

## **Cegedim Relationship Management's Mobile Intelligence 6 Enables Improved Productivity, Efficiency and Stakeholder Relationships**

**Breakthrough CRM Solution Delivers over 40 New Enhanced Functionalities and Features to Increase Capabilities to Perform from the Field and Visualization of Affiliation Networks**

**Paris – February 27, 2012 – [Cegedim Relationship Management](#)** today announced the availability of release 6 of the world's most advanced pharmaceutical CRM solution, Mobile Intelligence™, which leverages unparalleled mobile technology and Cegedim's 42 years of proven expertise with the global Life Sciences industry. This latest release features increased iPad™/iPhone™ functionalities, broader offline capabilities and improved modules for commercial team realignment.

As regulatory and economic pressures continue to reshape the global Life Sciences industry, pharmaceutical and biotech companies must maintain increasingly high levels of commercial performance. Thus, companies demand CRM solutions that manage and deploy commercial teams from one centralized platform, consolidate customer databases and enable field users with mobile features to rapidly capture and consult vital information. Mobile Intelligence delivers on all of these fronts by equipping companies with critical tools that streamline commercial operations, maximize stakeholder interactions and increase overall efficiency.

### **Optimized Mobility via Superior Field Features and Intuitive Management Modules**

Mobile Intelligence significantly improves commercial team mobility and management through new offline iPad/iPhone functionalities that enable higher end user adoption. These powerful enhancements include a streamlined planner, bulk call capabilities and quick search of all free text fields. Additional new features include breakthrough functionalities for commercial team realignment that enable Sales Operations users to better manage commercial teams, while promoting increased field user autonomy through a self-alignment module. In addition, Mobile Intelligence features a New Order Entry user interface and robust functionalities to optimize a commercial representative's daily work in the field. These valuable enhancements include a new screen layout, new delivery split management, a built-in product card and direct access to the order history. These new features of Mobile Intelligence in combination with expanded tool capabilities and embedded and actionable reports, are allowing companies to quickly capitalize on new growth opportunities and increase their overall commercial productivity.

"Each new feature of Mobile Intelligence advances a company's ability to foster better relationships with key stakeholders," explained Laurent Labrune, Chief Executive Officer of Cegedim Relationship Management. "Overall, what differentiates Mobile Intelligence is its robust offline functionalities, revolutionary iPad/iPhone capabilities, and unmatched usability across all components of the solution."

## Key Enhancements of Mobile Intelligence

- Affiliation Network View is a fully interactive visualization to better manage and understand stakeholder activities, behavior and influence networks
- An embedded Document Management feature provides a repository to improve collaboration and control access of documents online or/and offline
- New interface and seamless navigation of iPad Planner enables field users to easily create/edit/delete/consult appointments on-the-go and offline
- Smart Search is a more user-friendly search available in all free text fields
- One-Click Scheduling saves time by creating multiple appointments and bulk calls
- Self-Alignment promotes increased flexibility as individual alignment can now be carried out by commercial team without Sales Operations support
- APIs that integrate with the leading Closed Loop Marketing (CLM) systems

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*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](http://www.cegedim.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 8,200 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](http://www.cegedim.com).

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