

## **Cegedim Relationship Management Announces Strategic Partnership with Marketo to Enhance Its Multichannel Offering to Life Sciences Customers**

### **Alliance with Leading Global Provider of Marketing Software Positions Cegedim as Multichannel Provider of Choice**

**Rome – June 5, 2014** - [Cegedim Relationship Management](#) today announced that it has entered into a formal partnership with [Marketo](#) in order to provide marketing automation and campaign management services to customers worldwide. With this partnership, Cegedim is taking yet another step to be the multichannel provider of choice for Life Sciences, as Marketo's technology will boost their ability to provide customers with the most effective multichannel marketing services. Marketo is a global leader in the marketing software space, as attested to by Gartner in their [2013 Magic Quadrant for CRM Lead Management](#). The announcement was made at Cegedim's annual customer conference in Rome, where Life Sciences leaders have gathered in a spirit of co-creation to explore the advances in technology that make their businesses run more efficiently.

#### **Providing Unmatched Multichannel Capabilities to Life Sciences**

When seeking to communicate with customers across multiple marketing channels, Life Sciences companies want to be able to efficiently orchestrate and analyze marketing campaigns; seamlessly define campaign content and targets; and have the ability to integrate end-to-end multichannel data with Customer Relationship Management (CRM) applications. Cegedim will address these needs head-on by merging their industry leading capabilities with those of [Marketo's customer engagement platform](#). The combination of Cegedim's OneKey® healthcare professionals database, with targeting and segmentation capabilities and full opt-in and opt-out management – and Marketo's marketing automation and campaign management systems – will enable Life Sciences companies to reach the right targets with the right messaging, and easily track results to enable even more efficient campaigns in the future.

"We bring everything together into a single solution. Customers can now execute the most effective and impactful online marketing campaigns in an orchestrated way," said Emiliano Gummati, Vice President of Digital Engagement Solutions for Cegedim Relationship Management. "Agile configuration and reporting provide full control of the end- to-end multichannel communication process."

Marketo's seamless integration with Cegedim's CRM solution, *Mobile Intelligence*, enables Life Sciences companies to achieve a 360 degree view of their customer interactions, synchronizing efforts across channels. Additional integration benefits will be achieved throughout the entire Cegedim multichannel suite.

"It's a privilege for Marketo to have exposure to Cegedim's global footprint in the Life Sciences," stated Anthony Nemelka, Senior Vice President of Strategy and Business Development, Marketo. "We are thrilled to work with Cegedim to provide Marketo's world class customer engagement platform in combination with Cegedim's unsurpassed data and expertise in this important market."

*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  
Marketo*

Marketo (NASDAQ: MKTO) provides the leading marketing software for companies of all sizes to build and sustain engaging customer relationships. Spanning today's digital, social, mobile and offline channels, Marketo's® customer engagement platform powers a set of breakthrough applications to help marketers tackle all aspects of digital marketing from the planning and orchestration of marketing activities to the delivery of personalized interactions that can be optimized in real-time. Marketo's applications are known for their ease-of-use, and are complemented by the Marketing Nation™, a thriving network of more than 250 third-party solutions through our LaunchPoint™ ecosystem and over 40,000 marketers who share and learn from each other to grow their collective marketing expertise. The result for modern marketers is unprecedented agility and superior results. Headquartered in San Mateo, CA with offices in Europe, Australia and a joint-venture in Japan, Marketo serves as a strategic marketing partner to more than 3,000 large enterprises and fast-growing small companies across a wide variety of industries.

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