



## **FOR IMMEDIATE RELEASE**

Contact:

**Dave Hanaman**

**C3i**

**973-401-4677**

[dhanaman@c3i-inc.com](mailto:dhanaman@c3i-inc.com)

### **C3i, Inc. Joins Forces with Cognos To Deliver Analytical CRM Solutions To Life Sciences Companies**

**Burlington, MA. & New Your, NY - October 14, 2003** - Cognos (NASDAQ:COGN; TSX:CSN), the world leader in business intelligence and corporate performance management, and C3i, the leading provider of customer management services for life sciences companies, today announced the formation of a partnership. Under the agreement, C3i will deliver analytical CRM solutions to life sciences companies where Cognos is chosen as the business intelligence software.

"Joining forces with a leader in the business intelligence industry like Cognos means we are helping our life sciences clients maximize their technology investments and unlock the power of corporate performance management," said Dave Hanaman, chief sales & marketing officer and co-founder at C3i. "Partnering with Cognos was a clear choice for us. Cognos is in a position of strength and has a complete product set supporting CPM - with integrated enterprise planning, business intelligence reporting and analysis, and scorecarding."

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C3i's CRM consulting, implementation and end-user support expertise, coupled with Cognos' corporate performance management software, will provide pharmaceutical sales and marketing management with a comprehensive Analytical CRM solution. A C3i-Cognos solution will enable companies to draw new insights from integrated customer repositories to discover and extract the full potential of high-value prescribers. Furthermore, it will help pharmaceutical companies deploy their sales and marketing capabilities to effectively target physicians, optimally allocate sales resources, and powerfully position products toward high potential health care professionals.

C3i effectively implements Analytical CRM solutions because of its people - consulting, systems integration, and data warehousing experts who tap into C3i's 10-year track record with over 30 life sciences companies. Additionally, C3i uses project catalysts, such as pre-configured interfaces for key data sources, which speed implementation time while ensuring the highest quality, a hallmark of C3i's reputation for designing and deploying business intelligence environments.

"The growth of the business intelligence market and the subsequent emergence of corporate performance management as a strategic imperative have created opportunities for vendors to choose Cognos as their CPM partner of choice," said Ted Jandl, vice president of strategic partners at Cognos. "We recognize that our continued growth and ability to offer comprehensive solutions is strengthened by the breadth and depth of our partnership with C3i. We established the partnership with C3i to support the ever-changing business requirements of life sciences companies and to deliver greater value to our customers."

Cognos has built a strong channel program to meet the diverse needs of partners to ensure channel partner success, as well as the success of joint customers. The Cognos channel program supplies partners with the support and technology they require in order to be successful, including end-to-end technical and product support, product maintenance, and product training. In addition, the programs deliver a variety of business development tools and resources, including sales and marketing materials.

**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, systems implementation, training, analytical services, end-user help desk, hardware & logistics, asset management, and outsourced managed services. By combining these End-to-End services in a seamless solution, C3i delivers superior value to over 30 pharmaceutical, biotechnology and medical products companies in North America. C3i has facilities in New York, NY, Morristown, NJ, and Denville, NJ. For more information, please visit C3i's website at <http://www.c3i-inc.com>.

**About Cognos:**

Cognos, the world leader in business intelligence and corporate performance management, delivers software that helps companies drive, monitor and understand corporate performance. Cognos delivers the next level of competitive advantage - Corporate Performance Management (CPM) - achieved through the strategic application of BI on an enterprise scale. Our integrated CPM solution helps customers drive performance through planning; monitor performance through scorecarding; and understand performance through business intelligence. Cognos serves more than 22,000 customers in over 135 countries. Cognos enterprise business intelligence solutions and services are also available from more than 3,000 worldwide partners and resellers. For more information, visit the Cognos Web site at <http://www.cognos.com>.

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