



For Immediate Release

## Veeva Systems Expands Multichannel Capabilities for Life Sciences Companies with New Web Channel Built Into Veeva CRM

*New Veeva CRM Engage enables customer interactions online anytime, anywhere, on any device*

**PLEASANTON, CA – March 17, 2014** – Veeva Systems introduces [Veeva CRM Engage](#), a cloud-based application that enables life sciences organizations to interact with healthcare professionals (HCPs) over the web and through mobile devices. Engage adds the online channel to [Veeva's Commercial Suite](#), which also supports face-to-face, phone, and email customer interactions, for unified multichannel communications. With Engage, life sciences companies can extend the face-to-face visit by facilitating a two-way dialogue online with relevant, interactive content and personalized services like 'click-to-chat' and 'schedule a visit.'

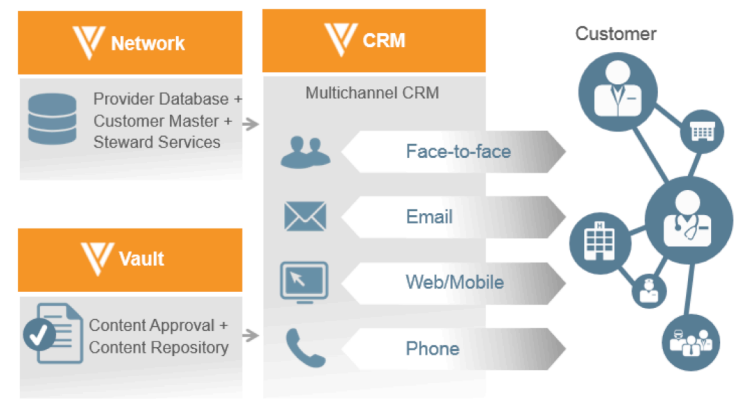
"Today, physicians don't have time to waste, and they are no longer interested in generic, static, one-way interactions. They expect information tailored to their specific needs and want answers when, where, and how they desire," said Eric Newmark, program director, Business Systems Strategies for IDC Health Insights. "The most progressive life sciences companies are meeting this need by adding online into their multichannel mix and delivering a customer experience that's informed by a holistic understanding of the customer's profile, preferences, and interactions across every channel."

An integral part of Veeva's Commercial Suite, Engage enables online interactions to work in unison with all other channels, delivering the best customer experience anywhere including on mobile devices. It also captures all web activities in Veeva CRM for further analysis, so companies can continuously adapt digital content to accommodate physician preferences. This is even more crucial today, as 70 percent of HCPs prefer digital access to pharmaceutical information and 40 percent believe digital media offers the most personalized and relevant content.<sup>1</sup>

Engage also increases overall multichannel efficiency by allowing organizations to reuse the same content across multiple channels. Life sciences companies save time and resources with this 'create once, deploy everywhere' content model. Engage leverages the central Veeva Vault PromoMats content repository, ensuring that all content remains consistent, so physicians see the same, tailored messages – whether delivered online, face-to-face, on a mobile device, or via email.

"With Veeva CRM Engage, the web channel no longer needs to be a disconnected silo," said Paul Shawah, vice president of commercial strategy for Veeva. "Veeva's customers can now easily add new channels as an integrated part of their promotional mix without any business disruption, helping create a differentiated customer experience, faster."

**Veeva Systems' Multichannel Commercial Suite** brings all communication channels together for better customer interactions. Click for a [short demo](#).



Veeva CRM Engage is planned for general availability worldwide in April 2014. The new product is part of Veeva's Commercial Suite for life sciences, which delivers the accurate customer data and compliant content required to enable more effective customer engagement across multiple communication channels.

### **About Veeva Systems**

Veeva Systems Inc. is a leader in cloud-based software for the global life sciences industry. Committed to innovation, product excellence, and customer success, Veeva has more than 190 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. Veeva is headquartered in the San Francisco Bay Area, with offices in Europe, Asia, and Latin America. For more information, visit [www.veeva.com](http://www.veeva.com).

1. Capgemini, "Digital Dynamic: Changing the Pharma-Physician Interaction," by Hala Quanadilo, November 7, 2013. <http://www.capgemini-consulting.com/blog/accelerating-life-sciences-transformation/2013/11/the-digital-dynamic-changing-the-pharma>

### **Contact:**

Lisa Barbadora  
Veeva Systems Inc.  
610-420-3413  
[pr@veeva.com](mailto:pr@veeva.com)

### **Additional Comments on the News:**

"Multichannel is becoming even more of a reality in life sciences, thanks to Veeva's transformative technology. The company has brought together online, email, call center, and face-to-face to give HCPs what they need – when, how and wherever they want it," said Dana Maiman, CEO and president at DraftFCB Healthcare, a global integrated marketing communications agency, voted most creative agency for the last four years by *MedAdNews*. "Cross-channel customer feedback, funneled into the system, also enables companies to develop highly tailored content that resonates with individual HCPs."

"Veeva has made 'call, click, or visit' a reality for life sciences companies, opening enormous possibilities for customer engagement," said Jonathan Peischl, senior vice president, director of Innovation & Digital Marketing at Giant Healthcare, winner of *MedAdNews*' 2013 Agency of the Year award. "With Veeva Engage for online interactions, Veeva Approved Email for regulated emails and Veeva CRM/CLM for face-to-face, our clients can now execute a well-coordinated multichannel strategy for personalized interactions with physicians."

"HCPs today are asking for personalized, digital content that's accessible at their convenience, but it's a tall order for pharmaceutical companies today," commented Leerom Segal, president and CEO of Klick Health, a healthcare communications agency named 2013 Agency of the Year by *Medical Marketing & Media*. "Veeva Engage, seamlessly integrated with Veeva's commercial applications, provides a platform to deliver interactive content that can be created once and reused across channels reducing content development costs while ensuring consistency."

###