



## **FOR IMMEDIATE RELEASE**

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### **C3i Renews Largest Pharmaceutical Client with Multi-Year End-User Support Services Contract**

*Firm Will Continue to Provide Help Desk, Hardware, Asset Management, and Outsourced Managed Services to Support over 8,000 Sales Representatives*

**New York, NY - April 26, 2004** - C3i, Inc., the leading provider of customer management services for the life sciences industry, announced that it has renewed the agreement with its largest client to continue delivering a wide range of services to the pharmaceutical giant's operating companies.

The terms of the agreement call for C3i to provide end-user support, including help desk, hardware, and asset management, as well as outsourced managed services, including applications administration, data production and database management for the entire CRM environment. C3i's services will benefit over 8,000 field representatives in the United States.

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C3i ensures that life sciences CRM environments are supported by trained technicians who understand not only the technology platform but also the unique business processes of a pharmaceutical organization. The seamless integration of C3i's end-user support and outsourced managed services capabilities create a solution that minimizes down time and provides quick issue resolution. Pharmaceutical field representatives require a sales environment that is consistently optimized to meet their needs and C3i provides that environment.

"Renewing not only our largest client, but one of the largest and most admired pharmaceutical companies in the world solidifies C3i's position as the preferred partner for CRM services in the life sciences industry," commented Joel Morse, CEO and Co-Founder of C3i. "The multi-year renewal demonstrates the world-class service C3i is delivering to the field force, and the continued confidence in C3i's ability to help improve sales effectiveness while aggressively managing the total cost of ownership. I look forward to further strengthening our partnership in the years to come."

**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. To deliver best-in-class CRM and business intelligence solutions, C3i works closely with its alliance partners, which include Siebel Systems, SAS Institute, Cognos, MicroStrategy and Proscap Technologies. 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](http://www.c3i-inc.com).

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