

## **Cegedim Relationship Management Releases Mobile Intelligence 8, Groundbreaking Cloud-Based CRM + CLM + Data Platform**

### **Exceptionally Flexible and Fast CRM + CLM + Data Solution Features Breakthrough Capabilities for Increased Performance & Productivity**

**Paris – October 16, 2012 – [Cegedim Relationship Management](#)** today released the highly anticipated eighth generation of their revolutionary customer relationship management (CRM) platform, Mobile Intelligence 8 – the most advanced, comprehensive and rapidly expanding CRM solution for Life Sciences commercial, medical, key account management and market access teams. The latest release features holistic flexibility across Mobile Intelligence’s CRM + CLM + Data platform, enabling Life Sciences companies to:

- Increase their commercial productivity through meetings management via tablets
- Measure and optimize performance through out-of-the-box actionable reports
- Leverage value-added customer centric strategies through stakeholder engagement insights for stronger relationship building

### **Increased Usability & Stakeholder Insights to Foster Stronger Relationships**

Mobile Intelligence 8 achieves increased usability with the recently revamped and compliance-ready meetings module that enables cost allocation per doctor for increased transparency via MI Touch. The latest release also delivers out-of-the-box actionable reports for Primary Care and Key Account Management (KAM) through intuitive Key Performance Indicators (KPIs) to foster maximum performance. In addition, Mobile Intelligence 8 enables commercial teams to better leverage key stakeholder engagement insights by supporting the delivery of key messages based on the stakeholder’s patient population.

### **Unmatched CRM Platform Capabilities and Seamless Flexibility**

The Mobile Intelligence Platform empowers companies with the ability to independently manage their CRM system. Its unmatched flexibility allows for easy integration with other systems, rapid adaptation of strategy and dependable functionalities to maintain compliance. Additional flexibilities include the ability to add/enhance functionalities and visualizations; seamlessly extract and load data; and holistically monitor operations. Essentially, system agility combined with Life Sciences specific functionality and CRM autonomy enables companies to consistently capitalize on growth opportunities, achieve cost savings and meet customer-specific needs.

### **Native Data + CRM + CLM Integration for Speed & Cost Savings**

Lastly, the world’s most comprehensive HCP database, OneKey®, is natively integrated to Mobile Intelligence. CRM + CLM + Data enables Life Sciences companies to strengthen their targeting and profiling strategies by reaching the most relevant customer base. This out-of-the-box integration enables companies to rapidly start their commercial initiatives while eliminating implementation and maintenance costs.

“Listening to our clients’ key challenges is integral to creating solutions that realistically reflect today’s industry,” said Laurent Labrune, Chief Executive Officer of Cegedim Relationship Management. “Mobile Intelligence 8 further optimizes commercial operations with an entirely comprehensive CRM platform. This release comprises vital insight from our customers and cements our position as an innovation leader in Life Sciences customer-centric CRM solutions.”

Cegedim Relationship Management drives its innovation by continuing to develop ultra-relevant, cloud-based and adaptive solutions to support the flux of the Life Sciences Industry.

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*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).

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*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 €911 million in 2011. Cegedim SA is listed in Paris (EURONEXT: CGM).

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

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