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New Cloud-based Alignment Solution for Life Sciences Increases Speed and Accuracy of Multichannel Resource Planning Globally

Veeva Align enables customer-driven resource allocation across all channels with a single solution

PHILADELPHIA, PA – May 20, 2014 – To an audience of more than 850 industry leaders at its Commercial Summit, Veeva Systems introduced Veeva Align – a cloud-based, global alignment solution. Veeva Align, the newest addition to Veeva Commercial Cloud, aligns resources to customers across all channels, helping companies of all sizes define multichannel action plans. Veeva Align enables companies to ensure resources are directed where they will make the most impact, whether across a single geography or the world. As a global, multitenant, cloud solution, Veeva Align replaces the complex maze of one-off applications and integration points to increase the efficiency, speed, and accuracy of resource planning.

Reduced access and the rapidly changing relationships of healthcare professionals with healthcare organizations are forcing the need for faster, more frequent alignments. The increased use of alternative communication channels further complicates resource allocation, which had been largely limited to field users. And, globalization is broadening the scope of customer allocation across borders. These challenges are limiting the industry's ability to efficiently and accurately allocate resources to meet revenue targets and maximize the effect of multichannel initiatives worldwide.

“Life sciences organizations often struggle to efficiently answer questions about which customers they are targeting and what resources should be allocated in a particular territory,” said Brian Longo, Veeva’s general manager of commercial products. “Veeva Align helps answer these critical resource alignment questions and quickly implement the changes to help companies leverage their resources more effectively.”

Veeva Align, now part of Veeva Commercial Cloud, interoperates with Veeva CRM as well as Veeva’s global customer master solution, Veeva Network. Veeva Align reduces the number of handoffs between applications supporting territory modeling and simulations, historical and alternate alignments, as well as end-user review and feedback. And because Veeva CRM captures insights into customer preferences across all channels, Veeva Align supports cycle plans that ensure the right resource mix for each customer.

Veeva Align is planned for general availability in Q2 2015. In other news today, Veeva announced its Commercial Cloud.


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.

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Contact:

Lisa Barbadora
Veeva Systems Inc.



610-420-3413
pr@veeva.com