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C3i, Inc. Partners with the Institute for International Research to Deliver Three-Day Pharmaceutical Program

New York, NY - May 16, 2002 - C3i, Inc., the market leader in customer management solutions for life sciences companies, has partnered with the Institute for International Research to help deliver their spring ePharma Summit, designed to educate and inform leading pharmaceutical companies on many of the industry's technology challenges and opportunities. The event, being held in Valley Forge, PA, May 20-22, will include both presentations and workshops designed to explore best practices on such topics as leveraging Internet relationships to improve R&D strategies, optimizing a sales team's performance, and managing global marketing initiatives. The conference is divided into three in-depth tracks: eR&D/Clinical, eMarketing/Sales, and eStrategy/Commerce, offering an information exchange platform for different groups of professionals within pharmaceutical companies.

The Spring 2002 ePharma Summit will pave the way for providing answers to the industry's most critical questions on eBusiness in the life sciences sector. This year's

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event will tackle the vital issues that are mission critical to pharmaceutical professionals; it will also serve as a unique opportunity to meet with industry colleagues to share and explore solutions to many of the concerns and challenges being experienced throughout the pharmaceutical industry. "The ePharma Summit is focused on providing pharmaceutical executives with the necessary information to effectively integrate eBusiness technologies into their organizations and allow them to stay abreast of the latest advances in the industry. We are happy to have C3i's participation as they are recognized leaders in customer management services for life sciences and will be presenting on the optimization of sales force productivity and effectiveness," commented Catherine Martin, Executive Director at the Institute for International Research.

Dave Hanaman, EVP of Sales and Marketing at C3i as well as a conference presenter, states, "The rapid adoption of next generation SFA and CRM systems by the pharmaceutical industry has focused-primarily, on selecting the right software platform- and secondarily, on partnering with the right implementation firm. Less attention has been given to optimizing the performance of the CRM environment, which depends on mission-critical services such as ongoing training, end-user helpdesk support, hardware services, applications and database administration, and data production. By aggregating and analyzing data from multiple sources, including the SFA/CRM system, learning management systems, and the support environment, sales and sales operations managers can begin exploring how to leverage information already in their CRM environments to make better operational and business decisions, and ultimately, maximize the value realized from information technology investments."

Detailed program and registration information may be found by visiting the ePharma Summit web site or by calling (888) 670-8200.

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.

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