



FOR IMMEDIATE RELEASE

## Medac Quickly Establishes New Commercial Operations in France with Veeva OpenData and Veeva CRM

*Specialty pharmaceutical company adopts Veeva Commercial Cloud applications to quickly establish customer insight and engage with healthcare professionals*

**BARCELONA, Spain — 20 Sept 2016** — Medac s.a.s, the French affiliate of global healthcare group Medac GmbH, selected [Veeva OpenData](#) and [Veeva CRM](#) as the foundation for its commercial operations after it re-acquired product distribution rights for Metoject®, its rheumatoid arthritis drug.

Medac France was founded in 2011 as a mid-sized pharmaceutical company specialized in autoimmune disease and auto-injection cancer drugs. When the company secured licensing of Metoject in France in 2016, it suddenly needed to market to a new set of customers, including healthcare professionals (HCPs). Medac quickly required a solution that would provide quality customer data and enable engagement with healthcare providers.

The company selected Veeva OpenData for accurate customer data, integrated with [Veeva CRM](#) and [Veeva CLM](#) for HCP engagement. Within weeks, Medac France's field teams were fully equipped with real-time customer and affiliations data, gaining valuable insight into the organizational structure of HCP and HCO influencers in France. With Veeva OpenData, most data change requests are typically processed within one business day, compared with other solutions on the market that can take as much as a week. Combined with Veeva CRM and Veeva CLM, Medac France's sales force can effectively target and engage HCPs with the right compliant content and more quickly respond to healthcare professionals needs.

"Our newly trained sales force has rich customer insight at its fingertips using Veeva OpenData, which allows us to quickly build strong customer relationships with HCPs and successfully establish ourselves as a trusted partner to rheumatologists," said Frederic Perthuis, sales director, Medac France. "Combined with Veeva CRM, we have established a commercial infrastructure that provides our reps with accurate customer information to help drive engagement and deliver a seamless customer experience."

"In the past, reliable customer data was notoriously difficult to obtain, which compromised everything from effective customer engagement to compliance," said Guillaume Roussel, director of strategy, Veeva OpenData, Europe. "The seamless integration between Veeva OpenData and Veeva CRM provides Medac France with accurate information to deliver better interactions with healthcare professionals, and encourages greater CRM usage and adoption by the field force."

Medac France intends to further expand its usage of Veeva CRM's multichannel capabilities to leverage the most effective channels for customer engagement as it continues to grow.

"Veeva's impact on our business cannot be underestimated," said Pascal Joly, general manager, Medac France. "With access to accurate and complete data, along with Veeva's targeting and segmentation capabilities, our business is growing at a rapid pace. We have only just scratched the surface of Veeva's capabilities to help our business."

### Additional Information

For more on Veeva OpenData, visit: [veeva.com/eu/products/opendata/](http://veeva.com/eu/products/opendata/)

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### **About Veeva Systems**

Veeva Systems Inc. is a leader in cloud-based software for the global life sciences industry. Committed to innovation, product excellence, and customer success, Veeva has more than 450 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. Veeva is headquartered in the San Francisco Bay Area, with offices in Europe, Asia, and Latin America. For more information, visit [veeva.com/eu](https://veeva.com/eu).

### **Forward-looking Statements**

This release contains forward-looking statements, including the market demand for and acceptance of Veeva's products and services, the results from use of Veeva's products and services, and general business conditions, particularly in the life sciences industry. Any forward-looking statements contained in this press release are based upon Veeva's historical performance and its current plans, estimates, and expectations, and are not a representation that such plans, estimates, or expectations will be achieved. These forward-looking statements represent Veeva's expectations as of the date of this press announcement. Subsequent events may cause these expectations to change, and Veeva disclaims any obligation to update the forward-looking statements in the future. These forward-looking statements are subject to known and unknown risks and uncertainties that may cause actual results to differ materially. Additional risks and uncertainties that could affect Veeva's financial results are included under the captions, "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations," in the company's filing on Form 10-Q for the period ended July 31, 2016. This is available on the company's website at [veeva.com](https://veeva.com) under the Investors section and on the SEC's website at [sec.gov](https://sec.gov). Further information on potential risks that could affect actual results will be included in other filings Veeva makes with the SEC from time to time.

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### **About Medac s.a.s. (France)**

Medac s.a.s. (France) is a privately held specialty pharmaceutical company focused on the development and galenical innovation of late-stage molecules and existing pharmaceutical drugs to personalize patient treatment. The company strives to bring new life to products and solve everyday patient challenges in autoimmune disease and cancer. Medac s.a.s. is a subsidiary of Medac GmbH, a worldwide established pharmaceutical company founded more than 40 years. For more information about Medac GmbH, please visit [www.medac.de](https://www.medac.de). For more information about Medac France, please visit [www.medac.fr](https://www.medac.fr).

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