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C3i Deploys Siebel Pharma Sales 7.5 and Siebel Pharma Handheld 7.5 to Major Pharmaceutical Organization

New York, NY, December 3, 2002—C3i, Inc., the leading provider of customer management services for the life sciences industry, was awarded a contract by the U.S. affiliate of a major Japanese pharmaceutical company to implement an enterprise-wide implementation of Siebel eBusiness Applications.

Under the terms of the contract, C3i implemented Siebel Systems' Siebel Pharma 7.5 platform and provided on-site instructor-led, as well as Web-based, training for the entire field sales organization. The implementation is among the first North American deployments of Siebel Pharma Sales 7.5 and Siebel Pharma Handheld 7.5.

The system implementation made Siebel eBusiness Applications accessible to more than 200 field-based pharmaceutical sales representatives. In September of this year, C3i successfully completed both the system deployment and the end user training, less than six months after project kickoff. Through a combination of classroom and Web-

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based instruction, end users received comprehensive training delivered by C3i's Professional Services group. The combined Siebel Systems and C3i solution provided this organization with the technology and capabilities to drive market share and increase overall customer satisfaction.

One of the most significant aspects of the implementation is that the company's sales force can now use personal digital assistants (PDAs) to access and update customer records. "This will translate into significant productivity gains and reduce the manual and paper-based processing that introduces inefficiency and error into the customer management process," said Joel Morse, CEO of C3i. "For example, the integration of handheld devices allows physicians to sign for samples on the salesperson's PDA, eliminating the need for the sales representative to prepare and transmit paper documents verifying distribution of the sample."

The Siebel Pharma platform will provide the foundation for a CRM solution that will grow beyond sales force automation (SFA) functionality and support future initiatives designed to enhance all client-facing interactions. C3i's industry-proven approach to implementing, managing, and enhancing Siebel eBusiness Applications solutions will ensure that the organization's short- and long-term CRM goals are achieved. Additionally, C3i's training program is designed to promote technology adoption, leading to higher end user satisfaction and driving increased and efficient use of the customer management system. C3i has delivered Siebel Pharma solutions to more than 15 Siebel customers worldwide.

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 eBusiness Applications 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, Morristown, NJ, and Denville, NJ. For more information, please visit C3i's Web site at www.c3i-inc.com.

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