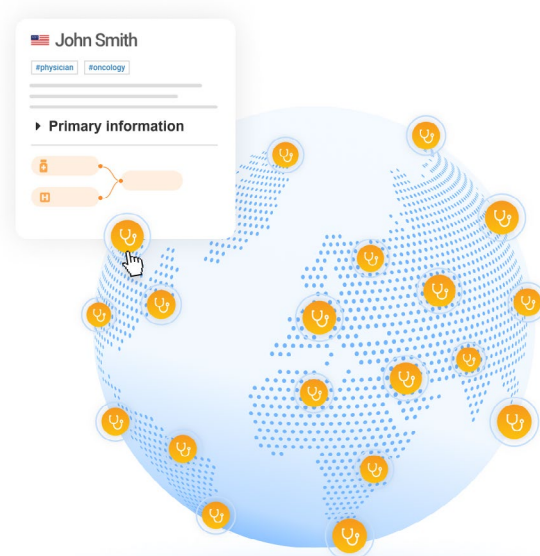


Veeva OpenData

Powering Commercial Excellence with Global Master Data



Having a solid customer master data foundation is essential for effective HCP engagement, yet only half of master data projects in the industry work due to poor data quality and broken integrations.¹

Veeva OpenData powers commercial excellence with master data that works, providing excellent data quality, the best user experience, and global coverage.

Empower your field teams with global reference data of healthcare professionals, healthcare organizations, and affiliations.

Why Veeva OpenData?

- **Better data.** Access high-quality data powered by continuous product innovation, enabling data change requests (DCRs) within hours instead of weeks and providing robust affiliation data.
- **Global architecture.** Scale and simplify your data strategy with a unified data model fully integrated with Veeva solutions for real-time customer insights and a foundation for advanced analytics.
- **Connected processes.** Gain a holistic view of HCPs' clinical, medical, and commercial touchpoints, automate workflows across functions, and uncover new insights through direct access to data.

1,000+
data stewards

<5 hour
data change request
(DCR) resolution

100+
countries covered

¹ Veeva Research

Features

Complete healthcare data across markets

Gain access to all doctors, pharmacists, key people from Veeva Link, and most nurses across 100+ countries today and 115+ countries in 2024.

Responsive data stewardship

Free up valuable resources by letting a team of 1000+ Veeva data stewards maintain high-quality data on your behalf.

Native integration with Veeva Commercial Cloud

Empower your commercial, medical, and clinical field teams with real-time access to consistent customer reference data and reduce time spent managing manual integrations.

Fast DCR resolution

Get DCRs resolved in less than 5 hours – 90% faster than the industry average – helping improve user experience and CRM adoption.

Designed for compliance

Ensure data privacy and GDPR compliance while minimizing the risk of off-label promotions.

Advanced HCP portal recognition

Deanonymize your website traffic data to match with existing records through Veeva OpenData Web Reveal, helping you provide a targeted portal experience for your HCPs.

Verified HCP emails

Get validated email addresses as an add-on product to reach low-see and no-see HCPs and quickly capture consent to send personalized, compliant emails.

Tailored HCP and HCO research services

Receive a bespoke program for your product and indication, leveraging automation, web monitoring algorithms, and world-class data stewardship.

Seamless implementation

Switch to Veeva OpenData without any business disruptions and up to a 100% match rate from legacy data without a TPA requirement.