

**FOR IMMEDIATE RELEASE**

## **CEGEDIM DENDRITE TO DEPLOY AMDOCS TO ENHANCE WORLDWIDE CUSTOMER SERVICE**

LEADING LIFE SCIENCES TECHNOLOGY FIRM TO IMPLEMENT GLOBAL HELP DESK SOLUTION  
ACROSS EUROPE, THE AMERICAS AND ASIA PACIFIC

**Paris - December 7, 2009** - [Cegedim Dendrite](#), the world's leading provider of Life Sciences-specific Customer Relationship Management (CRM) solutions with a 35 percent market share, today announced that it will deploy an [Amdocs](#) help desk solution to deliver enhanced support services to its worldwide customer base. Amdocs is a leading provider of Customer Experience Systems (CES).

Cegedim Dendrite will deploy Amdocs' Smart Agent Desktop. This product will support a global harmonization in service delivery, improving efficiency and reducing call transfers. Smart Agent Desktop will enable Cegedim Dendrite to consolidate and access customer data, streamline and create global standards for business processes and automate reporting, resulting in operational efficiency and a better customer experience.

"We selected Amdocs to harmonize and automate our current help desk processes at a global level," said Angelique Aldaya, Vice President of Global Operations for Cegedim Dendrite. "Multi-national Life Sciences companies require comprehensive reports that can help pinpoint worldwide support issues. By operating a single global help desk solution, we can promptly provide our customers with reports that reflect usage around the globe, helping to identify trouble spots, such as prevalent hardware or software issues or inadequate user training, so that they can make better decisions. Amdocs will support our company-wide goal of achieving total customer satisfaction."

### **About Cegedim Dendrite**

Cegedim Dendrite 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 Dendrite 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 Dendrite also provides marketing, data optimization and regulatory compliance solutions in more than 80 countries.

Cegedim Dendrite is part of the France-based Cegedim S.A. Group.

To learn more, please visit [www.cegedimdendrite.com](http://www.cegedimdendrite.com).

### **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 €849 million in 2008.

Cegedim SA is listed in Paris (EURONEXT: CGM).

To learn more, please visit [www.cegedim.com](http://www.cegedim.com).

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