

Rottapharm Madaus Portugal Implements Cegedim Relationship Management's Mobile Intelligence™ Cloud-Based CRM Solution to Increase Growth of Over-the-Counter (OTC) Market

Award Winning* Mobile Intelligence Software-as-a-Service (SaaS) Delivers Field User Functionality, Unparalleled Flexibility and Cloud-Based Technology to OTC Commercial Teams in Portugal

Paris – March 07, 2012 – [Cegedim Relationship Management](#) today announced that Rottapharm Madaus Portugal has expanded its Customer Relationship Management (CRM) solutions with next generation Mobile Intelligence™ via SaaS for the company's OTC commercial teams. Rottapharm Madaus Portugal is a vital component of the leading Italian biopharmaceutical company whose research and development has contributed to major industry discoveries, and continues its legacy through a distinct and innovative product line of pharmaceuticals, personal care and nutraceuticals.

Maximizing Growth Potential in a Changing Era

Portugal's pharmaceutical market is under significant strain due to major healthcare cuts in government drug expenditures and the strict enforcement of generic prescriptions. As healthcare prescribing power shifts, Portuguese Life Sciences companies demand intuitive CRM and Data solutions that will increase their OTC market share.

Mobile Intelligence provides Rottapharm Madaus Portugal with a simple and fast order-gathering system that utilizes an intuitive Graphical User Interface (GUI) with features perfectly suited for field users to drive OTC growth. Mobile Intelligence's global flexibility, cloud-based technology and field user functionality streamlines Rottapharm Madaus' interactions with stakeholders, and promotes rapid progress within Portugal's OTC market.

"Mobile Intelligence enhances our OTC commercial team's internal system by providing a comprehensive analysis of field team efficiency and easy management of our new campaigns," said Alessandro Micheli, Commercial Director, Rottapharm Madaus Portugal. "Over the years, our company has formed a lasting partnership with Cegedim Relationship Management as they are a really trusted source for industry leading CRM solutions."

"While many pharmaceutical companies in Portugal are still maneuvering cost containment regulations, Rottapharm Madaus is utilizing Mobile Intelligence to explore the promising growth potential of the OTC market," said Laurent Labrune, Chief Executive Officer of Cegedim Relationship Management. "Mobile Intelligence's global flexibility and field user functionality continue to provide companies with the defining difference in the new era of the Life Sciences Industry."

* 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.

*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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