![Veeva logo]

![PDI Performance Driven logo]

VEEVA SUCCESS STORY - PDI, Inc.

THE CUSTOMER

As one of the pharmaceutical industry's top contract sales organizations (CSO), PDI has been providing sales and marketing support to biopharmaceutical companies for more than 20 years. Clients choose from a wide range of innovative sales support options, marketing services and integrated solutions. Over the years, PDI has made monumental changes to how the CSO operation runs especially with regards to it's Customer Relationship Management (CRM) system– some of these changes are possible due, in part, to the technology advancements delivered by Veeva Systems.

THE CHALLENGE

As a CSO, one of PDI's greatest challenges is to provide its customers with an adaptable sales support system as quickly as it is able to provide sales personnel. Two years ago, PDI switched from an inflexible, client/server, on-premise CRM – a system that took months and often hundreds of thousands of dollars to customize for any new system change – to Veeva CRM. It was just what the doctor ordered. The cloud-based solution now supports more than 1,000 users across all PDI customers through a single instance of the application and is easily configured for each new customer quickly. "As a life sciences-specific CRM with compliant sampling and signature capture, Veeva CRM offers PDI customers rich functionality with very little maintenance. And, Veeva CRM is enhanced multiple times a year with upgrades pushed out transparently so users are always working on the very latest version without disruption," said Rich Reichenbach, PDI, director sales technology.

"Veeva's easily configurable CRM system hit right at the heart of our value proposition by offering us the flexibility to deploy sales and marketing resources where they will have the greatest impact and quickly redeploy, reconfigure and/or disband as business conditions dictate," added Jo Ann Saitta, PDI, senior vice president, information technology. "Now, we can set up a unique SFA environment – not just a shell – but a unique system design that meets our customers' needs very, very quickly. It's a major competitive advantage for both parties."

> **" Now our customers can do insight-driven, multichannel selling across both existing and future channels."**
>
> **- Jo Ann Saitta**
> **Senior Vice President,**
> **Information Technology**

THE NEXT LEVEL

An innovator, PDI still had big plans on the horizon. The CSO leader wanted to offer its customers a breakthrough sales support system that integrated all of the many different communication channels emerging today (and tomorrow) – from face-to-face selling and telesales to digital detailing through online videos, web portals and more. One of PDI's key steps to creating this integrated, multichannel solution was to acquire Group DCA – a pharmaceutical marketing agency that created a comprehensive digital communications solution supporting approximately 200,000 opt-in physicians viewing 100,000 digital details per year for over 75 brands in the U.S. Group DCA's offering complemented PDI's existing multichannel promotional services of PDI Voice (Telesales) and Pharmakon (Peer Programs).

"At Group DCA's portal, physicians had been spending an average of seven minutes watching digital details. It's truly amazing, especially considering that most reps barely get more than two minutes of a physician's time during visits," said Saitta. "Clearly, here was another channel that physicians were using and that pharma companies need to be embracing along with all of the other new – and existing – channels available today. In fact, research shows that combined digital detailing and rep detailing increases sales effectiveness as much as 60%!"[1]

But, in order to make PDI's vision a reality, it needed a foundation for the new solution that would enable seamless integration with other systems, was rapidly scalable and would easily adapt to its customers' unique selling process.

THE BENEFITS

Since developing the integrated, multichannel solution leveraging the Veeva CRM platform, PDI can now offer its customers many additional business benefits, including:

- Extensibility to leverage a wider range of sales and marketing channels;

- Greater sales coverage and sales uplift versus face-to-face detailing alone;

- HCP ability to seamlessly traverse channels from personal to online detailing with the continuity of a single conversation;

- Increased sales rep visibility into physician behaviors and preferences for information;

- Enhanced marketing effectiveness with first-hand insight into physician response to sales and marketing messaging; and,

- Low total cost of system ownership.

> " Veeva CRM is not about a computer or an application; rather, it's about enabling the sales force to be more efficient, effective and exceptional. And, most recently, Veeva CRM has allowed us to take that mission to a whole new level that makes the real-time rep concept a reality. "
>
> **- Jo Ann Saitta
> Senior Vice President,
> Information Technology**

THE SEARCH

Fortunately, PDI didn't have to look too far to find the cornerstone upon which to extend its new multichannel solution. Veeva CRM's open, multitenant, cloud architecture made it simple for PDI to integrate outside systems with the field force while enabling PDI to add other new channels as they emerge.

"Veeva's cloud-based model has allowed for surprisingly easy integration of information from the other channels and systems that comprise our new solution. There's no lengthy development time - no major hurdles or problems with configuring or making changes. The interoperability with all other platforms, too, has made it easy to connect everything together seamlessly. Kudos to Veeva for building something so highly adaptable and flexible," said Saitta.

THE SOLUTION

Veeva CRM is now the heart of PDI's multichannel selling solution for the field force. PDI is also in the process of leveraging Veeva iRep to enable access from Apple iPads when out in the field so users have the very latest multichannel interaction data at all times.

Through Veeva CRM's unique, at-a-glance, multichannel calendar and PDI's SFA configurations, users can see all interactions a physician or account has had with the company whether that has been through teledetail, digital detail through a web portal, activity on the company's web site or face-to-face detail. Reps gain insight into what messages were most helpful to physicians, what times of day they were most available and receptive, channel preferences and more. It's complete visibility. Empowered by meaningful, real-time data, reps can then follow-up with more targeted messaging – for example, a rep could provide efficacy data for a new drug's use in children to a pediatrician who recently watched an digital detail featuring that drug.

Brand Teams also benefit from the Veeva/PDI solution by being able to see their healthcare practitioner's (HCP) customer responses and then can quickly refine marketing messages to better target marketing communications. Sales and Marketing can finally work together in unison to increase effectiveness with rep-triggered direct mailings and marketing-driven rep calls, for instance.

"Veeva CRM is the only extensible platform with an open architecture to enable this level of integration. It's definitely NOT your bosses' CRM," smiled Saitta. "Now our customers can do insight-driven, multichannel selling across both existing and future channels. We have leveraged Veeva's cloud model to the utmost, taking advantage of this platform to seamlessly integrate all of the other channel components into our new solution."

PDI's first implementation had over 600 users and integrated HCP web portals where physicians can make self-directed information inquiries, request samples and initiate outreach requests for live or telereps, view digital detail programs and participate in telesales activities. All of these channels have been integrated successfully through Veeva CRM so reps can see all of the physicians' requests and interactions made with the company from one screen. Additionally, sales reps are able to trigger marketing activities from the PDI/Veeva platform to drive and support physician engagement efforts.

According to Saitta, "our national sales leader is amazed at how our solution is flexible enough to include all types of information all right at the fingertips of the reps whether it is digital communications such as digital detailing, peer programs, trigger letters or even a customer's own team details for programs where PDI co-promotes a brand. It offers a 360 degree view of the HCP target which helps reps open up a richer dialogue to really drive home sales." V