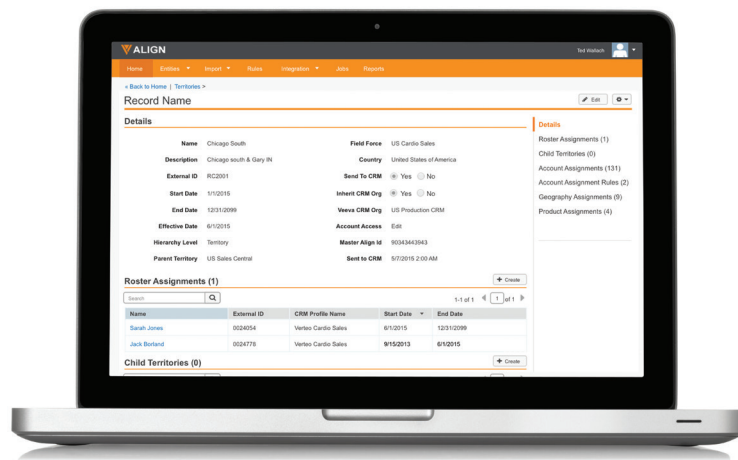# Veeva Align

The Right Alignments. Faster.

The traditional way of aligning commercial teams has not kept pace with the rapidly changing healthcare landscape. Lengthy alignment times inhibit commercial results analysis prior to every new sales cycle, leading to poor sales performance and field dissatisfaction. Increasing sales effectiveness hinges upon creating fast, dynamic alignments of all sizes. To achieve the optimal resource allocation, you need the flexibility to incorporate critical information, including your commercial team's feedback, customer relationships, and HCP channel preferences.

Veeva Align delivers the right alignments faster. Using a single global solution that seamlessly interoperates with Veeva CRM, you can rapidly adjust to market needs and available resources.

With faster alignments, optimized for reps' skills, field feedback, and other crucial factors, your field force is ready and productive at the start of every sales cycle. More attributes enable you to better define targets, for effective and efficient commercial execution. And with seamless integration to Veeva CRM, Veeva Align reduces manual handoffs, saving you time and resources.

Key Business Benefits

- **Fast:** Perform enterprise-sized alignments in minutes using cloud technology.
- **Integrated:** Alignments are deployed directly into Veeva CRM, reducing manual hand-offs, while seamless field feedback and collaboration improves alignment accuracy.
- **Global:** Veeva Align provides a single global platform for central management and local control.

Solution Features

Fast, Iterative Execution

Maximize product adoption by tuning alignments to meet changing market conditions and evolving product maturity. Allocate your resources accurately at the start of every sales cycle by iterating alignments to improve results.

Expanded Territory Definition

Transcend traditional geographic constraints by defining territories based on an expanded set of criteria, such as sales reps skills or relationships with healthcare professionals (HCPs). Flexible territory definition and hierarchies for field groups allow for different assignment models, various cycle frequencies, and hybrid territories.

Relevant Assignment Rules

Create territory assignment rules to ensure automated, accurate, and compliant alignments. Account assignment rules such as zip-to-territory, brick-to-territory, micro-brick-to-territory, specialty, and other attributes can be configured to fine-tune the alignment process.

Multidimensional Roster Management

Improve the allocation of field personnel by using multiple attributes. Incorporating dimensions such as addresses, rep skills and certifications, and other relevant criteria improve the accuracy of field assignments.
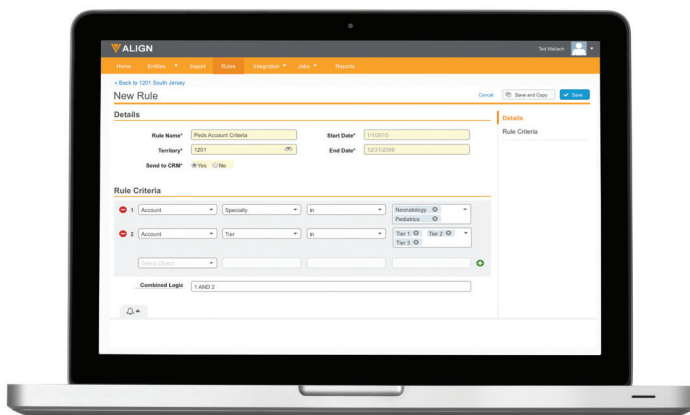
Vital Historical Alignments

Reduce audit costs and maintain compliance requirements. Historical alignments are available for review at any time, enabling accurate compliance reporting by effective date.

Enriched Customer List

Assign customers based on multiple customer attributes for more accurate alignments. Leverage attributes from customer master data, customer relationship management (CRM) applications, or other segmentation data to fine-tune alignment criteria.

Seamless Veeva CRM Integration

Reduce the need for multiple imports, exports, and manual processing of data. Customer and resource data are kept current based on your business rules for accurate alignments.

Create and edit assignment rules

Learn more at veeva.com | 925-452-6500 | info@veeva.com