ Enterprise Label Management System. Given Innovatum's 14-year history of enterprise software development in the Life Sciences, ROBAR™ was built with significant input from multiple leading pharmaceutical companies. The result is a complete bar code and RFID label design, review, approval, printing and data management system ideally suited for the challenges and constraints of FDA-regulated labeling.

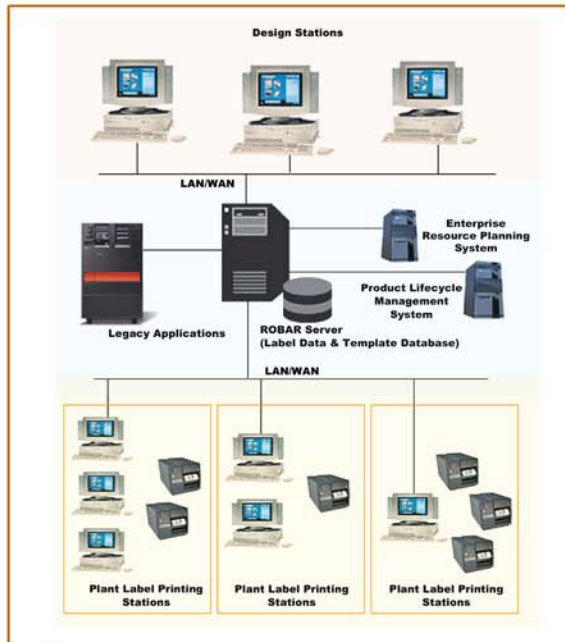
The following page includes a summary of key features & benefits.

If you'd like to know how ROBAR™ can help prevent your labels from costing millions, please contact Innovatum today for a free consultation.



# ROBAR™ Enterprise Label Management System

## Enterprise Architecture



## Modular License Components

**ROBAR Server:** Central repository for labels, graphics and data; managing any number of sites and/or business units across the globe. Easily integrates with ERP and other enterprise systems via XML.

**ROBAR Design/Admin Client:** WYSIWYG label design interface supports all major bar code symbologies and RFID tag standards. Administrative interface defines functional access rights and system settings.

**ROBAR Workflow Module:** Widest range of options to configure electronic workflows, including automatic e-mail notifications and a central web portal to view approval activities and statuses in real-time.

**ROBAR Print Client:** Launches print jobs from a single data scan (e.g. Lot #). Cannot edit or create new labels. Supports over 1,500 industrial bar code & RFID label printers from every leading manufacturer.

## Key ROBAR™ Benefits

- Enables 21 CFR Part 11 compliance.
- Seamlessly integrates with ERP and other enterprise systems via XML.
- Facilitates global standardization of label templates, data and SOPs.
- Validation Packet ensures compliance and accelerates implementation.
- Replaces paper-based approval SOPs with electronic, web-based workflows.
- Supports all existing RFID "Smart Tag" types with pre-configured drag-&-drop objects; saving hours of configuration.
- Reduces IT-related costs of in-house software development & maintenance.
- Flexibility to define custom access rights for any departmental or individual role
- Unicode compliance to merge and print data in any language, including double-byte character sets like Japanese.
- Mass editing can automatically apply a single update to all relevant records and trigger appropriate approval workflows.
- Supports over 40 RFID label printers from leading manufacturers like Zebra, Intermec, Datamax, SATO, TEC, Printronix and more.



**innovatum**  
[www.innovatum.com](http://www.innovatum.com)  
877-277-3016