



FOR IMMEDIATE RELEASE

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SAS and C3i Deliver Customer Intelligence to Life Sciences Sales and Marketing

New York, NY - April 23, 2004 - SAS, the leader in business intelligence, and C3i, the leader in customer management services for life sciences, have partnered to create a sales force effectiveness solution for the life sciences industry. Available immediately, Sales Insight, as the solution is called, allows pharmaceutical and biotechnology companies to analyze physician prescribing behavior and sales force efforts to optimize field performance. This innovative approach enables sales operations teams to calibrate field activities rapidly, empowering sales resources to respond faster to emerging opportunities driven by changing prescriber value.

The solution is geared toward mid-sized life sciences companies. Oftentimes, these firms outsource marketing and sales analysis processes, such as segmentation, promotional response modeling, and targeting, because they typically don't have teams of statisticians on staff to build sophisticated models and execute complex analyses on a continuous basis. That's where SAS, teamed with C3i's life sciences sales and marketing process expertise, comes in.

Press Release

"Our latest release has opened up the power of SAS to more people in the organization," said Kecia Serwin, general manager of SAS Health & Life Sciences. "Sales operations managers and business analysts can predict and execute sales and marketing strategies rather than reacting to last quarter's numbers."

"Mid-market pharmaceutical companies are struggling to make better use of their data and software," commented Bob Piwko, senior vice president and general manager of Professional Services at C3i. "The combined solution from C3i and SAS will help them optimally allocate sales resources and improve field force effectiveness on a continuous basis."

About SAS:

SAS is the market leader in providing a new generation of business intelligence software and services that create true enterprise intelligence. SAS solutions are used at more than 40,000 sites—including 90 percent of the Fortune 500—to develop more profitable relationships with customers and suppliers; to enable better, more accurate and informed decisions; and to drive organizations forward. SAS is the only vendor that completely integrates leading data warehousing, analytics and traditional BI applications to create intelligence from massive amounts of data. For nearly three decades, SAS has been giving customers around the world The Power to Know®.

About C3i:

C3i is devoted to helping life sciences companies improve customer management effectiveness while lowering the total cost of deploying and supporting a CRM environment. C3i provides business consulting, systems implementation, training, end-user help desk, analytical services, hardware & 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 has deployed a third of all Siebel Pharma Sales installations and currently supports over 30,000 pharmaceutical sales representatives in North America. C3i has facilities in New York, NY, Morristown, NJ, Denville, NJ, and Hyderabad, India. For more information, please visit C3i's website at www.c3i-inc.com.