



FOR IMMEDIATE RELEASE

MOBILE INTELLIGENCE FEATURES SINGLE SIGN-ON SECURITY THROUGH PARTNERSHIP WITH PING IDENTITY

PARTNERSHIP FOCUSES ON DELIVERING SOLUTIONS TO INCREASE USER PRODUCTIVITY & SECURITY

Paris, France - December 18, 2009 - [Cegedim Dendrite](#) and [Ping Identity](#) today announced a partnership to enable Internet Single Sign-On security for Cegedim Dendrite's flagship Customer Relationship Management (CRM) suite, Mobile Intelligence. Cegedim Dendrite, the world's leading provider of pharmaceutical CRM with a 35% market share, continues to deliver innovative and industry specific solutions to immediately increase its customers' effectiveness and productivity.

In today's complex environment, Life Sciences commercial teams look for opportunities to streamline their administrative tasks and dedicate more effort to building relationships with key stakeholders. Ping Identity is the market leader in Internet Identity Security, delivering on-premise software and on-demand services for Internet Single Sign-On (SSO), Identity-Enabled Web Services and Internet User Account Management to more than 400 enterprises worldwide.

"Incorporating Ping Identity's Single Sign-On capabilities will make it easier for users to securely access Mobile Intelligence while also eliminating the need to enter multiple user IDs and passwords from any other Internet based applications," stated Jean-Pierre Degombert, Vice President Global Alliances of Cegedim Dendrite. "Our partnership with Ping Identity reaffirms our commitment to build strong partnerships with other best-of-breed companies in order to give our customers a technological edge in a very competitive market."

“Partnering with Cegedim Dendrite is ideal not only from a technological perspective but also from a philosophical point of view as both companies are committed to delivering total customer satisfaction,” explained Mike Desai, Ping Identity Director of SaaS and BPO Business Development. “The overall value of integrating our solutions with Mobile Intelligence is that we will enable mutual clients to achieve increased user productivity, improved security, reduced help desk costs and improved compliance.”

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.

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.

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About Ping Identity

Ping Identity is the market leader in Internet Identity Security, delivering on-premise software and on-demand services for Internet Single Sign-On (SSO), Identity-Enabled Web Services and Internet User Account Management. More than 400 enterprises, government agencies, Software-as-a-Service (SaaS) vendors and online service providers worldwide rely on Ping Identity to streamline application access, reduce administrative costs, generate additional revenue and improve security. Visit www.pingidentity.com for additional information.

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