



## **FOR IMMEDIATE RELEASE**

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### **C3i, Inc. Continues Momentum into 2002 with the Addition of Its Newest Support Client**

**New York, NY - April 9, 2002** - Officials at C3i, Inc. announced today that C3i has received a comprehensive contract from a Pennsylvania-based pharmaceutical company to manage and support the national deployment of Siebel ePharma 7. The financial terms of the contract were not disclosed.

Siebel Systems' solution, Siebel ePharma 7, is the only comprehensive suite of multichannel eBusiness software applications specifically designed to meet the unique sales, marketing, and service needs of the pharmaceutical industry. The application provides best-in-class functionality for pharmaceutical professionals in field sales and management, telesales, national accounts, medical affairs, customer service, marketing, and product brand management organizations across multiple channels including the direct field sales channel, telephone, contract sales partners, email, and the Web. Siebel Systems provides an integrated family of eBusiness applications software, enabling multichannel sales, marketing, and customer service systems to be deployed over the

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Web, in call centers, in the field, through reseller channels, and across retail and dealer networks.

C3i was selected to manage the support infrastructure for a national sales force of 100 account representatives. And that number could well double in the months ahead, according to Dave Hanaman, Executive Vice President and Co-Founder of C3i, Inc.

C3i will not only provide help desk support for the national sales force, but will also manage the sales force's technology assets-computers, personal digital assistants, and other devices used to access Siebel ePharma.

"It is imperative that the sales force is supported by a leading provider of eBusiness applications and a service provider that understands the business imperatives of the life sciences industry. With Siebel ePharma and C3i support services, they will have a solution with proven success in the pharmaceutical industry," states Chuck Haven, C3i's General Manager of Operations.

C3i will manage all of the field sales force IT issues, from configuring laptops to meet the unique requirements of each account representative, to providing ongoing maintenance and managed services, such as upgrading new versions and distributing all CRM enhancements to the sales force without disrupting the workflow process. "This includes break fix services-in which we have committed to addressing any hardware problems for the sales force within 48 hours," said Chuck Haven.

**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 ePharma system implementation, training, end-user help desk, asset management, applications administration and data production. By combining these EndtoEnd services in a seamless solution, C3i delivers superior value to its clients. C3i is a Premier Consulting Partner of Siebel Systems, Inc. C3i has facilities in New York, NY, and Morristown, NJ.

**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 multi-channel 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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