

Cegedim Relationship Management Announces Groundbreaking Version of *Mobile Intelligence*, Featuring Innovative Multichannel Engagement Suite

Life Sciences-Specific CRM Now Provides Complete Single Platform that Brings Multichannel Together, Empowering Better Customer Interactions

Rome – June 6, 2014 - [Cegedim Relationship Management](#) today announced the availability of the latest release of its Life Sciences-specific Customer Relationship Management (CRM) platform, *Mobile Intelligence*, which features a groundbreaking, complete, single platform that brings multichannel together, empowering Life Sciences teams to create better customer interactions. The announcement was made at Cegedim's annual customer conference in Rome, where Life Sciences leaders have gathered in a spirit of co-creation to explore the advances in technology that make their businesses run more efficiently.

Executing a Multichannel Strategy for Comprehensive Customer Engagement

As the healthcare industry continues to evolve and increase in complexity considering multiple stakeholders, more specialized markets, increasing regulation and budgetary restrictions, Life Sciences customer-facing organizations seek a more efficient way to collaborate that adds value and respects compliance. The need for multichannel customer engagement becomes imperative to maintain effective customer relationships. *Mobile Intelligence*, a versatile solution that fits multiple situations, offers Life Sciences companies the capability to coordinate the execution of a multichannel strategy that differentiates them from competitors, and helps them reach more and better outcomes.

Mobile Intelligence blasts the boundaries of traditional CRM, as companies know it, because it enables multichannel to become actionable by providing the widest range of channels from a single platform of engagement. In addition to the channels existing in previous releases of *Mobile Intelligence*, including face-to-face, sampling, closed loop marketing (CLM), meetings, congresses and contact center, *Mobile Intelligence 10* now supports fast growing channels.

- Remote interactions capabilities - online and through the iPad*
- Secured Messaging - compliant e-mails for field and customer facing teams
- Enhanced CLM to provide further flexibility to field users
- Social CRM enablement, including customer centric collaboration leveraging Yammer and Lync** integration
- Paperless event management

"*Mobile Intelligence 10* offers the widest and unmatched set of channels natively integrated with multi stakeholder data and insights," explained Laurent Labrune, Chief Executive Officer of Cegedim Relationship Management. "This enables each customer facing team to collaborate to execute their multichannel engagement strategy, using cross functional mobile solutions adapted to their needs. In so doing, they maintain their presence and access to target populations, despite budgetary restrictions, engaging customers in an efficient and compliant way."

The Cegedim CRM solution helps Life Sciences companies transition from the traditional face-to-face customer engagement strategy, to an orchestrated multichannel engagement program which identifies customers across multiple communication channels; ensures a coherent message across channels; and finds the right channel mix adapted to each customer.

Other key enhancements to *Mobile Intelligence* include: offline coaching capabilities for district managers; mobile order entry for retail support; and direct access to Cegedim's *OneKey*[®] healthcare professional (HCP) / healthcare organization (HCO) database, and new embedded analytic capabilities.

* iPad is a trademark of Apple Inc.

** Yammer is a trademark of Yammer, Inc., and Lync is a trademark of Microsoft Corporation.

*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 approximately 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 8,000 people in more than 80 countries and generated revenue of €902 million in 2013. Cegedim SA is listed in Paris (EURONEXT: CGM).

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

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