



## **FOR IMMEDIATE RELEASE**

Contact:

**Dave Hanaman**

**C3i**

**973-401-4677**

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

### **C3i and Proscap Technologies Partner to Increase Pharmaceutical Sales and Marketing Effectiveness**

**New York, NY - August 10, 2004** - C3i, the leading provider of customer management services for life sciences, today announced a partnership with Proscap Technologies, an innovator of face-to-face sales and marketing effectiveness software. The organizations will work together to provide pharmaceutical companies with an integrated software and services solution that greatly improves sales representatives' interaction with physicians by delivering the right message, to the right person at the right time.

"As a software company, we seek to partner with organizations that offer services that complement our solution and will deliver the maximum value to our clients," stated Derek Pollock, vice president and co-founder of Proscap Technologies. "C3i's excellent reputation in life sciences, coupled with their world-class implementation and ongoing support solutions, made them a clear choice for us."

C3i's Professional Services teams will work closely with Proscap to design and implement pre-built connectors between existing CRM systems and the Proscap solution to enable quick deployment at a competitive cost. Beyond integration, C3i will

Press Release

provide process and change management consulting as well as ongoing end-user support services for the deployed technology.

"The Proscap solution provides pharmaceutical sales representatives with the tools to personalize their interactions with physicians, deliver situation-specific messages, and collect fact-based market intelligence in real time, driving field effectiveness and ultimately a greater impact on prescribing behavior," commented Dave Hanaman, chief sales and marketing officer at C3i. "C3i's mission has always been to help life sciences organizations leverage technology to optimize sales force effectiveness. Joining forces with Proscap helps C3i fulfill that mission and deliver the next-generation customer management solutions."

**About Proscap Technologies:**

Proscap is the leading provider of Marketing and Sales Effectiveness software solutions that leverage the Microsoft TabletPC platform to revolutionize the salesperson-customer interaction. Proscap's solutions enable brand and sales team collaboration in order to improve the quality of the customer-representative interaction while delivering immediate feedback and no missed sales opportunities.

**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, Cognos, MicroStrategy, and Proscap Technologies. C3i has facilities in 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).