

Boryung Pharmaceutical Relies on Cegedim Dendrite's CRM Solution

*Life Sciences Expertise and User-friendly, Customizable In-Language Tools Optimize
Sales and Marketing Processes*

Seoul – August 24, 2010 – [Cegedim Dendrite](#), the world's leading provider of Life Sciences-specific customer relationship management (CRM) solutions, announced today that [Boryung Pharmaceutical Co., Ltd.](#), has implemented Cegedim Dendrite's Mobile Intelligence™ CRM solution. Boryung Pharmaceutical is one of Korea's top 10 domestic pharmaceutical companies, and Cegedim Dendrite currently serves 14 of the industry's top-grossing companies in Korea.

Increasing Commercial Team's Effectiveness through Mobile Intelligence™

Life Sciences companies need to maximize their customer relationships, capturing data easily and then synchronizing and consolidating it to generate meaningful reports. Advanced integrated segmentation and targeting increase the effectiveness of sales teams. Furthermore, efficiently sharing information within and between teams is essential.

Fully deployed in Korean, Mobile Intelligence™ enabled Boryung to achieve all their goals, optimizing sales and marketing and thus their overall performance. Boryung integrated Ethical Channel/Over-the-Counter business units and was freed from reliance on IT vendors who were not equipped to handle their projects.

Cegedim Dendrite worked with Boryung to quickly tailor the built-in configuration tools for its users, based on what their business process required. The tools can be altered to suit a certain region, country, group, or individual user. Unlike with other systems, the platform offers the same functions both offline and online.

"We chose Cegedim Dendrite's CRM system because of its significant added value over our previous SFA system," said **Sung Soo Kim, CIO** of Boryung Pharmaceutical. "Cegedim Dendrite offered a proven solution that was both scalable and industry-specific, and the tools are easy to use. Responsive and resourceful, they ensured the system was running smoothly in the timeframe planned."

"We are pleased we could provide Boryung Pharmaceutical with the tools in order to quickly and efficiently optimize their sales force," said **Fred Jincheol Park, General Manager Korea** of Cegedim Dendrite. "Our Life Sciences industry expertise, coupled with our experience in the Korean market helped us meet their needs and position them for greater growth and performance."

About Cegedim Dendrite

Cegedim Dendrite 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 Dendrite 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 Dendrite also provides marketing, data optimization 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.

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 8,600 people in more than 80 countries and generated revenue of €874 million in 2009. Cegedim SA is listed in Paris (EURONEXT: CGM).

To learn more, please visit www.cegedim.com.

Media Inquiries

Cegedim Dendrite	Cegedim Group
Arnaud Belhamou	Aude Balleydier
APAC Communications	Media Relations
Tel.: +65 6511 6862	Tel. : + 33 (0)1 49 09 68 81
arnaud.belhamou@cegedimdendrite.com	aude.balleydier@cegedim.fr