

# Veeva CRM

**Innovative. Fast. Flexible.**  
**CRM the way it should be.**

“ We are building a centralized, customer-focused organization. Veeva’s vision, support and powerful cloud-based CRM system will allow us to do that. ”

- Head of Marketing, Grünenthal

The Veeva CRM suite of products is the most advanced multichannel CRM solution for the life sciences industry. The complete suite offers prebuilt functionality for all user groups: primary care and specialty care representatives, medical science liaisons and managed markets account executives. And because your users are mobile, so is Veeva CRM. From advanced CRM functionality and reporting to streamlined, built-in closed loop marketing (CLM) and Approved Email capability, Veeva CRM is more than just a CRM system. It’s a true end-to-end solution for improving customer centricity.

## Multichannel CRM

Veeva CRM is the first fully integrated multichannel CRM solution that enables life sciences companies to plan, execute and measure across integrated channels to improve customer centricity.

- ▶ iRep with built-in CLM for face-to-face meetings
- ▶ Approved Email for compliant, user-directed email
- ▶ Force.com platform for customer service call center and portals

## Reporting and Field Insight

Sales reporting and customer insight have never been easier with a streamlined, cloud-based data mart as an integrated part of Veeva CRM that delivers:

- ▶ Rx, sales and call activity data all in one place
- ▶ Online and offline reporting for field sales and sales management
- ▶ Easy-to-use, ad-hoc reporting capabilities for home office users

## Mobile CRM

Field users need the flexibility to access Veeva CRM anytime from anywhere without loss in usability or performance. That’s why Veeva CRM is built to take advantage of each device’s unique form factor, navigation and capability. And it’s available online and offline.

- ▶ iPad, BlackBerry, Windows 8
- ▶ All online browsers

## Integration with Vault PromoMats

Distribution and withdrawal are now a single click away.

- ▶ Replaces manual handoff that is prone to human error and compliance risk
- ▶ Enables streamlined distribution and withdrawal of approved content for iRep and Approved Email
- ▶ Provides a full audit trail from content creation to distribution

Learn More at [VeevaSystems.com](http://VeevaSystems.com)



**Veeva CRM is fully validated** for 21 CFR Part 11 and PDMA compliance. And with the completion and full documentation of all IQ and OQ tests, customers save up to 80% of their system validation costs while eliminating the corresponding project time.

**Improvements literally happen behind the scenes** for no extra fees with Veeva CRM. While on-premise and custom developed software depreciate over time like a used car, Veeva CRM appreciates like a penthouse apartment. With system enhancements arriving multiple times per year, innovation is automatic. And with cloud-based Veeva CRM, you will never run another version upgrade project. It's our responsibility to make it work each and every time.

**Veeva's robust and flexible data connector** links leading HCP databases with Veeva CRM to reduce the time and cost of integration. And because Veeva's connector is agnostic of data source, you have the choice to use one or more data sources without being limited by cost and complexity.

**With a single system administration tool**, configure Veeva CRM to meet your unique needs. Simply make a change and watch it appear everywhere. The same configuration, security settings and data sharing rules are consistently applied across all end-user devices.

**Answers. Not data.** Veeva CRM's streamlined cloud-based data mart houses Rx, sales and call activity data, providing end users and field management the insight they need – when they need it. So end users can spend their time making informed decisions, and IT can bypass the data warehouse and BI tools.

**Every user group will experience the application as if it were built just for them** because Veeva CRM has prebuilt functionality that caters to the specific needs of primary and specialty care sales representatives, medical science liaisons and managed markets users. And with each group on the same CRM system, team selling is finally easy to achieve. Here is a sampling of role-specific functionality:

#### **Primary Care**

Call cycle planning for recurring routes – Call reporting with integrated CLM on the iPad – Counterpart collision avoidance – Electronic signature capture – Integration with expense management system – Materials ordering – Medical event attendee sign-in – Multichannel calendar – Swap signee – Physician and account profiling – Plan and formulary data analysis – Pre-validated samples management – Samples ordering – Visually intelligent sphere of influence

#### **Specialty Care**

Call reporting with integrated CLM on the iPad – Closed loop account planning and execution – Complex visual account hierarchies – Integration with expense management – Inventory monitoring – Materials ordering – Medical event attendee sign-in – Multichannel calendar – Offline order management

#### **KOL Management**

Account plan creation and tracking – Detailed KOL planning and profiling – Integration with expense management system – Meeting brief capture with integrated CLM on the iPad – Multichannel calendar – Visually intelligent sphere of influence

#### **Managed Markets**

Closed loop account planning and execution – Complex visual hierarchies – Detailed account planning for MCOs, health plans, PBMs and hospital networks – Formulary matrix for analyzing intricate formulary data – Integration with expense management system – Meeting brief capture

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