



FOR IMMEDIATE RELEASE

CEGEDIM DENDRITE EXPANDS ITS INDIA CRM OPERATIONS

OFFICE GROWS TO SUPPORT EMERGING LIFE SCIENCES MARKET WITH ITS NEXT
GENERATION MOBILE INTELLIGENCE™ SOLUTION

Singapore, SIN – November 16, 2009 – [Cegedim Dendrite](#), the world's leading provider of pharmaceutical-specific customer relationship management (CRM) solutions with a 35 percent market share, today announced the expanded availability of its global CRM solution, [Mobile Intelligence™](#), to the emerging Indian market. Leveraging its current office in Mumbai, India, Cegedim Dendrite will market, sell and support its CRM solutions to meet India's increasing demand.

Cegedim Dendrite Life Sciences-by-design solutions are leveraged by many of the world's large, mid-sized and emerging Life Sciences companies. Mobile Intelligence™ enables these organizations to extend their relationships and reach with healthcare professionals and institutions, as well as trade partners such as distributors, wholesalers and chemists.

[Mobile Intelligence 5.0](#) provides robust functionality to improve the effectiveness of commercial teams within a Life Sciences company such as primary care, specialty care, key account management, consumer health and animal health. This global solution empowers cross-functional team collaboration and enables centralization of key customer information across the enterprise

"As the leader in pharmaceutical CRM solutions, we are thrilled to expand our services through the introduction of Mobile Intelligence™ in the Indian market," said [Laurent Labrune](#), Chief Executive Officer of Cegedim Dendrite. "Mobile Intelligence™ was built for the Life Sciences industry from the ground up, so our customers don't have to adapt functionality from other industries to meet their needs."

The Global Solutions Center, launched in 2004 in India, has enabled Cegedim Dendrite to customize its global products and solutions to meet the region-specific needs of Life Sciences companies in India.

"With the demand for pharmaceuticals continuing to increase in India and the entry of new players, this market is becoming increasingly competitive for Life Sciences companies," said Adil Vazifdar, Account Director of Cegedim Dendrite in India. "Mobile Intelligence can enable pharmaceutical companies to improve the productivity, visibility and effectiveness of the sales and marketing functions. This will be crucial to their success in India."

Cegedim Dendrite currently has offices in over 40 countries and customers in more than 80. Mobile Intelligence is available in both Software-as-a-Service (SaaS) and traditional license models. To learn more, please visit <http://www.cegedimdendrite.com>.

About Cegedim Dendrite

Cegedim Dendrite is the life sciences industry's leading provider of Customer Relationship Management (CRM) solutions. Pharmaceutical by design, the company's innovative business solutions and global reach incorporate a thorough understanding of local, regional and worldwide trends. Cegedim Dendrite enables more than 200,000 users in many of the world's top companies stay ahead of market challenges. Cegedim Dendrite also provides sales, marketing 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.

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, pharmaceutical companies, healthcare professionals and insurance companies. The world leader in pharmaceutical 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. To learn more, please visit our website: www.cegedim.com.

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