



## **FOR IMMEDIATE RELEASE**

Contact:

**Dave Hanaman**

**C3i**

**973-401-4677**

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

### **C3i Showcases Innovative End-User Support and Analytical Solutions at Siebel User Week 2004**

**Los Angeles, CA - October 5, 2004** - C3i, Inc., a market leader in technology and outsourcing services, showcases its latest end-user support capabilities and solutions at this year's Siebel User Week. For over a decade, C3i has been focused on helping organizations improve customer management effectiveness while lowering the total cost of deploying and supporting CRM environments.

Siebel Systems, Inc., a leading provider of business applications software, will host the world's largest CRM and business intelligence conference, October 3-6, at the Los Angeles Convention Center.

As a partner in the Siebel Alliance Program, C3i will demonstrate how it leverages Siebel Field Service and Siebel Analytics to deliver best-in-class help desk and hardware services for today's mobile professional. Siebel Systems provides organizations with a proven set of industry-specific best practices, CRM applications software, and business

Press Release

processes, enabling corporations to sell to, market to, and serve customers across multiple channels and lines of business.

With Siebel business applications as the cornerstone of their toolset, C3i call center technicians and certified solution experts deliver the industry's most comprehensive support solution. C3i embeds advanced analytical reporting into its end-user support services to provide actionable business intelligence to its clients, who in turn use the information to improve technology performance and increase field professionals' productivity and effectiveness.

"As a Consulting Partner for over six years, C3i collaborates with Siebel to deliver the highest quality CRM and analytics implementation and ongoing support services to leading Fortune 500 companies," commented Joel Morse, CEO of C3i. "We are excited to return to Siebel User Week for the fifth year in a row to demonstrate how we partner with our clients to provide long-term strategic guidance while delivering insights that drive increased technology adoption, focus end-user training and streamline front office applications."

### **About C3i**

C3i's technology and outsourcing services help organizations dramatically improve customer management effectiveness while lowering the total cost of deploying and supporting a CRM environment. C3i provides business consulting, systems implementation, training, help desk, performance optimization, and workstation management services. By combining these end-to-end services in a seamless solution, C3i creates superior value for its clients. Working closely with Siebel Systems, C3i delivers best-in-class CRM and business intelligence solutions. C3i has operations centers in the United States and India. For more information, please visit C3i's website at [www.c3i-inc.com](http://www.c3i-inc.com).

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