

Cegedim Relationship Management Releases Results of Survey on Trends in Customer Database Management in Europe

Seventy-Seven Percent (77%) of Respondents Cite Consolidating a Comprehensive View of Customers as a Key Challenge in Customer Data Management

Paris – June 21, 2011 – [Cegedim Relationship Management](#) today released a report, *2011 European Trends & Challenges in Customer Data Management within the Life Sciences Industry*, which details the results of a survey of industry decision makers across Europe. An overwhelming majority of respondents recognized accurate and up-to-date customer data as critical to core functions and indicated plans to increase investments in customer data management in the coming year.

Dissatisfaction with Databases and Increased Investments in Data Management

The survey results illustrate that over one-quarter (27%) of respondents are dissatisfied with their current customer database, and nearly one-third (29%) report being dissatisfied with their company's internal data collection and maintenance techniques. The results reflect a pivotal focus on database management with respondents reporting that in the coming year their companies will increase investments in customer master data management (53%) and data management internal processes (49%).

"The information we've collected with this survey indicates that accurate and up-to-date customer data is absolutely critical to success in today's dynamic and competitive environment," said Esther Van Hulten, Vice President of Global OneKey® at Cegedim Relationship Management. "We have been providing healthcare data to the industry for more than 40 years through our OneKey database solution, which helps life sciences companies across sixty-nine countries better target and service their stakeholders. We are proud to be able to provide our customers with this vital tool which is so critical to their success."

Improved Data Quality: Who Benefits and How?

Survey respondents stated that the departments in greatest need of accurate customer data are sales (62%) and marketing (58%). Their answers indicated that quality data most greatly impacts improvement of territory management (79%), better knowledge of the HCP universe at the local level (75%) and improvement in sales force effectiveness (74%).

The report also relays industry feedback on the challenges of database management, the most highly desired information and expectations of outsourced data management. The survey was conducted in May 2011 by Cegedim Relationship Management, the leading global provider of healthcare data, customer relationship management (CRM) and regulatory compliance solutions to the Life Sciences industry. [Please click here to access the full survey report.](#)

For more information on OneKey and other data solutions, [please visit the Data Solutions page of the Cegedim Relationship Management website.](#)

Other Cegedim Relationship Management survey reports:

[Market Access in Europe 2011](#)

[2010 European Trends in Aggregate Spend, Transparency, and Disclosure](#)

*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 8,500 people in more than 80 countries and generated revenue of €927 million in 2010. Cegedim SA is listed in Paris (EURONEXT: CGM).

To learn more, please visit: www.cegedim.com

Contacts:

Drew BUSTOS
Cegedim Relationship Management
Global Communications
Tel.: +1 (908) 443.2451
drew.bustos@cegedim.com

Aude BALLEYDIER
Cegedim
Media Relations
Tel.: +33 (0)1 49 09 68 81
aude.balleydier@cegedim.fr
