

Verticals onDemand and C3i Announce Strategic Partnership

Industry Leaders Partner to Provide Life Sciences Companies with Complete onDemand CRM Solution Offering

PLEASANTON, CA and MORRISTOWN, NJ – April 3, 2007 – Verticals onDemand, a leading provider of industry-specific CRM solutions delivered on the Salesforce Platform, and C3i, the leading IT services provider serving the life sciences vertical, have partnered to provide life sciences customers with comprehensive service offerings for their onDemand CRM deployments.

Verticals onDemand's initial product offerings, VBioPharma and VMedical, are designed for the global life sciences industry. C3i is a proven market leader in delivering technology & process support, end-user support, and field effectiveness solutions to leading life sciences companies to help them deploy, manage, and support their CRM systems. Together, Verticals onDemand and C3i will offer life sciences companies the applications and expertise required to accelerate their migration to the onDemand model.

"Leading global companies are adopting onDemand applications due to the ease of deployment, support, and faster time to value," declared Joel Morse, co-founder, president & CEO of C3i. "With the impressive team that Verticals onDemand has assembled, we anticipate that VBioPharma and VMedical will quickly become compelling solutions for life sciences companies. We are enthusiastic about being part of this team from its infancy."

Gartner's Dale Hagemeyer observed, "Life sciences CRM user organizations have a knack for demanding and getting industry expertise and end-to-end solutions. They are also highly pre-disposed to outsource services. The more of these three elements that can be combined, the more attractive an offering will be over time."

The onDemand model of Software as a Service (SaaS) delivers unprecedented return on technology investment. In addition, it introduces the ability to build new capabilities that were impossible with traditional on-premise software. To that end, Verticals onDemand and C3i have partnered to develop integrated solutions that eliminate many of the headaches caused by the loading and management of syndicated data for our joint customers. By managing all of our customers' data in one place, the two companies speed deployments while further decreasing cost.

"Over the past ten years, C3i has emerged as a leader in providing life sciences companies with end-to-end services in support of their CRM environments," explained Matt Wallach, vice president of sales & marketing at Verticals onDemand. "We look forward to leveraging their impeccable record of customer satisfaction as we partner to make life sciences customers successful in their deployments of VBioPharma and VMedical."

About C3i

C3i is the leading IT services provider serving the life sciences vertical. With more than 34,000 sales representatives using C3i's technology and outsourcing services, pharmaceutical and biotech organizations have improved their overall effectiveness and lowered their costs of deploying and managing CRM environments. Only C3i provides systems implementation, technology training, help desk support, and hosting and workstation management services purpose-built for the needs of life sciences companies. C3i has global operations centers in the United States, India and Europe.

C3i. Living life sciences. For more information, please visit C3i's website at www.c3i-inc.com.

About Verticals onDemand

Verticals onDemand leverages the Salesforce Platform to deliver onDemand customer relationship management (CRM) solutions for specific industry segments. Founded by software industry veterans, the company combines deep industry domain expertise, CRM deployment experience, and Software as a Service (SaaS) operations savvy with the Salesforce Platform, the world's first multitenant, on-demand platform. With an initial focus on the life sciences industry, Verticals onDemand customers will achieve the fastest time to value through the deployment of fully functional CRM applications that are simple to deploy, inexpensive to operate, and provide a superior user experience.

Verticals onDemand is a privately-held company headquartered in Pleasanton, CA. For more information, visit www.verticalsondemand.com.

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