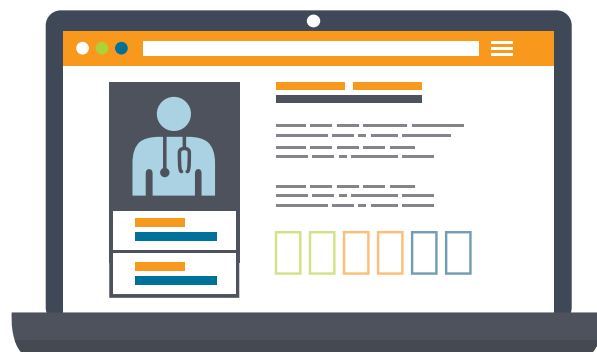# Veeva OpenData
Customer Data

The Right Data, Right Where You Need It

Accurate customer data can mean the difference between a productive sales call and a wasted trip. Yet an estimated 1 in 25 customer visits is unsuccessful, because sales reps don't have current data in CRM. And when they rely on outdated profiles, reps can miss opportunities to sample new therapies, or can even promote the wrong product to the wrong prescriber.

Using bad data leads to bad decisions across commercial operations, like poor alignments, inaccurate targeting, and errors in incentive compensation. What's worse, when they find an error, companies wait an average of 10 days for a response to their data change requests (DCRs). The need for better customer data could not be more critical.

Veeva OpenData delivers the right customer data, right where you need it. You gain access to detailed, verified profiles for over 15 million healthcare professionals (HCPs), healthcare organisations (HCOs), and their affiliations worldwide. And because Veeva OpenData is integrated with Veeva CRM, your reps always have fresh accurate customer data at their fingertips.

Data is sourced from reputable government and industry organisations, so coverage is comprehensive. Because of Veeva's responsive stewardship, DCRs are resolved 90% faster than the industry average. The improvements are so impressive that one customer saw help desk data inquiries drop by 70% after implementing Veeva OpenData.

Better data and faster service have helped Veeva OpenData customers support growth initiatives, launch new products and indications, and deploy new sales models. Unlike other providers, Veeva combines customer demographics and affiliations into one convenient subscription, reducing administrative burdens and saving companies hundreds of thousands in duplicate data costs.

DCR Resolution

Industry Average **10 DAYS**

Veeva Average **1 day**

90% FASTER

Veeva's world-class data stewardship organisation keeps information continuously up-to-date so our teams are working from the most accurate, highest-quality data.

Vice President of Global Commercial IT, **Allergan**

Key Business Benefits

Smarter decisions

- Plan sales territories effectively and eliminate coverage gaps
- Improve targeting, with access to the latest specialty data
- Calculate incentive compensation accurately, based on correct territory alignments

Better sales execution

- Eliminate wasted visits to the wrong doctor or wrong address
- Find new customers and deepen existing relationships
- Support account-based selling, with detailed HCP, HCO, and affiliations data

Streamlined compliance

- Enforce sampling protocols using comprehensive eligibility verification
- Promote products to the right prescribers, based on up-to-date specialties
- Utilise a single, global customer identifier to track and report aggregate spend

Solution Features

Veeva OpenData offers a consistent global standard for data quality, with detailed and verified HCP, HCO and affiliations information.

Customer Reference Data

Complete HCP, HCO and affiliations data enable more precise targeting, stronger cross-channel engagement, and deeper market penetration.

Unique Customer Identifiers

Veeva OpenData HCP and HCO identifiers help you navigate complex healthcare networks, compile aggregate spend reports, and gain visibility to cross-border activity.

Partner Program

The Veeva OpenData Partner Program significantly reduces the cost and complexity of working with data, technology, and service providers. Key partners have seamless access to Veeva OpenData for sharing, integration, and pre-alignment of customer data, eliminating restrictive contracts and burdensome limitations.