



For Immediate Release

## Veeva Systems Announces Healthcare Professional and Healthcare Organization Data Offering for the European Market

*Veeva Network Provider Database to deliver millions of validated HCP, HCO, and affiliations records*

**BARCELONA, Spain — Dec. 4, 2014** — To an audience of more than 450 leaders at its European Commercial Summit, Veeva Systems announced the availability of the Veeva Network Provider Database for Europe, beginning with the top five markets. With an aim to provide life sciences companies choice and the most up-to-date and accurate healthcare professional (HCP), healthcare organization (HCO), and affiliations data, Veeva is delivering the Network Provider Database for the U.K. today; France, Germany, Italy, and Spain in the first half of 2015; and other markets to follow.

The Veeva Network Provider Database's millions of HCP, HCO, and affiliations records are continuously updated from authoritative industry sources for the best, most timely information, including digital profile data crucial to today's multichannel engagement. The highest standards of quality and completeness are ensured through rigorous, automated and steward-led validation. Data is sourced locally and consolidated into a single European reference database to eliminate the burden of managing multiple data feeds and duplication of HCP and HCO records across markets.

"With a foundation of better data from the Veeva Network Provider Database, life sciences companies can be more responsive and connect with customers across channels," said Guillaume Roussel, director of strategy for Veeva Network in Europe. "And now with a central source for customer and affiliations data across borders, they have the transparency and holistic view needed to improve engagement and help ensure compliance."

Veeva's European data operations build on the company's proven experience and methodologies honed in the U.S. and China, which continually validate and augment a database of more than 10 million providers. The Veeva Network Provider Database is part of the comprehensive Veeva Network family of solutions. Companies now have the choice to use a single, trusted source of customer data; customer master data management software; and stewardship services, standalone or taken together to gain the agility and efficiency benefits of a fully unified solution. Veeva's provider data is readily accessible to both sales and marketing on-demand – uniting the enterprise with a single view of the customer.

"Maintaining clean and accurate customer information is vital in order for life sciences companies to remain both competitive and compliant," said Francesca D'Angelo, vice president of Veeva Network Data, Europe. "However, if not properly managed or centralized, this process can hamper productivity across all business areas. Veeva is committed to delivering the highest calibre HCP, HCO, and affiliations data across Europe to remove the complexity of maintaining, updating, and reconciling disparate information within and across countries."

To lead Veeva's rapidly expanding global data business, the company has recently appointed a team of renowned industry veterans. [Tim Slevin](#), a twenty-year information services expert, is heading the company's global data business, and [Guillaume Roussel and Francesca D'Angelo](#) – deeply experienced industry leaders in data management and compliance – helm the Network Data team in Europe.

### About Veeva Commercial Cloud

[Veeva Commercial Cloud](#) is a unified set of applications that marries multichannel interactions, customer data, and compliant content. With Veeva CRM, Veeva Network customer master, and Veeva Vault for regulated content management interoperating seamlessly in the cloud, companies

can deliver a fully orchestrated, personalized customer experience across all channels while ensuring compliance. Companies have seamless access to multichannel sales and marketing, targeting, reference, and compliance data all in Veeva Commercial Cloud.

### **Additional Information**

- To learn about Veeva's Network data solutions, visit [www.veeva.com/customer-master/](http://www.veeva.com/customer-master/)
- Stay updated on the latest Veeva news on LinkedIn: [www.linkedin.com/company/veeva-systems](http://www.linkedin.com/company/veeva-systems)
- Follow @veevasystems on Twitter: [www.twitter.com/veevasystems](http://www.twitter.com/veevasystems)
- Like Veeva on Facebook: [www.facebook.com/veevasystems](http://www.facebook.com/veevasystems)

### **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 200 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 <http://www.veeva.com>.

### **Forward-looking Statement**

This release contains forward-looking statements, including statements regarding benefits from the use of Veeva's solutions and general business conditions. Any forward-looking statements contained in this press release are based upon Veeva's historical performance and its current plans, estimates and expectations and are not a representation that such plans, estimates, or expectations will be achieved. These forward-looking statements represent Veeva's expectations as of the date of this press announcement. Subsequent events may cause these expectations to change, and Veeva disclaims any obligation to update the forward-looking statements in the future. These forward-looking statements are subject to known and unknown risks and uncertainties that may cause actual results to differ materially. Additional risks and uncertainties that could affect Veeva's financial results are included under the captions "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations," in the company's filing on Form 10-Q for the period ended July 31, 2014, which is available on the company's website at [www.veeva.com](http://www.veeva.com) under the Investors section and on the SEC's website at [www.sec.gov](http://www.sec.gov). Further information on potential risks that could affect actual results will be included in other filings Veeva makes with the SEC from time to time.

###

### **Contact:**

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