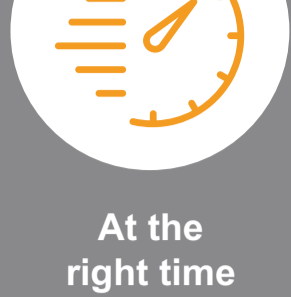


VEEVA 2016 EUROPEAN CUSTOMER DATA SURVEY

Spotlight on Commercial Operations

Customer data is **foundational** to any **commercial** strategy

Quality customer data helps deliver relevant content



At the right time



Through the right channel

Top customer data priorities for commercial operations



86%

Have a complete and real-time customer view

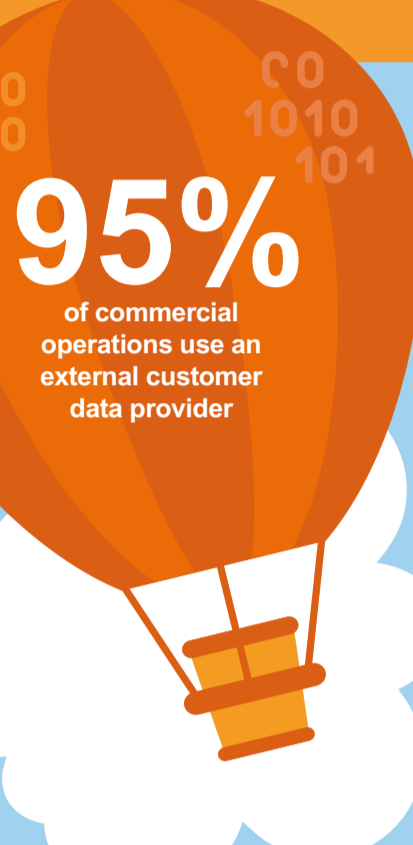
73%

Increase sales and marketing efficiency



68%

Improve decision-making with better market analysis



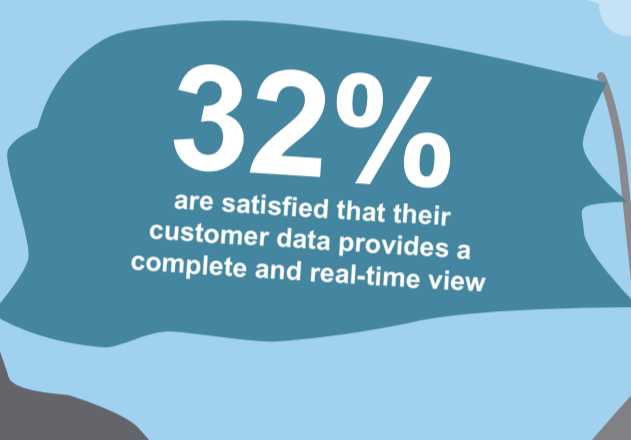
95%

of commercial operations use an external customer data provider



50%

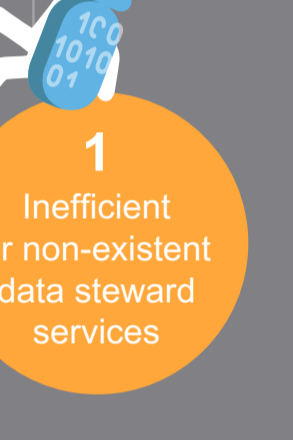
not satisfied with the service they receive from their customer data provider



32%

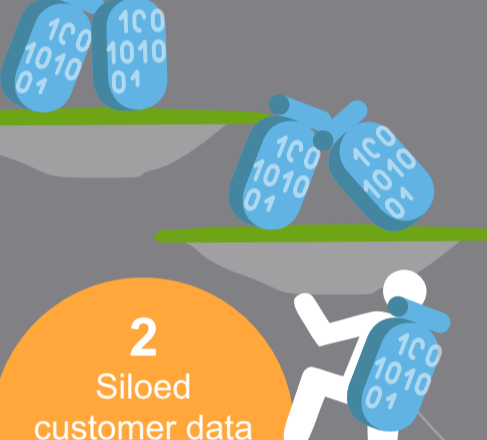
are satisfied that their customer data provides a complete and real-time view

Top challenges to improve customer data quality for commercial operations



1

Inefficient or non-existent data steward services



2

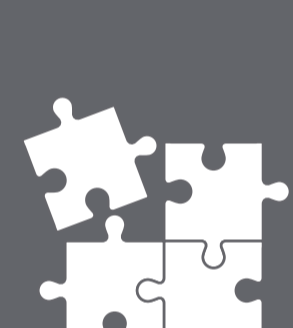
Siloed customer data across multiple systems



3

Limitations of data provider

Top factors in selecting a customer data provider



Seamless integration with current systems



Consistent global coverage



Meeting service level agreements

Days to respond to customer data change requests for commercial operations



Current 10 days



Desired 5 days

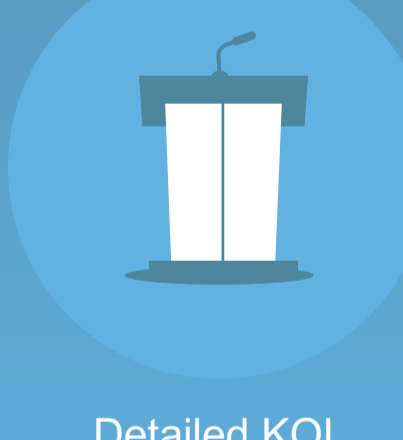
Top future customer data needs for commercial operations



HCP email data



Detailed segmentation of customers



Detailed KOL profile data

Existing approaches to customer data do not support a multichannel strategy



The industry needs a new approach to customer data and Veeva can help



Customer data changes
90%+ processed within **1 business day***
*average processing time



Global
20M records
38 countries



Enterprise database
Unlimited usage across the organization



Cross border
Unique ID to identify customers



Real-time access
via Veeva CRM