

For Immediate Release

## Veeva Releases First End-to-End Solution for Life Sciences Promotional Materials Management

*Industry thought leaders gather in Philadelphia for launch of Vault PromoMats*

**PLEASANTON, CA — October 18, 2011** – Vault PromoMats from Veeva Systems is now generally available!

Vault customers, partners, life sciences leaders, and editors were introduced to Vault PromoMats at a private launch event at Philadelphia's Loews Hotel earlier today. PromoMats is the first solution that enables life sciences companies to manage every step of the promotional material life cycle: from concept and strategy, to the association of claims and reference documents, to Medical, Legal and Regulatory review, to piece distribution and finally withdrawal. PromoMats is built on the Vault Platform, a cloud-based multi-tenant architecture that's built from the ground up to meet the industry's regulatory and validation requirements, such as 21 CFR Part 11.

Kythera Biopharmaceuticals, Inc. is one of the first companies to deploy Veeva Vault. "Given our business model, Kythera's continued success is contingent on our ability to anticipate and manage exponentially growing, business-wide content," said Jeff Webster, vice president, product development and operations at Kythera. "Having outgrown a server-based approach, we looked for a company-wide solution, a system that could effectively serve diverse masters across the business- Regulatory, CMC, Clinical, Sales and Marketing, HR, Finance, Legal, etc. – with different requirements for user knowledge, compliance, security, etc. Vault was the right solution for us, given its forward thinking, intuitive interface, its functionality across Mac and PC platforms, its full complement of 21 CFR Part 11 compliant capabilities, and the security and backup benefits we needed for our most important asset – our content."

PromoMats solves the complex promotional materials management challenges life sciences organizations face today by combining streamlined functionality for compliance and collaboration with the flexibility and cost effectiveness of cloud computing. Because the application runs on the cloud-based Vault Platform, it requires no hardware or software to purchase, install, or maintain. And all users automatically run on the most recent version of the software, allowing them to enjoy the latest application features while ensuring they remain up-to-date on compliance changes. PromoMats is affordable for companies of all sizes, providing even the smallest life sciences companies with enterprise-level content management functionality.

"Vault PromoMats is an exciting new product that fills an often unmet need in life sciences," said Mary Olesen of Collaborative Consulting, LLC. "By combining true end-to-end support for promotional materials management with cloud-based collaboration capabilities, PromoMats will help organizations to better manage and share their promotional content."

The new end-to-end promotional materials management solution enables life sciences companies to:

- Manage every step of a promotional piece's development and distribution in a single application
- Save time by adding users and external partners in minutes instead of days or months
- Collaborate easily with team members across town or across oceans with real-time review
- Avoid financial penalties by enabling users to quickly find and remove expiring content
- Increase efficiency by identifying process breakdowns before they impact timelines
- Ensure the company and its partners meet the latest regulatory requirements

"Promotional materials management is an area that has been underserved, with no applications fully meeting the requirements. It is an incredibly important area for life sciences companies, especially today when there are many changing regulations that affect promotional materials. PromoMats is the first system to provide an end-to-end solution for the complete promotional materials process," said Jennifer Goldsmith, vice president of Veeva Vault.

PromoMats is the first of several applications planned by Veeva for the Vault Platform. Other applications address individual content management needs across research & development, clinical trials, manufacturing, and medical information areas.

For more information, or to register for a live demo, go to [www.veevavault.com](http://www.veevavault.com) and remember to visit the Veeva Vault Facebook page for constant updates.

### **About Veeva Vault**

Veeva Vault is the first regulated content management system built specifically for the life sciences industry. Based on the very latest in cloud computing technology, Vault requires no hardware or software to purchase, install, or maintain. Vault spans the industry's major business processes across the research & development, quality, manufacturing, medical information, clinical, and commercial departments with end-to-end applications that are simple-to-use, simple-to-administer, and inexpensive to operate for organizations of all sizes.

### **About Veeva Systems**

Veeva Systems is the leader in cloud-based business solutions for the global life sciences industry. Committed to innovation, product excellence, and customer success, Veeva has over 100 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. Founded in 2007, Veeva is a privately held company headquartered in the San Francisco Bay Area, with offices in Philadelphia, Barcelona, Paris, Beijing, Shanghai, and Tokyo. For more information, visit [www.veevasystems.com](http://www.veevasystems.com).

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