

FOR IMMEDIATE RELEASE

## **CEGEDIM DENDRITE LAUNCHES MOBILE INTELLIGENCE 5.0**

NEXT GENERATION CRM ENABLES IMPROVED EFFICIENCY & COLLABORATION

**Paris, France – September 08, 2009** – [Cegedim Dendrite](#), the world's leading provider of Life Sciences customer relationship management (CRM) solutions with a 35 percent market share, today announced the commercial availability of the latest version of its flagship suite, [Mobile Intelligence™ 5.0](#).

As Life Sciences companies pursue the optimal commercial model to achieve stronger relationships with their growing and changing profile of stakeholders, they seek to improve cross-organization collaboration, seamlessly leverage multi-channel interactions and increase customer visibility across the enterprise.

The latest version of Mobile Intelligence comes from a convergence between global customer insights, proven operational experience and adaptive technology that are supported by human-centric design principles resulting in increased usability for commercial teams.

“Mobile Intelligence was built for the Life Sciences industry from the ground up, so our customers don't have to adapt functionality from other industries to meet their needs,” said [Laurent Labrune](#), Chief Executive Officer of Cegedim Dendrite. “This advanced CRM solution is available globally and it was specifically designed to adapt to country, multi-country, regional or global needs. The market has shown great interest and we are already working on implementations that will launch in the fourth quarter.”

Mobile Intelligence 5.0 provides robust functionality to improve the effectiveness of commercial teams within a Life Sciences company such as primary care, specialty care, managed care, key account management, consumer health, key opinion leader management and animal health. This global solution empowers cross-functional team collaboration and enables centralization of key customer information across the enterprise.

Key differentiators of Mobile Intelligence 5.0 include:

- Online and offline versions feature the same robust functionality.
- *Advanced tools* that enable users to configure and customize their business solution to meet their needs; thereby, enabling quick implementations and reducing operational costs for an improved ROI.
- Seamlessly integrates with Cegedim Dendrite's [OneKey®](#), the most complete worldwide Healthcare Professional Database developed specifically for the Life Sciences industry.

Further demonstrating the Life Sciences-customized effectiveness of Cegedim Dendrite's solutions, Mobile Intelligence 5.0 is available in a traditional license model or as Software-as-a-Service (SaaS) in a single-tenant or multi-tenant environment.

#### **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 to 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 8,200 people in more than 80 countries and generated revenue of €849 million in 2008. To learn more, please visit our website at [www.cegedim.com](http://www.cegedim.com).

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