

Switching to Veeva OpenData

Three steps to better customer reference data

1 Match

Simple and Non-disruptive



Install



Run



View Match Results

Data Matcher Tool Available for Customers

No TPA Required



Better Data

Standardized • Complete • Accurate

2 Test

Effective Impact Evaluation



Identify and test applications that consume Veeva OpenData



Alignment



Incentive Compensation



CRM



Business Intelligence & Analytics

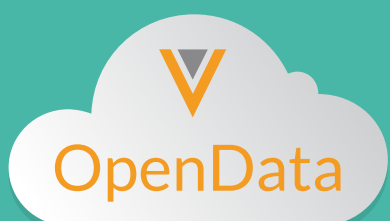


Other Applications

3 Switch

Switch to Veeva OpenData

Verified customer data flows to all downstream applications



Seamless integration between Veeva CRM and Veeva OpenData

Why Veeva OpenData?

Effective multichannel engagement



Streamlined compliance



Improved rep productivity



Better alignment and targeting

Faster Service



6.9 hours

Average DCR processing time



90% faster

DCR resolution versus industry average



99.8%

Completed within one business day

Manage your DCRs in hours, not weeks

Source: Veeva Systems

Veeva OpenData

veeva.com/opendata

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