



Veeva CRM Selected by Lilly for Global Deployments

PLEASANTON, CA — November 29, 2010 – Veeva Systems announced today that its Veeva CRM® suite of applications has been chosen by pharmaceutical company Eli Lilly and Company for major global deployments.

Over the past three years, Veeva has quickly become a leading provider of Pharma CRM systems globally. Its multi-tenant SaaS architecture provides customers with a solution that is more functional, flexible, and usable than traditional alternatives. In addition, all Veeva customers benefit from free, automatic upgrades so users are always on the latest version of the software, aiding in regulatory compliance while enhancing overall system performance.

“We are excited to enter into this partnership with Eli Lilly and Company,” said Peter Gassner, president and CEO of Veeva Systems. “We feel our products and services will help Lilly increase the efficiency and effectiveness of its customer facing teams.”

“Implementing Veeva CRM will help Lilly streamline operations on a global basis, increase agility, and focus our interactions to the unique needs of health care providers,” stated Michael Heim, chief information officer at Lilly.

About Veeva CRM

The Veeva CRM suite of applications, comprised of VBioPharma™, VMobile™, and VInsights™, is the life sciences industry’s top cloud-based CRM solution. As the foundation, VBioPharma offers multiple editions in one CRM product to accommodate the unique needs of various life sciences commercial teams. It is also the only pharma CRM application to come pre-validated for PDMA and CFR Part 11 compliance. The complete Veeva CRM suite gives customers the mobility and reporting solutions needed to drive user adoption and sales effectiveness.

About Veeva Systems

Veeva Systems is the leader in cloud-based solutions for the global life sciences industry. Committed to innovation, product excellence, and customer success, Veeva has over 50 customers, ranging from the world’s largest pharmaceutical companies to emerging biotechs. Founded in 2007, Veeva is a privately-held company headquartered in the San Francisco Bay Area, with offices in Philadelphia, Barcelona, Beijing, and Shanghai. For more information, visit www.veevasystems.com.

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