



## **FOR IMMEDIATE RELEASE**

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### **C3i Wins Hardware Support Contract with a Top 10 Pharmaceutical Company in the U.S.**

*Closed System, Pharmaceutical SFA Software Now Included in C3i's Portfolio*

**Morristown, NJ - November 21, 2006** - C3i, a leading provider of support services for the Life Sciences industry, today announced that it has been awarded a 3 year contract to provide all hardware asset management and break fix services for the field sales representatives of a top 10 pharmaceutical firm. C3i provides help desk and hardware asset management support, application training and clinical support services to mobile and field based end users and clinical trial sites throughout the globe.

With the agreement in place, C3i now serves 12 of the leading 20 pharmaceutical manufacturers in North America. C3i will provide full end-to-end hardware support services to 3,200 field based sales representatives in the U.S. and Puerto Rico.

C3i is purpose built to provide world-class IT support services for pharmaceutical CRM and clinical applications. Today, C3i's Workstation Management Services (WMS) group

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manages over \$150 million in inventory, with over 120,000 computer and peripheral transactions every year, fully supporting multiple laptop models and printer models across all major OEMs, and hundreds of unique field assets and related accessories. Complementing the WMS group, C3i's help desk provides support services to over 34,000 US based pharmaceutical sales representatives. The company provides support for several important Pharmaceutical sales applications, including Oracle/Siebel, SAP, Proscaper, and Target SFA. "We are excited to add another top 10 Pharmaceutical client." said Joel Morse, Chief Executive Officer at C3i. "With this client, we have broken the myth that pharmaceutical companies are best served by using their software provider for ongoing services as well. Pharmaceutical companies are now finding that they receive superior services by working with C3i, a trend that is accelerating as industry challenges are forcing our competitors to close operations centers."

**About C3i:**

C3i's best in class outsourcing services help Life Sciences organizations dramatically improve end user effectiveness from using field based technology solutions while lowering the total cost of deploying and supporting technology solutions for Pharmaceutical sales organizations. C3i provides support services for all the major Pharmaceutical SFA packages. In addition, C3i also provides global clinical support solutions, helping CROs, pharmaceutical companies, and clinical software firms with multi-lingual 7 x 24 x 365 clinical support services. Only C3i provides a complete portfolio of business consulting, systems implementation, technology training, help desk, performance optimization and workstation management services. By combining these end-to-end services in a seamless solution, C3i delivers the best-in-class CRM and clinical support offerings for mobile professionals and clinical trials. C3i has global operations centers in the United States, India and Sofia, Bulgaria. For more information, please visit C3i's website at [www.c3i-inc.com](http://www.c3i-inc.com).