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C3i Bolsters Business Intelligence and Client Reporting Capabilities through Deployment of Siebel Analytics Solution

New York, NY - April 17, 2003 - C3i, the market leader in customer management solutions for the life sciences industry, announced the expansion of its internal deployment of Siebel eBusiness Applications with Siebel Analytics. Siebel Systems, Inc. (Nasdaq: SEBL) is a leading provider of multichannel eBusiness applications software. C3i began its relationship with Siebel Systems in 1998, both as a consulting partner and as a customer.

The deployment of Siebel Analytics will enable C3i to mine and analyze the abundance of customer data collected on a daily basis through the existing Siebel Field Service solution as well as other internal and external sources. C3i provides end-user support to over 30,000 pharmaceutical sales representatives through twenty-six account teams; this translates into approximately 60,000 unique transactions per month. "The volume of customer data being collected is extraordinary; through analytics, we have the opportunity to leverage those data to better manage our business," commented Joel

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Morse, Chief Executive Officer at C3i. "The Siebel Analytics solution allows us to extract valuable insights from the data, driving significant account management efficiencies, and increasing the value of the services we deliver to our clients."

The power of Siebel Analytics to mine, analyze and present information simultaneously from operational systems and data warehouses will allow C3i professionals to view key performance metrics in real time through digital dashboards. C3i can proactively manage each account and provide a continuously improving support service by conducting deeper analyses of call trends and issue resolution statistics. The evaluation of trends will give C3i the ability to make better business decisions on staffing, knowledge sharing, resolution procedures, sales force event planning and the overall deployment of best practices.

A greater benefit of the Siebel Analytics deployment will be the increased value of services offered to C3i's clients. The intelligence gained through the analysis of the call center data will translate into a more robust end-user support solution. Through the analysis of past trends, C3i will be able to efficiently plan and staff its help desk to support client system deployments, configuration changes, product launches, and other client events that typically disrupt the sales force and create unique challenges for the end-user support environment. C3i's analytics-enabled support service will translate into faster issue resolution, higher quality support interactions, and ultimately, a lower total cost of ownership for C3i's clients.

Steve Mankoff, Senior Vice President of Technical Services at Siebel Systems, states, "Siebel Analytics applications deliver best practice analyses across the entire eBusiness value chain. A comprehensive and configurable data warehousing solution, Siebel Analytics transforms customer data from Siebel and other internal and external sources into actionable business intelligence. C3i's deployment of the Siebel Analytics solution will provide it with an up-to-the-minute picture of customer activity and performance, giving C3i the capability to make faster and more informed business decisions, which in turn drives increased service levels for C3i's growing list of life sciences clients."

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 business consulting, Siebel system implementation, training, end-user help desk, analytical services, hardware and logistics, asset management, and outsourced managed services. By combining these End-to-End services in a seamless solution, C3i delivers superior value to its clients. C3i is a 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 website at www.c3i-inc.com.

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