

## Cegedim Relationship Management Partners with Scribe Software to Enable Platform Connectivity

### Cegedim Life Sciences Customers to Benefit from Cost-Effective Data Integration with Core Business Applications

**Paris – June 5, 2014** - [Cegedim Relationship Management](#) today announced that it has entered into a strategic partnership with [Scribe Software](#), a recent winner of the prestigious Globee and Red Herring Top 100 awards, and now one of the fastest-growing cloud and software providers of data integration in the world. Leveraging Scribe's innovative data integration platform, Cegedim customers will be able to cost-effectively and seamlessly move and integrate data between Cegedim Relationship Management and other enterprise applications without needing to create and maintain custom or code-based integrations.

#### Open Solutions and End-to-End Data Integration for Growth and Increased Effectiveness

To remain competitive in today's market, Life Sciences companies must be able to achieve a 360-degree view of all business-critical data. Creating and maintaining custom integrations between various enterprise applications can be costly and labor intensive. As a viable alternative, Scribe offers cost-effective data integration connectors, providing access and insights into all systems data for increased efficiency and growth.

According to the terms of the partnership, Scribe will initially provide data integration connectors to six of Cegedim's key product offerings:

- *Mobile Intelligence* Life Sciences Customer Relationship Management (CRM)
- *AggregateSpend360* market-leading transparency and disclosure solution
- *Nucleus 360* Master Data Management solution
- *Organization Manager* for territory alignment
- *Docnet* healthcare professional portal
- *Sample Guardian* for compliant sample management

"Our customers are demanding more open systems with deeper integration," said Laurent Labrune, Chief Executive Officer of Cegedim Relationship Management. "Not only will our partnership with Scribe Software solve a costly technical issue for our customers, but it will also enable more efficient multi-channel marketing, customer engagement, transparency and disclosure reporting – all imperatives facing the industry today."

New Scribe connectors will be made available quarterly to empower Cegedim to meet the ongoing data integration needs of their customers. Additionally, Cegedim will be able to leverage the Scribe data integration platform to easily develop custom data integration connectors to meet unique customer needs and requirements.

"Seamless data and system integration is the next frontier in achieving the connected enterprise vision," said [Lou Guercia](#), Chief Executive Officer of [Scribe Software](#). "We are excited to be working with Cegedim to bring the benefits of integration to their Life Sciences customers and expand Scribe's global foothold."

*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 approximately 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).

Follow Cegedim Relationship Management on [LinkedIn](#) and [Twitter](#).

*About Scribe  
Software*

Scribe is an established global provider of solutions that easily bring customer data anywhere it is needed – regardless of IT infrastructure. Scribe's award-winning products help 12,000 customers and 1,200 partners use customer data – cloud-based, on-premise or a mix – to increase revenue, provide superior service, and create business value faster. Its easy-to-use, enterprise-ready solutions are backed by extensive support options and training, and service customers across a wide array of industries including financial services, life sciences, manufacturing, and media and entertainment companies.

To learn more, please visit: [www.scribesoft.com](http://www.scribesoft.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 8,000 people in more than 80 countries and generated revenue of €902 million in 2013. Cegedim SA is listed in Paris (EURONEXT: CGM).

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

Follow Cegedim on Twitter: [@CegedimGroup](#).

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