

Cegedim Relationship Management Releases Mobile Intelligence 7, Specifically Designed to Enable Increased Commercial Effectiveness

Game Changing Life Sciences Cloud-Based CRM Solution Created to Revolutionize Real-time Collaboration, Enable More Dynamic Shifts in Strategy and Increase Usability

Paris – June 6, 2012 – [Cegedim Relationship Management](#) today launched the highly anticipated, seventh generation of their breakthrough Customer Relationship Management (CRM) platform, Mobile Intelligence 7, which is the industry's most advanced and comprehensive CRM solution designed for Life Sciences companies. The new version contains a completely redesigned mobile app that features a super-intuitive Graphical User Interface (GUI); more robust functionality for a wide range of field users; real-time collaboration across all user types; and the ability to make quick changes in execution strategy based on evolving needs - all designed to enable Life Sciences companies to increase their commercial effectiveness. Mobile Intelligence 7 for tablet users is named **MI Touch**; for smartphone users, **MI Pocket**; and for traditional laptop/PC users, **MI PC**.

Mobile Solution Designed to Enable Improved Stakeholder Interactions

MI Touch enables optimized commercial interactions, which is a key necessity in today's shifting industry. Featuring the most human-centered CRM design, the solution seamlessly integrates into everyday functions delivering superior usability. The mobile functionalities specifically tailored to support Key Account Management (KAM), Medical Science Liaison (MSL) and Sales activities foster dynamic stakeholder interactions. MI Touch's unparalleled mobile functionalities enable seamless real-time cross enterprise collaboration, enhance data capture and foster improved stakeholder relationships. MI Touch combines the most functional and user-friendly features to deliver a truly effective, stand-alone field tool that enables companies to thrive in an ever-changing landscape.

Unparalleled Configuration Agility to Enable Cost Savings

MI Touch delivers the most flexible system architecture for superior configuration. The solution features the agility to adapt or disable functionalities, rapidly deploy business strategies and consistently meet all regulatory compliance requirements. This unique configuration functionality, cloud-based deployment and native integration with OneKey's Healthcare Professional database enables cost savings in the short and long term. MI Touch empowers companies with the critical tools required to capitalize on growth opportunities, and to maximize their commercial productivity.

"We are closely collaborating with our clients in their efforts to revolutionize their commercial models," said Laurent Labrune, Chief Executive Officer of Cegedim Relationship Management. "MI Touch was developed based on Apple's app design principles, and received full validation from users around the world who participated in user lab tests. Leveraging the valuable insights gained in the user labs, we have continued to further this product's usability, functionality and tools. MI Touch's launch continues to affirm our leadership position as the optimal Life Sciences-specific CRM solution in the market."

Cegedim Relationship Management drives its innovation by continuing to develop the most relevant, cloud-based and agile solutions for the evolving Life Sciences Industry.

*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.cegedim.com/rm.

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*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 8,200 people in more than 80 countries and generated revenue of €911 million in 2011. Cegedim SA is listed in Paris (EURONEXT: CGM).

To learn more, please visit: www.cegedim.com.

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