



## **FOR IMMEDIATE RELEASE**

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### **Fort Dodge Animal Health Selects C3i's End User Support Solution for its Mobile Pharmaceutical Sales Representatives**

**New York, NY - June 3, 2003** - C3i, the market leader in customer management solutions for the life sciences industry, will provide Help Desk services to Fort Dodge Animal Health's 250 person pharmaceutical field sales force. The animal health division of Wyeth is the number one veterinary biological manufacturer in the world and ranks second in veterinary vaccines in North America.

"As the technology environment of mobile pharmaceutical sales representatives increases in complexity, providing them with a world class support solution is a critical requirement for maximizing productivity and effectiveness," comments Tom Tierney Director of North American Information Technology at Fort Dodge Animal Health. "C3i's proven track record supporting Wyeth Pharmaceuticals' 18 sales forces and excellent reputation in the life sciences industry made them the clear choice to support our mobile representatives."

Press Release

C3i will provide Fort Dodge Animal Health with Tier 1 Help Desk services delivered by trained technicians who are familiar with the Wyeth sales culture, business processes, and deployed technology applications. "The opportunity C3i has been given to serve Fort Dodge Animal Health is a testament to the quality of the support services we currently provide to over 30,000 mobile pharmaceutical representatives," stated Chuck Haven, Senior Vice President and General Manager of Major Accounts at C3i. "As Fort Dodge Animal Health's sales representatives transition to a new customer management environment, C3i's help desk solution will be a vital component to maintain stability."

The C3i support solution utilizes an integrated software platform that includes call center, knowledge management and business intelligence tools that enable C3i to aggregate and analyze client data across all points of contact. C3i will deliver reports on key operational metrics that will provide Fort Dodge Animal Health with insights about how sales representatives interact with the customer management environment. This unique feature of the C3i support solution will enable Fort Dodge Animal Health to understand how their CRM system is being used, to make enhancements designed to maximize end-user effectiveness, and to reduce total cost of ownership.

#### **About Fort Dodge Animal Health**

Founded in 1912 and a division of Wyeth since 1945, Fort Dodge Animal Health is a leading manufacturer and distributor of prescription and over-the-counter animal health care products for the livestock and companion animal industries. Fort Dodge Animal Health serves the U.S. and international markets, distributing products in more than 100 countries. It is the number one veterinary biological (vaccine) manufacturer in the world and ranks second in veterinary vaccine sales in North America.

#### **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](http://www.c3i-inc.com).

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