



## **FOR IMMEDIATE RELEASE**

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### **C3i, Inc. Supports Siebel 7 to Better Serve its Growing Stable of Life Sciences Clients**

**New York, NY - October 3, 2001** - C3i, Inc., a leading provider of eBusiness services for the life sciences industry, today announced its support for Siebel 7, the seventh major release of Siebel eBusiness Applications from Siebel Systems Inc., (Nasdaq: SEBL), the world's leading provider of eBusiness applications software. C3i will offer clients Siebel 7 as part of its end-to-end services, delivering an optimized customer-centric eBusiness environment that maximizes end-user productivity and reduces total cost of ownership.

Siebel Systems enables software vendors to easily integrate solutions through its open, extensible, advanced Smart Web Architecture. Unlike rudimentary HTML clients, Siebel Smart Web Architecture combines a zero-footprint, browser-based Web client and a user interface with levels of interactivity and usability traditionally available only in Windows applications. The Siebel Smart Web Architecture enables organizations to leverage the industry's best eBusiness applications at the lowest total cost of ownership.

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Siebel 7 extends the reach and functionality of Siebel Systems' industry-leading suite of integrated, multichannel eBusiness applications, enabling organizations to translate customer relationship strategy into execution by effectively aligning and rapidly integrating channels, employees and partners. Siebel 7 allows organizations to manage, synchronize and coordinate all customer touch points across the Web, call center, field sales and service personnel, and partner channels.

Since 1998, C3i has partnered with Siebel Systems to deliver the most comprehensive eBusiness solutions for the life sciences industry. As a Premier Consulting Partner with over 50 consulting professionals, 35 of which are Siebel Certified, C3i has consistently received world-class quality scores for implementing Siebel eBusiness Applications. Through proactive management of the alliance, C3i maintains a market leadership position for Siebel ePharma implementations in North America with deep Siebel ePharma experience across 12 projects. Supporting Siebel 7 is a continuation of this successful strategy.

"With richer functionality and increased flexibility, Siebel 7 will help us deliver a stronger end-to-end solution to our current and future life sciences clients," said Bob Piwko, SVP and General Manager, Professional Services at C3i, Inc. "Siebel 7's embedded best practices will prove invaluable to the complex demands of the large mobile user forces that we enable and support."

In supporting Siebel 7, C3i is improving its ability to deliver a more tailored solution to life sciences clients, enhancing end-user efficiency while reducing the ongoing costs of managing and maintaining a customer-centric eBusiness environment. Ultimately, Siebel 7 will "jump-start" the ability of C3i's customers to more rapidly achieve the ROI of their CRM projects.

**About C3i:**

C3i is devoted to helping life sciences companies realize the potential of their investment in customer relationship management. Focusing on the full CRM solution, C3i provides customized Siebel system implementation, training, end-user help desk, asset management and Siebel system administration services. By combining these end-to-end

services into a seamless solution, C3i delivers superior value to its clients. C3i is a Premier Consulting Partner of Siebel Systems, Inc.

**About Siebel Systems:**

Siebel Systems, Inc. (Nasdaq: SEBL) is the world's leading provider of eBusiness applications software. Siebel Systems provides an integrated family of eBusiness applications software, enabling multichannel sales, marketing, and customer service systems to be deployed over the Web, call centers, field, reseller channels, retail, and dealer networks. Siebel Systems' sales and service facilities are located in more than 37 countries. For more information, please visit Siebel Systems' Web site at [www.siebel.com](http://www.siebel.com).

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