

FOR IMMEDIATE RELEASE

Cegedim Relationship Management and MeLLmo Unveil Combined Mobile Analytics Solution for Life Sciences Customers

Mobile Intelligence Integrates with Roambi to Deliver Immersive Mobile CRM Analytics to Life Sciences Companies Worldwide

Dusseldorf, Germany – March 29, 2011 – [Cegedim Relationship Management](#) the Life Sciences industry's leading provider of Customer Relationship Management (CRM) solutions, and [MeLLmo Inc.](#), creator of Roambi, the [leading business app for interactive mobile analytics](#), today announced they will integrate their technologies to deliver immersive mobile CRM analytics to Life Sciences organizations worldwide.

Increasing Efficiency and Productivity

Individuals in commercial teams within Life Sciences companies travel every day to build deeper relationships with their stakeholders. These individuals have a limited time to leverage all of the information about each stakeholder and convert it into actionable insights that will yield productive interactions with them.

Revolutionizing Mobile CRM Analytics

Designed for companies of all sizes, Roambi transforms CRM and other business data into immersive, dashboard-style analytics, instantly delivered to any iPhone or iPad. Roambi's interactive and engaging user experience lets "always-on" professionals quickly and intuitively access and analyze up-to-the-minute company information, enabling smart, collaborative decision making - anytime, anywhere.

Cegedim Relationship Management's flagship CRM solution, Mobile Intelligence, for iPad and iPhone users, will be significantly enhanced by the integration of Roambi mobile analytics technology. This breakthrough functionality will enable Mobile Intelligence for iPad or iPhone users to make faster, better decisions anytime, anywhere for improved relationship building.

"Our customers rely on Mobile Intelligence to enable more effective, efficient and better relationship building while on the go. And we're always looking for innovative technologies that will allow our customers to analyze their businesses more effectively," explained Laurent Labrune, Chief Executive Officer of Cegedim Relationship Management. "By integrating leading technology like Roambi with Mobile Intelligence, we're giving our customers the fastest, most intuitive way to analyze and act on CRM data right from their iPhones and iPads, wherever they are."

"We're excited to integrate Roambi technology with Cegedim Relationship Management's Mobile Intelligence to deliver the most dynamic, intuitive and insightful CRM analytics to Life Sciences customers," said Santiago Becerra, chairman and co-founder of MeLLmo. "Together, Roambi and Mobile Intelligence give Life Sciences' commercial teams a powerful mobile analytics tool that allows them to analyze critical stakeholders' data on-the-go right from their iPads or iPhones, and generally build more effective relationships."

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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.

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 €926 million in 2010. Cegedim SA is listed in Paris (EURONEXT: CGM).

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

About Roambi:

[Roambi Lite](#), [Roambi Pro](#), and [Roambi ES3](#) make up a complete suite of Roambi products for individuals, workgroups, SMBs and enterprises. Organizations across diverse industries around the world including telecommunications, biotechnology, pharmaceuticals, consumer technology, and packaged goods are expanding the reach and use of their existing business reporting system – and significantly improving its ROI. Roambi gives mobile, always-on workers access to critical company information from the palms of their hands – providing a significant competitive advantage by increasing productivity and improving on-the-go decision-making.

About MeLLmo:

MeLLmo, Inc. is reinventing the mobile business application to improve the productivity and decision-making of on-the-go, always-on workers. The company's flagship product, Roambi, is a mobile solution that makes company reports and data quick to access and easy to interact with, via immersive dashboard-style analytics on any iPhone or iPad. Headquartered in San Diego, CA, MeLLmo has offices and resellers around the globe, and a worldwide customer base of Fortune 500 companies and SMBs across a diverse range of industries including: telecommunications, biotechnology, pharmaceuticals, consumer technology, packaged goods and others. For more information about MeLLmo or Roambi, visit <http://www.roambi.com>.

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