

Cegedim Launches Award Winning* Cloud-Based Mobile Intelligence™ 9 Featuring Advanced Closed Loop Marketing & Multi-Channel Offerings

World's Most Innovative and Comprehensive Cloud-Based CRM Now Offers Optimized Multimedia CLM, OneKey™ Digital Integration & Contact Center Availability on Windows 8 Pro and Apple iOS Devices

Paris, France – April 22, 2013 – [Cegedim Relationship Management](#), today launched the highly anticipated, ninth generation of their award winning* CRM platform, Mobile Intelligence™ 9 – the industry's most advanced and comprehensive cloud-based CRM solution for the Life Sciences. The new Mobile Intelligence features the most advanced multimedia Closed Loop Marketing (CLM) functionality for interactions with healthcare professionals (HCPs); new Contact Center functionality captures customers' interactions; and seamless integration with OneKey™ Digital, which provides insights on HCPs' social media footprint. As of today, the cloud-based Mobile Intelligence is the only Life Sciences CRM platform that supports Windows 8 Pro and Apple iOS devices.

Tablet-Perfect CLM Capabilities to Maximize HCP Engagement Outcomes

Cloud-based Mobile Intelligence 9 delivers enhanced functionalities and seamless integration with Cegedim's broad solution portfolio to create a truly collaborative workspace for diverse end users. The new release enhances face-to-face interactions through the fully integrated, advanced multimedia CLM which enables marketing teams to independently design presentations, and track and improve engagement for future interactions. Key CLM functionalities include self-adapting content for added value calls; superior capabilities for customer profiling and segmentation; and improved collaboration between marketing, medical and commercial team users to ensure that customers receive the right message, at the right time, and through the right channel.

"Life Sciences commercial teams are looking to improve actionable insight through the tight integration of multi-channel customer data, including related social media information," explained Eric Newmark, Program Director, Life Sciences at IDC Health Insights. "CRM systems that can deliver this, along with comprehensive CLM functionality, are well positioned to succeed in this market. Looking ahead, operational flexibility will also become increasingly important for life sciences companies, placing greater value on applications that provide strong offline capabilities, and are designed to be device-agnostic."

More Dynamic Tools to Drive Effectiveness of Multi-Channel Strategy

Empowering commercial, medical and marketing teams to capture interactions with HCPs that lack a digital presence, newly available Contact Center tracks customers' phone and/or mail interactions. Additionally, the release leverages OneKey Digital, the first syndicated database of physicians' social media footprint matched to their physical identities and affiliations. OneKey Digital allows companies to better understand their customers' social media activity and influence in order to optimize the impact of their messaging and strengthen positioning.

"Mobile Intelligence 9 confirms our position as the only provider to merge CRM, CLM and customer data onto one centralized platform designed for the Life Sciences," said Laurent Labrune, Chief Executive Officer, Cegedim Relationship Management. "As industry challenges propel our customers to do more with less, our CRM offerings will continue to expand in order to provide everything needed to achieve optimal commercial performance in the Life Sciences industry."

Further, Mobile Intelligence 9 is fully compliance-ready, and aligned with changing regulations via actionable alerts on spending levels in the CRM workspace, new sample regulation adjustments for European markets, and CLM presentation validation flows.

**Frost & Sullivan's 2013 Customer Value Enhancement Award in Mobile Sales Force Automation (SFA)*

*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 8,100 people in more than 80 countries and generated revenue of €922 million in 2012. Cegedim SA is listed in Paris (EURONEXT: CGM).

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

And follow Cegedim on Twitter: [@CegedimGroup](#).

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