

## **Cegedim Relationship Management Named as a Leader in IDC MarketScape Pharmaceutical Sales Force Automation Report**

“Cegedim’s Application Ranks Among the Best Available for Breadth of Functionality, User Interface and Functional Flexibility”

**Paris – June 21, 2011** – [Cegedim Relationship Management](#) is cited as a leader for Life Sciences Sales Force Automation (SFA) solutions in a recent IDC Health Insights report entitled, "IDC MarketScape: Worldwide Pharmaceutical Sales Force Automation Applications 2011 Vendor Assessment" (Document # HI228379, June 2011). The report provides a snapshot of current industry trends in SFA applications as well as new guidelines for vendor assessment.

The IDC Health Insights report identifies the main challenges pharmaceutical manufacturers face in a changing sales environment. Specifically, extensive regulatory reform at both the state and national level, combined with an evolving healthcare landscape, has complicated traditional sales channels and affected sales representatives' ability to interact with physicians. As a result, pharmaceutical manufacturers are demanding better SFA applications to navigate through these emerging industry barriers.

“We are proud to be at the forefront of providing SFA solutions that are flexible and adaptive to the evolving industry,” said Laurent Labrune, Chief Executive Officer of Cegedim Relationship Management, “Mobile Intelligence, our flagship customer relationship management (CRM) solution is designed specifically for the life sciences, and is available in multiple deployment models including private and public cloud. Other reasons why we’re selected by such a large percentage of life sciences companies is that our turn-key solutions are rapidly deployed, we are renowned for our regulatory compliance expertise, and we have the international infrastructure to support our clients both locally and globally.”

### **New Industry Challenges Shape SFA Solutions with a Focus on Versatility**

Eric Newmark, Program Director of IDC Health Insights' Life Science Business Systems program, comments in the report, "As pharmaceutical manufacturers seek to increase sales force efficiency and effectiveness, they are implementing newer SFA solutions that better help to automate, simplify and advance sales representatives' capabilities with a strong emphasis on enhanced mobility, ease of use, streamlined user interface and system flexibility."

According to the industry report, Cegedim Relationship Management's solutions were ranked among the *best available for breadth of functionality, user interface and functional flexibility with click streams optimized specifically for the pharmaceutical industry*. The report also highlighted Cegedim Relationship Management's complete line of deployment options: on-premise, hosted, multitenant and dedicated SaaS.

*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](http://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](http://www.cegedim.com).

*About IDC  
MarketScape:*

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.

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

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