



## **FOR IMMEDIATE RELEASE**

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### **C3i and Siebel Systems Partner to Deliver Web Seminar**

**New York, NY - September 12, 2002** - C3i, the leading provider of customer management solutions to the life sciences industry, in partnership with Siebel Systems, will deliver a product demonstration and capabilities presentation on the latest release of Siebel ePharma Analytics. The seminar, delivered free over the Web on July 24, 2002 at 2:00 PM (EDT), will demonstrate how to use real-time, next generation analytics to increase pharmaceutical sales and marketing productivity and effectiveness.

The Web-based seminar will show participants how deploying and utilizing Siebel ePharma Analytics can help their organizations leverage the full potential of the customer data that resides in their customer management environment. C3i and Siebel Systems will present capabilities that showcase how a pharmaceutical organization can measure the impact of sales representatives' call activity on prescribing behavior and sales at the territory, district and region level for a more in-depth understanding of their customers. Increased functionality includes the ability to easily create product, market, and competitor analyses based on promotional activities, sampling, syndicated sales data, and Rx data sources. Additionally, an organization will be able to optimize sales

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and marketing efforts by giving managers access to reports that assess ROI on pharmaceutical direct-to-physician (DTP) and direct-to-consumer (DTC) campaigns.

Peter Rojas, Senior Product Manager for Siebel ePharma Analytics, stated, "The past year has seen the acceptance of the Siebel ePharma Analytics product as an integral component of the Siebel ePharma suite of applications. Pharmaceutical companies now have the ability to monitor, measure, and optimize effectiveness for sales, service, and marketing within a closed loop environment. Pre-built integration between marketing analytics and sales execution optimizes customer relationships and interactions, maximizing the benefits of a Siebel implementation."

C3i considers implementing Siebel ePharma Analytics a critical step to realize the full value of a customer management deployment. Anticipating future client needs, C3i built a dedicated Analytics Practice Area, recruited experts to develop its implementation methodology, and installed a production-scale internal Siebel ePharma Analytics environment. In addition to the extensive development work C3i has completed with Siebel, C3i is implementing Siebel ePharma Analytics for one of their joint clients. The combination of these factors made C3i the ideal partner to deliver the web seminar with Siebel.

"As many of today's leading pharmaceutical organizations complete the process of implementing Siebel ePharma Sales as part of a customer management program, they are exploring different options and concluding that Siebel ePharma Analytics is the logical next phase," remarked Darren Fultz, C3i's Senior Product Manager responsible for Analytics. "This Web Seminar is designed to demonstrate the capabilities of the analytics product, and also to highlight how to successfully integrate it into a life sciences customer management ecosystem."

### **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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