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Boehringer Ingelheim Pharmaceuticals, Inc. Partners with C3i to Deliver Comprehensive CRM Program

*Pharmaceutical Organization Selects Siebel Systems Premier Consulting Partner for
Customer Management Services*

New York, NY - November 18, 2002 - C3i, Inc., the leading provider of customer management services for the life sciences industry, was awarded a contract by Boehringer Ingelheim Pharmaceuticals, Inc. to provide customer management consulting services leading to the implementation of an enterprise-wide implementation of Siebel eBusiness Applications.

Under the terms of the contract, C3i will provide consulting services resulting in a multiphase strategy that will enable Boehringer Ingelheim Pharmaceuticals to realize its customer management vision. Shelly Berkle, Boehringer Ingelheim Pharmaceuticals' Executive Vice President, Head of Marketing & Sales Prescription Medicines, commented, "We recognize the power of a centralized source of customer information

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that can be shared across the entire organization, and we are committed to deploying a system that will allow us to leverage all of the customer data available." The first phase of the project will be the development of a three-year CRM roadmap that will lay the foundation for an enterprise-wide system deployment. Boehringer Ingelheim Pharmaceuticals' early objectives include the replacement of its proprietary sales force automation (SFA) system with Siebel Pharma 7, setting the stage for all future system deployments.

"We went through a rigorous process to select a customer management services partner that could meet our current needs, as well as our future CRM objectives," explains Michael Kavanaugh, Boehringer Ingelheim Pharmaceuticals' Director of eBusiness for Sales and Marketing and CRM Project Lead. "C3i's commitment to life sciences organizations, their experience implementing Siebel Pharma 7, and their dedication to the full CRM vision made them the ideal choice to deploy our customer management program."

The implementation will enable Boehringer Ingelheim Pharmaceuticals' 1,300 U.S.-based sales representatives to better manage their customer base and harness information that will improve targeting and, ultimately, their ability to drive market share. Additionally, it will provide the foundation for all future CRM investments, including enhanced analytical and customer service capabilities. Robert Piwko, SVP and General Manager of C3i's Professional Services organization, states, "Boehringer Ingelheim Pharmaceuticals wanted a CRM solution that could grow beyond their current SFA system to support future projects that will improve all customer-facing initiatives. Siebel Systems provides the technology, while C3i brings the experience and ability to help them fulfill their customer management vision."

About Boehringer Ingelheim Pharmaceuticals, Inc.

Boehringer Ingelheim Pharmaceuticals, Inc., based in Ridgefield, CT, is the largest U.S. subsidiary of Boehringer Ingelheim Corporation (Ridgefield, CT) and a member of the Boehringer Ingelheim group of companies. The Boehringer Ingelheim group of companies, headquartered in Ingelheim (Germany), is one of the 20 leading pharmaceutical firms in the world. In 2001, it reported revenues of US \$6 billion.

Boehringer Ingelheim, which has some 140 affiliated companies in 42 countries worldwide, focuses on human pharmaceuticals and animal health. The human pharmaceuticals business, which accounts for 95% of sales, is comprised of prescription medicines, consumer health care products and chemicals and biopharmaceuticals for industrial customers. Research and development, production, and distribution facilities are located around the globe. In 2001, Boehringer Ingelheim's R&D spending was more than US \$900 million, which is almost a fifth of net sales in prescription medicines. For more information on Boehringer Ingelheim, please see the international Internet website www.boehringer-ingelheim.com.

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 Systems implementation, training, end user help desk, asset management, application administration, and data production. By combining these end-to-end 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. For more information, please visit C3i's web site at www.c3i-inc.com.

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