



## LEO PHARMA DEPLOYS CEGEDIM DENDRITE SAAS CRM FOR MULTI-COUNTRY IMPLEMENTATION IN THE ASIA REGION

MOBILE INTELLIGENCE™ PROVIDES CONSOLIDATED VIEW AND REPORTING OF REGIONAL AND LOCAL ACTIVITIES WITH CUSTOMERS

**Singapore – May 25<sup>th</sup>, 2010** – [Cegedim Dendrite](#) today announced that [LEO Pharma](#) has implemented Mobile Intelligence™, Cegedim Dendrite's flagship Customer Relationship Management (CRM) solution using a Software as a Service (SaaS) delivery model, in six countries in the Asia-Pacific region. LEO Pharma is a global pharmaceutical company specializing in dermatology and critical care and Cegedim Dendrite is the world's leading provider of Pharmaceutical CRM solutions with a 35 percent global market share.

Multi-national companies such as LEO Pharma require a proven CRM system designed for Life Sciences that provides a single platform for marketing and sales related information; and has the flexibility to enable the configuration of both regional and local business requirements. Cegedim Dendrite's Mobile Intelligence™ has built-in, easy-to-use configuration tools which enable customization based on the business process requirements of its customers whether by region, country, group or individual user. By consolidating all prospect and customer information into Mobile Intelligence™, LEO Pharma will now be able to generate accurate and consistent reports across the countries deployed in the Asia-Pacific region.

LEO Pharma cited the robust functional footprint of Mobile Intelligence™ as a primary reason for their selection. "Cegedim Dendrite is a well known supplier of CRM systems in the pharmaceutical industry with a sound reputation in Asia and globally. Cegedim Dendrite has been evaluated as the best CRM-system for LEO because it meets our business requirements," explained Pung Heng Kiong, Senior Sales Manager and Project Manager, LEO Pharma Malaysia. "We found Cegedim Dendrite to be professional, positive, flexible and supportive."

Mobile Intelligence™ also provides identical online and offline functionality. "This feature is unique compared to other CRM systems," said Franck Levassort, President of Asia-Pacific, Cegedim Dendrite. "This functionality is critical to companies like LEO Pharma who have teams of field representatives that need to share information with their home offices. The fact that we offer this functionality as part of our base system proves our in-depth knowledge of the needs of the Life Sciences industry."

Having successfully completed the first phase of the project, Cegedim Dendrite is now working on the next phase with LEO Pharma Asia to deploy Mobile Intelligence Analytics. This will allow the management team of LEO Pharma to obtain consistent and timely information in an actionable format.

### About Cegedim Dendrite

Cegedim Dendrite is the Life Sciences industry's leading provider of Customer Relationship Management (CRM) solutions. Designed specifically for Life Sciences, the company's innovative business solutions incorporate a thorough understanding of local, regional and worldwide trends. Cegedim Dendrite enables more than 200,000 users in many of the world's most innovative companies to stay ahead of market challenges. In addition to CRM, Cegedim Dendrite also provides marketing, data optimization and regulatory compliance solutions in more than 80 countries.

Cegedim Dendrite is part of the France-based Cegedim S.A. Group.

To learn more, please visit [www.cegedimdendrite.com](http://www.cegedimdendrite.com)

### About Cegedim

Founded in 1969, Cegedim is a global technology and services company specializing in the healthcare field. Cegedim supplies services, technological tools, specialized software, data flow management services and databases. Its offerings are targeted notably at healthcare industries, life sciences companies, healthcare professionals and insurance companies. The world leader in life sciences CRM, Cegedim is also one of the leading suppliers of strategic healthcare industry data. Cegedim employs 8,600 people in more than 80 countries and generated revenue of €874 million in 2009.

Cegedim SA is listed in Paris (EURONEXT: CGM).

To learn more, please visit [www.cegedim.com](http://www.cegedim.com).

### About LEO PHARMA

Founded in 1908, LEO Pharma is an independent, research-based pharmaceutical company based in Ballerup near Copenhagen. LEO Pharma is wholly owned by the LEO Foundation and is one of the world's leading companies within the treatment of dermatology (psoriasis, skin infections, eczema and actinic keratosis) as well as critical care (anticoagulation, nephrology and the supportive treatment in cancer). LEO Pharma develops, manufactures and markets competitive, safe and efficacious drugs globally. 96% of the group's turnover is generated outside Denmark, where LEO Pharma's products are sold in more than 100 countries. LEO Pharma has offices in 53 countries and employs more than 3,500 employees worldwide, 1,300 of which in Denmark.

To learn more, please visit: <http://www.leo-pharma.asia/>

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