

## Leading Life Sciences Company selects Cegedim Dendrite as SaaS CRM Solution Provider

**Paris, France, April 29, 2009** - CEGEDIM DENDRITE, global leader in Customer Relationship Management for the life sciences industry, announces a 5 years agreement with a leading Biotechnology Company to provide *Mobile Intelligence* SaaS CRM solution and *OneKey* healthcare professional's database to 1.500 users across 32 countries.

This Leading Biotechnology Company's decision to deploy *Mobile Intelligence* for majority of its markets comes after an-intensive selection process where Cegedim Dendrite rivalled its main competitors: Verticals on Demand, Siebel/Oracle and Microsoft.

"This win is the result of the unique and innovative business model of Cegedim Dendrite, founded on the value added synergies between the Healthcare Customer Data, Stakeholders Management CRM functionalities and its global presence with local implementation and support services", says Laurent Labrune, Chief Executive Officer of Cegedim Dendrite.

Key drivers for this agreement are Cegedim Dendrite integrated offer with flexible delivery models (single or multi-tenant SaaS), and its global life sciences market leadership and commitment (out-of-the-box life sciences functionalities with a high degree of usability and acceptance).

*Mobile Intelligence* will be deployed as Software as a Service (SaaS) application powered by *OneKey* and supported by local 1<sup>st</sup> and 2<sup>nd</sup> line Helpdesk in all 32 countries. Majority of the countries' deployment is already scheduled in autumn 2009.

### About Cegedim Dendrite

Cegedim Dendrite is the life sciences industry's leading provider of Customer Relationship Management (CRM) solutions. Pharmaceutical by design, the company's innovative business solutions and global reach incorporate a thorough understanding of local, regional and worldwide trends. Cegedim Dendrite enables more than 200,000 users in many of the world's top companies stay ahead of market challenges. Cegedim Dendrite also provides sales, marketing and regulatory compliance solutions in more than 80 countries.

Cegedim Dendrite is part of the France-based Cegedim S.A. Group. To learn more, please visit [www.cegedimdendrite.com](http://www.cegedimdendrite.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, pharmaceutical companies, healthcare professionals and insurance companies. The world leader in pharmaceutical CRM, Cegedim is also one of the leading suppliers of strategic healthcare industry data. Cegedim employs more than 8,200 people in 80 countries and generated revenue of €849 million in 2008. To learn more, please visit our website: [www.cegedim.com](http://www.cegedim.com).

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