




## BASE Life Science

### Creating real business value from Commercial digital platforms

BASE life science is a fast growing, fast paced consultancy focused on the life science industry. Established in 2007 and based in Copenhagen, Denmark, BASE targets a local as well as a global customer base. BASE is a Veeva Service partner for Veeva CRM and Veeva Vault. In addition, BASE is also one of the few Veeva Migration partners for Veeva Vault. BASE Life Science has a strong focus on post-implementation and has created several assets and accelerators to ensure the maximum value is created from the usage of the CRM platform.

	Pre-implementation	Implementation	Post-implementation
	<ul style="list-style-type: none"> <li>MCM/consent strategy</li> <li>Business Intelligence Strategy and KPI handbook</li> </ul>	<ul style="list-style-type: none"> <li>Subject Matter Expertise staffing:               <ul style="list-style-type: none"> <li>Project Management</li> <li>Integration Lead</li> <li>Architects</li> <li>Business Analyst</li> </ul> </li> <li>CRM playbook</li> <li>Field orchestration workshop</li> </ul>	<ul style="list-style-type: none"> <li>Adoption diagnostic</li> <li>Data quality monitoring</li> <li>Data stewardship strategy and processes</li> <li>AI workshop &amp; hackathon</li> <li>Operations workshop &amp; system strategy</li> </ul>
Accelerators	<ul style="list-style-type: none"> <li>CRM Business Case</li> <li>Maturity &amp; Priority Assessment</li> <li>Pre-Implementation Package</li> </ul>	<ul style="list-style-type: none"> <li>Integration &amp; migration Framework</li> </ul>	

Since inception, BASE Life Science focuses on helping Life Science companies create real business value from digital platforms and data within its area of expertise; Customer Engagement, Quality, Regulatory, Compliance & Clinical. Since 2007, the company has been active globally from Denmark and employs more than 50 employees. In 2019, BASE opens its Switzerland office to increase its clients' reach.