

# Veeva iREP

## CRM + CLM + iPad. A match made in the cloud.

iRep is a transformative sales effectiveness tool that combines the power of Veeva CRM with best-in-class closed loop marketing in a single application, delivering a highly intuitive, seamless and powerful user experience. The result is that end users will love using iRep, IT will love supporting iRep and your customers will love the more meaningful use of their time.



“ Veeva is the only company that offers this level of forward-thinking technology on the iPad. ”

- Hakan Ojert  
VP of Sales, Valeritas

### CRM on the iPad

iRep brings Veeva CRM, the life sciences industry's most advanced cloud-based CRM system, to the iPad.

- ▶ Streamlined user interface, deliberate design and adherence to iPad navigation standards
- ▶ Full use offline and online giving users the ultimate in flexibility, data access and customer insight
- ▶ Quick access to all sales tools such as electronic signature capture for samples and medical inquiry submission

### Closed Loop Marketing

Best-in-class CLM is built into iRep to enable the richest customer interaction and the ultimate end user experience. It's more than just a pretty face on the iPad. It's an enterprise-scalable solution that supports the end-to-end closed loop marketing process.

- ▶ Now integrated with Vault PromoMats for single-click distribution and withdrawal
- ▶ Customer data seamlessly linked with interactive content to create the most personalized and impactful customer interactions
- ▶ Adherence to industry standard formats like HTML5 and video and image formats for rich, low-cost content

## THE KEY BENEFITS OF IREP

### User efficiency.

iRep simplifies and reduces the administrative burden of recording a call by capturing as much or as little data as you need through CLM and storing it right where you need it. And with customer feedback, data and content residing in the same system, the user experience is more streamlined than ever before.

### Integration with Vault PromoMats.

A manual process for getting the right approved content into reps' hands is prone to error and compliance risk. iRep is now integrated with Vault PromoMats, Veeva's cloud-based solution for regulated content management, replacing the manual handoff of content with single-click distribution and withdrawal. The result is a significant reduction in errors and compliance risk. And for the first time, a single, streamlined solution for commercial excellence that bridges the gap between approved marketing content and flawless sales execution. With a full audit trail of content from creation to use in the field plus the ability to distribute and withdraw content with a single click, it's the ultimate in total content control and the best way to ensure sales reps are using the correct content 100% of the time.

### Make a change. Ditch the code.

iRep is configured with the same system administration tool used to configure the rest of the Veeva CRM suite. The best part is that you make a change once and all end users are automatically updated – without having to write any code. You can focus on your business process and we will take care of the configuration, security and data sharing rules.

### Online and offline.

All current customer data and content are available without an internet connection, but iRep can seamlessly move between online and offline content. This blended model makes the possibilities for unique content and differentiation nearly endless.

### Real-time expert.

iRep's unique, blended online and offline model makes it possible to respond in real-time to customer needs by effortlessly linking to FaceTime on the iPad. From anywhere within a presentation, connect to initiate a live video call with a home office expert. Sales reps can turn "I'll get back to you later" into "Let's find out right now" and connect instantly through iRep.

### Multichannel rep.

Augmenting a live discussion with a digital leave-behind or sending approved content to a low-access HCP, while remaining in compliance, is now possible with Approved Email, accessible through iRep. The multichannel rep is more effective in getting key messages to customers. Whether a face-to-face meeting is too short to deliver a full message or the HCP is unable to meet at all, an Approved Email user can send the right message directly to the customer right through iRep – so the information can be consumed on the customer's terms.

### Dream device.

It's almost as if the iPad was designed specifically for your end users. Say goodbye to the Tablet PC and welcome a device that has it all. And iRep is designed to take advantage of the unique power of the iPad such as Maps, FaceTime, Safari, touch screen and gestures for the ultimate user and customer experience.



## Still Using Tablets or PDAs?

No problem! We can help with the transition. Veeva has deployed thousands of iPads to different types of users across the globe. Veeva Professional Services understands what it takes to plan for, implement, and deploy enterprise software on the iPad.

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

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