

Bayer Yakuhin Selects Cegedim Relationship Management CRM Solution

Leading Healthcare Company in Japan to Leverage Mobile Intelligence for Over 2,000 Enterprise Users Across Various Commercial Teams

Paris, September 28, 2010 – Cegedim Relationship Management today announced that Bayer Yakuhin Ltd., a leading Life Sciences company in Japan, has selected Mobile Intelligence™, Cegedim Relationship Management's flagship Customer Relationship Management (CRM) solution, for up to 2,000 users as its enterprise wide solution for various commercial teams such as General Medicine, Special Medicine, Animal Health and Oncology, among many others. Cegedim Relationship Management, the world's leading provider of Life Sciences-specific CRM solutions with a 35 percent market share of the global pharmaceutical CRM market, continues to deliver innovative and industry specific solutions to immediately increase its customers' effectiveness and productivity.

[Leveraging System Flexibility to Meet Multiple Needs](#)

In a market where all residents must have insurance, payers have extremely tight control on healthcare costs, and patients see physicians an estimated fourteen times per year, Life Sciences companies must be extremely efficient and effective in coordinating their commercial initiatives. Specifically, they must maximize limited time with stakeholders while being cost effective and maintaining the current headcount of commercial teams.

Mobile Intelligence was specifically designed for the Life Sciences industry. Its flexibility is featured in its robust architecture and multi-device support, and its advanced configuration tools enable clients to continue to evolve their solutions as the needs of their businesses change locally, regionally or globally.

Bayer Yakuhin is a Japanese healthcare company striving to contribute to improved health and quality of life through innovation and creativity based on the science and technology developed worldwide by Bayer Healthcare AG. The company will be rolling out Mobile Intelligence to several commercial teams including General Medicine, Special Medicine, Oncology, Animal Health, Women's Healthcare and Intendis.

"We understand our customers' imperative to increase efficiency and effectiveness. Mobile Intelligence was designed to help commercial teams better manage interactions with their stakeholders, maintain valuable data to provide a complete view of accounts, and enable the sharing of information across teams to increase internal efficiency and enhance customer relationships," said Laurent Labrune, Cegedim Relationship Management Chief Executive Officer. "Best of all, multiple commercial teams in animal health, specialty care, primary care and an infinite number of other configurations can seamlessly reach their goals from one platform."

According to Mr. Tomomi Shozen, Head of Organization & Information Japan / Korea Bayer Yakuhin, Ltd., "Mobile Intelligence meets our commercial teams' need to improve their efficiency. We have very limited time with our stakeholders, so we need to ensure that we convey relevant information that provides value. Mobile Intelligence was solely designed for the Life Sciences industry, its processes and intricacies. This is evident by the intuitive, human centered design of the screens which display critical information right away, the identical functional footprint for off-line and on-line versions, and the flexible system architecture that addresses the various needs of our various commercial team members in one system."

*About Cegedim
Relationship
Management:*

Cegedim Relationship Management 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 Relationship Management 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 Relationship Management also provides marketing, data optimization and regulatory compliance solutions in more than 80 countries. Cegedim Relationship Management is part of the France-based Cegedim S.A. Group. To learn more, please visit: www.cegedimrm.com/rm.

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.

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