

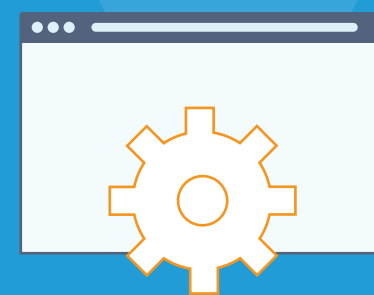
# Global Pharma Leader Achieves Data Vision with 3 Pillars of Data Management



Comprehensive, accurate customer reference data



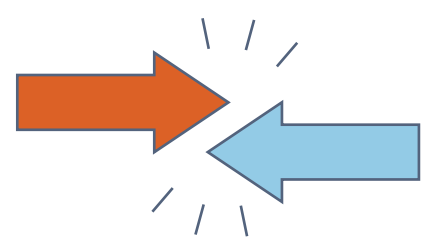
Fast, responsive data stewardship services



Seamless systems integration

## Challenges

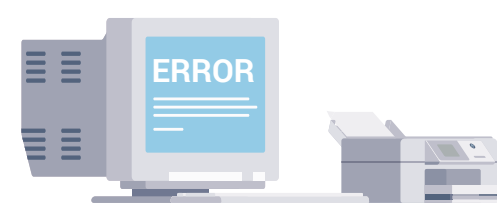
Lack of innovation and poor execution



Conflicting versions of the truth impeded planning



Slow data change request responses frustrated sales



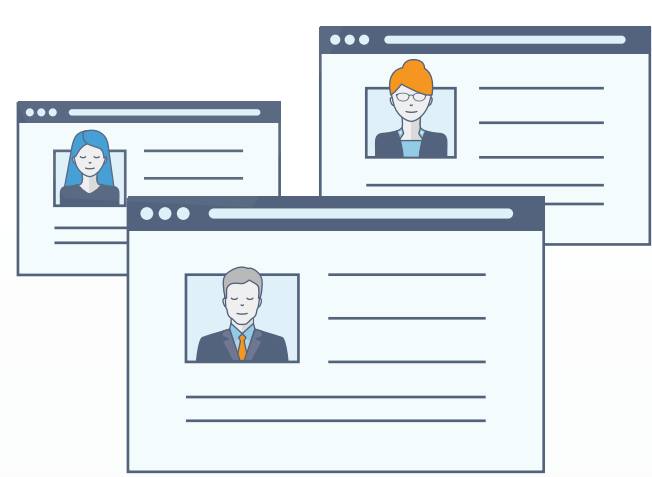
Old systems made it difficult to add new data sources



Slow master data management cycles hindered innovation

## Solution

Fast, accurate data for better customer engagement



16 million+ healthcare professionals and healthcare organizations profiles



Visibility into affiliate and hierarchy relationships

“ Veeva OpenData stood out distinctively as a preferred choice. ”

– Head of US Enterprise Data Management, Top 10 Pharma Company

## Results



### Fast, Responsive Data Stewardship

Reduced DCR response times from 40 days to 1



### Integrated Master Data

Linked 21 data sources and saved \$500k+ a year



### Golden Customer Profile

Improved targeting and segmentation



### Quality Data That Drives Success

Increased accuracy of analytics and call plans

This global pharma leader improved data quality and increased speed to market with Veeva OpenData.

LEARN HOW