

Forest Laboratories UK Ltd. Implements Mobile CRM Solution from Cegedim Relationship Management to Increase Rep Efficiency, Drive Sales and Aid in Corporate Growth

Mobile Intelligence for iPad™ to be Rolled Out Across UK Sales Team to Continue Timely and Effective Client Delivery in a Competitive Market

Paris – September 27, 2012 – [Cegedim Relationship Management](#) today announced that [Forest Laboratories UK Ltd.](#) has implemented their award-winning* Customer Relationship Management (CRM) solution, *Mobile Intelligence* for iPad™. Cegedim Relationship Management is the Life Sciences industry's leading global provider of CRM, Regulatory Compliance, Data and Marketing solutions; and Forest Laboratories is a developer, manufacturer and seller of prescription and non-prescription branded ethical products.

As an emerging pharmaceutical company, Forest Laboratories faces fierce and ever-growing competition in its sector; the catalyst for some significant changes across the organisation in recent years. Laurel Whitcomb, Business Information Manager at Forest Laboratories, comments, "We continue to recognise that our team of key account specialists must remain incredibly proactive in sourcing and attracting their customers and ensuring those contacts are appropriate. Within the industry, there is increasing competition as the larger pharmaceutical companies encroach on the niche markets and look for business within these specialist areas."

Mobile Intelligence for iPad is specifically designed to leverage the benefits of tablets. The mobile solution enables sales reps to maximise their time in the field by providing them with real-time access to comprehensive customer data, allowing for the input and capturing of information wherever they are. The solution can also be used in a meeting environment to offer seamless, data-based, multi-media presentations to clients as required.

Rolling out across the UK commercial team, Mobile Intelligence will carry on Forest Laboratories' momentum to drive sales and compete against larger pharmaceutical companies. Laurel Whitcomb comments, "Following the previous success with Cegedim, we selected Mobile Intelligence as a natural progression. The MI solution is very interactive, and is slick in its appearance and functionality. Operating from an iPad rather than a laptop improves efficiency for our sales team, giving them faster and easier technology during appointments, allowing our reps to convey a more professional service and interact with target customers in a more timely way. The solution also increases the speed of communication and delivery of additional information to the customer, helping to build and maintain important client relations which are key in a competitive industry."

According to Laurent Labrune, Chief Executive Officer at Cegedim Relationship Management, "Technology is vital in supporting every business, but particularly emerging businesses that do not have vast amounts of resources. By using technology like Mobile Intelligence, commercial teams can independently source information for their clients from their devices without relying on colleagues who, as part of a small team, may not have capacity to help as timely as is required."

Forest Laboratories UK Ltd is a wholly-owned subsidiary of Forest Laboratories Inc. in the US. The UK operation has three divisions, including ethical prescription medicines which offers a variety of therapies that can provide meaningful benefit to peoples' lives. The products are aimed at the dermatology, gastroenterology and cystic fibrosis markets.

* Frost & Sullivan 2011 North American Competitive Strategy Innovation 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 8,200 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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