

L’Oreal Active Cosmetics Division Deploys Cegedim Relationship Management’s Award Winning* Mobile Intelligence CRM in India

World’s Leading Cosmetics Company Leveraging Mobile Intelligence to Enable Sales Force & Commercial Productivity Growth and Improve Targeting & Segmentation Strategies through Quick Information Access in Key Emerging Market

Paris – May 22, 2012 – [Cegedim Relationship Management](#) today announced that L’Oreal’s Active Cosmetics Division (ACD) has successfully deployed the Mobile Intelligence, cloud-based Customer Relationship Management (CRM) solution to support their Active Cosmetics (La Roche-Posay and Vichy) teams in India. The L’Oreal Active Cosmetics Division focuses on providing solutions to derma-cosmetic problems by offering products in harmony with patient needs, cultures and expectations. Cegedim Relationship Management is the world’s leading provider of pharmaceutical CRM solutions with a 37 percent global market share.

Leveraging 360 Degree Customer Insights Provides Better Access to New Markets

In a fast growing and complex market structure like India, companies need to rapidly capitalize on new growth opportunities. Thus, in order to optimize targeting and segmentation strategies, companies must invest in a CRM solution that provides superior flexibility and enables the fostering of meaningful, lasting relationships.

Mobile Intelligence empowers L’Oreal Active Cosmetics with a game-changing Life Sciences CRM solution with ready-to-use and interactive reports, helping drive better segmentation strategies. Leveraging its 360-degree customer view and rich analytical and reporting functionalities allows L’Oreal Active Cosmetics to improve information access, enabling better decision making and customer relationship building, and enhancing sales force effectiveness.

“Mobile Intelligence provides our company with the ability to reduce our administrative tasks and spend more time interacting with stakeholders,” stated Mr. Pramesh Arya, Director ACD-L’Oreal India. “Cegedim Relationship Management demonstrated an in-depth understanding of our most significant pain points, and swiftly met our needs by delivering breakthrough tools to achieve our commercial goals.”

“Delivering a flexible and reliable CRM solution that quickly optimizes the performance of commercial teams is essential to meeting our customer’s goals,” said Adil Vazifdar, General Manager of Cegedim Relationship Management India. “As of early March, L’Oreal Active Cosmetics has been using Mobile Intelligence to build better relationships with doctors. Our great working relationship and close cooperation with L’Oreal throughout the project lifecycle ensured a quick implementation within the planned timelines.”

* Frost & Sullivan 2011 North American Competitive Strategy Innovation Award in Mobile Sales Force Automation (SFA)

*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.

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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.

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