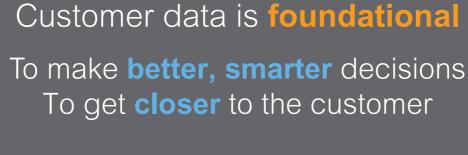


VEEVA 2016 EUROPEAN CUSTOMER DATA SURVEY



Where the industry is

100

1010

But there are between

Where the industry

wants to go

100100

1010

Top 3 things companies want to

with customer data

achieve with customer data



Increase efficiency of sales and marketing teams

Improve market analysis

and decision-making 73% Have a complete and real-time customer view

provides a complete and real-time customer view

Only 40% are

satisfied that their customer data

87%

78% have a customer data quality

within the next two years

Only 50% are satisfied with the quality of their customer data in general

100

Desired days

to process

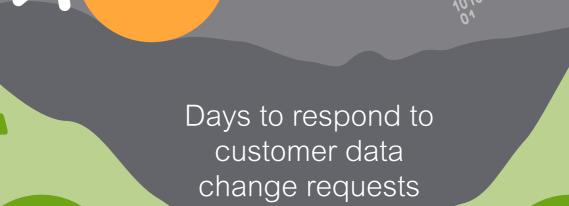
improving customer data quality

Outdated data



Top challenges organizations face

to improve customer data quality



Data vendor

100 1010

More detailed

segmentation of

customers

Detailed KOL

profile data

Current days

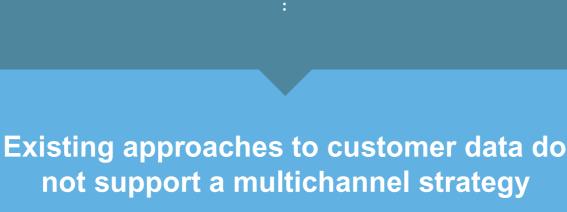
to process

10

100 1010



In future, companies want far more from their customer data



Effective product data management

Email addresses

for HCPs





Real-time access via Veeva CRM

border Unique ID to

Cross

Findings from Veeva 2016 European Customer Data Survey

Download report: veeva.com/eu/datasurvey

The Veeva 2016 European Customer Data Survey reflects the experiences and opinions of more than 80 life sciences decision makers across all major European markets.

Enterprise

database

Unlimited usage