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EPIPHANY AND CAPGEMINI Ireland Ltd ENHANCE CUSTOMER RELATIONS FOR O2 IRELAND

*Partnership delivers increased campaign results across multiple
touchpoints*

LONDON – May 11, 2005 - Epiphany, Inc. (NASDAQ: EPNY), a leading provider of customer relationship management (CRM) solutions for consumer-oriented businesses, today announced that O2 Ireland, a leading mobile communications provider in Ireland, has successfully deployed Epiphany® Advisor solutions in its call centre and several retail stores, with support from Capgemini, one of the world's leading management and IT consultancies. With more than 1.4 million customers and 40% market share of the wireless market, O2 Ireland will deliver an enhanced customer experience and reduce churn through the use of Epiphany's analytical software.

Implemented and activated across O2's call centre in December 2004 and in several of its retail shops this April, Epiphany's inbound marketing solution, Interaction Advisor, is driving consistent, intelligent interactions through both touchpoints by delivering the most appropriate message to each O2 Ireland customer.

"We needed a solution that was flexible enough to be deployed across both our customer care centre and retail store customer channels, yet could still be implemented quickly," said Paul Farrell, Head of Marketing, O2 Ireland. "Epiphany and Capgemini worked together to deliver a solution that addressed our deployment needs and enabled O2 to continue to deliver the best customer experience in Ireland to our customers."

After reviewing other vendors to support its CRM strategy, O2 Ireland selected the partnership approach offered by Epiphany and leading systems integrator Capgemini, based on their successful track record with proven results at other organizations worldwide.

"We congratulate O2 Ireland on putting in place a solution to provide its customers the best service possible, tailored to individual customer profiles, needs and wants," said Chris Jeffery, Global Lead for BSS at Capgemini. "Epiphany Interaction Advisor is an excellent complement to Capgemini's strength in Customer Relationship Management, Business Intelligence and the telecommunications market. Through our success with industry leaders like O2 Ireland we shall continue to deliver innovative customer insight-driven marketing solutions that address the key challenges of the telecoms industry."

"With its enviable market share and sound position within the telecommunications industry, we are proud to help O2 Ireland become a truly customer-centric organization. By leveraging the industry's

most advanced inbound marketing solution, Epiphany Interaction Advisor, O2 Ireland is driving growth via the adoption and usage of new products and services," said Andy McEwan, vice president and general manager for EMEA at Epiphany. "This successful implementation at O2 Ireland with Capgemini helps extend Epiphany's strong presence in the communications market."

Epiphany Interaction Advisor drives consistent, intelligent interactions throughout the enterprise by delivering the most appropriate message to each customer touchpoint in real-time. Through the presentation of personalized cross-sell and retention offers, Epiphany Interaction Advisor generates substantial increases in profitability and customer satisfaction for consumer-oriented businesses. As the industry's most advanced inbound marketing solution, this application uses a blend of real-time analytics and dynamic business rules to maximize the value of each customer interaction. Leading consumer-focused companies around the world have achieved significant business results by using Epiphany Interaction Advisor in their web site, contact centre, IVR, and point of sale.

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About Epiphany

Epiphany® provides CRM software solutions that increase profitability at the largest consumer-oriented companies by making every customer interaction intelligent. With over 475 customers – including nearly 35 percent of the Fortune 100 – Epiphany powers deep customer insights and optimizes each relationship from both a revenue generation and customer retention viewpoint. Built on the industry's most advanced, service-oriented architecture, Epiphany software solutions address problems that span business silos, departmental functions and geographic locations, and result in rapid, measurable ROI. With a suite of blended marketing, sales and service solutions, Epiphany enables global organizations to align touchpoints, processes and technologies around the most valuable enterprise asset – the customer. With worldwide headquarters in San Mateo, CA, Epiphany serves customers in more than 40 countries worldwide. For more information please visit www.epiphany.com

Safe Harbor Statement

This press release contains forward-looking statements relating to future results that may be achieved by customers using the Epiphany E6 software product and future sales opportunities. Actual results could differ materially from such forward-looking statements. Factors that could cause actual results to differ materially from the forward-looking statements include customers' individual purchasing decisions, competition and the introduction of new products and services by competitors, our ability to hire and retain qualified personnel, and general economic conditions. These factors and others are described in more detail in Epiphany's public reports filed with the Securities and Exchange Commission, such as those discussed in the "Risk Factors" section included in the Epiphany's Annual Report on Form 10-K, Quarterly Reports on Form 10-Q and in the Epiphany's prior press releases. Epiphany assumes no duty to update any statements made in this press release.

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About the Capgemini Group

Capgemini, one of the world's foremost providers of Consulting, Technology and Outsourcing services, has a unique way of working with its clients, which it calls the Collaborative Business Experience. Through commitment to mutual success and the achievement of tangible value, the company helps businesses implement growth strategies, leverage technology, and thrive through the power of collaboration. Capgemini employs approximately 60,000 people worldwide and reported 2004 global revenues of 6,291 million euros.

For over 30 years Telecom, Media & Entertainment (TME), a global sector organization of Capgemini, has been helping the telecommunications, media & entertainment industries achieve strategic goals and world-class results. By combining technical expertise and thought leadership with a passion for innovation, TME delivers true value to clients worldwide.

For more information visit <http://www.capgemini.com/tme>

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