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For Immediate Release

Veeva Systems Announces Dramatic Growth in Europe

Cloud-based Veeva CRM Now Deployed in Over 20 European Countries

BARCELONA, SPAIN and PHILADELPHIA, PA — 15 May, 2012 – With its 4th Annual Global Customer Summit kicking off this morning in Philadelphia, Veeva Systems announced dramatic growth of cloud-based Veeva CRM throughout the continent. Since Veeva's official expansion into Europe in April 2010, the company has delivered the advantages of cloud computing to more than 35 life sciences companies across 20+ different European markets. When all current deployments are complete, there will be over 30,000 European pharmaceutical representatives using Veeva CRM to better manage their relationships with customers. To support its large user base, Veeva has opened major offices in Barcelona, Budapest and Paris and, along with a network of strategic partners, currently has more than 200 certified Veeva Administrators to implement and support the cloud-based CRM solution in Europe.

Veeva's European customers include dozens of emerging biotechs and specialty companies as well as ten of the Top 20 global pharmaceutical companies. Key global customers include Astellas Pharma, Boehringer Ingelheim, Daiichi Sankyo, Eli Lilly, and Novartis; key specialty leaders include Actelion, Grünenthal, LEO Pharma, and Stallergenes; and small and medium-sized customers include Human Genome Sciences, Iroko Cardio, Mundipharma, and Pharco Pharma.

"Winning in today's challenging European pharmaceutical environment requires a fundamentally different commercial approach. To support our new commercial model, we wanted a CRM solution that was truly pan-European, future-proof and agile enough to grow with our organisational needs. Veeva CRM was the only solution to meet all these business requirements," said Wim Kockelkoren, senior vice president EMEA Commercial Effectiveness and CEE Region, Astellas Pharma Europe.

Actelion's Head of Global Commercial Excellence, Christoph Schmidt, PhD added, "Our search for a single, global CRM solution was driven by today's increasingly challenging business environment. In order to compete, we need the tools that will enable us to gain a better understanding of our customer's needs and be more responsive. Veeva offered industry-specific functionality for all different user groups – from key opinion leader managers to key account execs and field reps – around the world, all integrated within a single solution."

Product Enhancements for Region-to-Region Support

Veeva's success in Europe and elsewhere around the world is due in part to an industry-specific product that is designed to easily meet regional and local needs. Most notably in Europe, Veeva has integrated unique order management and data connector tools into the product. Veeva CRM now includes online and offline order management capabilities such as pricing optimisation engines and other point-of-sale tools to enable European sales reps to place orders directly from pharmacists during the call even without an internet connection. Also, Veeva CRM's pre-built HCP data connector tool accelerates customers' ability to integrate with any of the top physician data providers. Thanks to multitenant cloud technology, Veeva CRM's data connector makes it easy to add new or switch data sources using just straightforward point-and-click design.

Veeva iRep Bolsters Global iPad Growth

Available in 20+ languages, Veeva iRep is the first system to combine CRM with comprehensive Closed Loop Marketing (CLM) on the iPad. Veeva iRep has become the industry's choice on the iPad with the largest installed base both in Europe and worldwide, according to recent numbers.

"We recognised iRep's closed-loop marketing functions and the iPad device's beautiful presentation of multi-media content would support more interactive customer engagements. With iRep, we expect that our account specialists will be more connected, responsive and effective," said Dr. Simon Clough, managing director for Daiichi Sankyo UK. "We're all about innovation that leads to enhanced quality and value for our customers. We've adopted an aggressive agenda for advancing everything from our science to our interactions with stakeholders, and Veeva CRM supports it perfectly," he added.

According to Kevin Crowe, associate director of marketing and sales operations at Human Genome Sciences Europe, "There is no other solution like iRep for Pharma. Having our CRM and CLM capabilities integrated on the iPad is extremely powerful. It will remodel how our commercial teams operate by providing them with accurate, rich, timely customer information on the go, and on a display that appeals to physicians."

Veeva's dramatic growth in Europe accompanies a record-breaking year for the company on a global scale – Veeva grew customers, deployed users, and employees each by over 100% in 2011. Eric Newmark, program director with IDC Health Insights, which recently published its "Vendor Assessment: 2011 Top 10 Life Science Software Vendors" report concludes, "Veeva is currently the fastest-growing vendor in the sales and marketing space."

About Veeva Systems
Veeva Systems is the leader in cloud-based business solutions for the global life sciences industry. Committed to innovation, product excellence and customer success, Veeva has over 150 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, Budapest, Paris, Beijing, Shanghai and Tokyo. For more information, visit www.veevasystems.com.

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