



For Immediate Release

## **Advanced Clinical Selects Veeva Vault eTMF as Standard for New eTMF Services**

*Veeva Systems announces new CRO partnership program to support growing trends in eTMF outsourcing and cloud adoption*

**PLEASANTON, CA – December 3, 2013** – Contract research organizations (CROs) play an integral role in clinical trials, and have emerged as crucial providers of trial master file (TMF) services. Veeva Systems' new partnership program enables CROs to efficiently deliver electronic TMF (eTMF) services in the cloud without being saddled with technology administration. Veeva's new program provides CRO partners with Vault eTMF training, support, and implementation services as well as ongoing collaboration on business development. Advanced Clinical selected Veeva Vault eTMF for its client trials and becomes a charter member of the Veeva Vault eTMF CRO Partnership Program.

Advanced Clinical is a global, clinical outsourcing organization that offers full service CRO, functional service provider (FSP), and strategic staffing solutions. A recognized market leader, Advanced Clinical has performed over 220 studies worldwide. "A cloud-based eTMF gives us and our clients a strategic advantage," said Julie Ross, Executive Vice President at Advanced Clinical. "We can speed document collection from start-up through trial close, and our clients get the visibility they need throughout the entire study."

With a cloud-based eTMF, CROs easily give sponsors access to their eTMFs, yet control exactly what they see and when. Advanced Clinical, for example, configured Vault eTMF to give sponsors access to the final, approved versions of documents, while enabling them to view comprehensive reports on TMF completeness. The content management workflows in Vault eTMF will help Advanced Clinical automate some of its most resource-intensive processes, support compliance, and dramatically reduce costs around document exchange.

Through the Veeva CRO Partnership Program, Advanced Clinical received expert training and implementation support, and is prepared to deploy Vault eTMF for new and existing studies. Going forward, Advanced Clinical will receive regular health checks and training on system updates. As a CRO partner, they benefit from ongoing strategy sessions and Veeva's marketing outreach.

Advanced Clinical will leverage Vault eTMF for studies of increasing size, complexity, and global reach. "When we surveyed the marketplace, we found that most eTMFs are built on dated infrastructures and can't keep up," Ross said. "We chose Vault eTMF because it is a true cloud application that delivers the innovation and anytime-anywhere accessibility to serve our clients today and in the future."

### **About Veeva Systems**

Veeva Systems 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 170 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. Founded in 2007, Veeva is headquartered in the San Francisco Bay Area, with offices in Philadelphia, Barcelona, Budapest, London, Paris, Beijing, Shanghai, Osaka, Tokyo, Sydney, and Singapore. For more information, visit [www.veeva.com](http://www.veeva.com).

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