

Press Release

ClientHouse Establishes Veeva CRM Competence Center to Better Support Life Sciences Organizations

JENA, 23.10.2012 – ClientHouse, a leading Customer Relationship Management (CRM) consultancy, introduces their Veeva Competence Center, to provide life sciences companies with dedicated expertise in implementing and managing their Veeva CRM solutions. The new Veeva Competence Center brings pharmacos the industry's leading cloud CRM software – backed by ClientHouse's strong industry consulting and technology experience. The Competence Center enables organizations to quickly adapt sales, marketing and customer service processes to address rapid industry changes such as increased regulation, market competition and pricing pressures.

Since 2005, ClientHouse has successfully supported life sciences organizations such as B.Braun, Baxter International and Abbott Laboratories. Recognizing the industry's increasing demand for cloud-based CRM technologies and the explosive growth of Veeva CRM specifically, ClientHouse became a Veeva consulting and implementation partner in 2011. With the launch of ClientHouse's Veeva Competence Center, the company expands its best-in-class consulting and software solutions for life sciences companies.

The Center's highly experienced team of Certified Veeva CRM Administrators has already supported various Veeva CRM implementation projects with leading companies such as Grünenthal, Actelion, Merz Pharmaceuticals and InterMune.

Individualized Support to Extend System Reach

In addition to Veeva CRM, ClientHouse offers numerous complementary technology tools and processes that expand the functional reach of Veeva's cloud-based solution. These include ancillary tools for service and support, social collaboration, and simple and intuitive business intelligence. With ClientHouse, life sciences companies can also benefit from the Center's extensive knowledge of the Force.com platform, allowing them to further extend the Veeva CRM system to fully meet their business needs.

Integration Experience to Optimize System Deployment

ClientHouse has many years of experience in the integration of ERP systems such as SAP, and has developed processes and technology bridges to ensure smooth integration of all enterprise systems and eliminate the headaches commonly associated with things like data migration.

With its new Veeva Competence Center, ClientHouse offers a standardized interface for fast, seamless data synchronization between Veeva CRM and healthcare professional database providers such as Cegedim and Binleys.

"Our Veeva Competence Center marries expert experience and best-in-class technologies in the life sciences sector to offer our customers more comprehensive solutions," said André Klose, founder and CEO of ClientHouse. "Veeva CRM is ideally tailored to meet the business needs of all customer-facing teams of pharmaceutical and biotech companies. This makes it even easier to deliver on customer requests without increasing implementation and rollout time. It's exactly what customers want implemented at speeds they need."

"ClientHouse's highly skilled team of Certified Veeva Administrators is focused on delivering customer satisfaction and making each project a success. ClientHouse has become a strong and reliable partner for Veeva in Europe, and we look forward to strengthening our partnership for the future," concluded Angelique Aldaya, vice president Services, Veeva Europe.

About ClientHouse

ClientHouse is a leading consultancy for CRM in the cloud with focus on management advice, process optimization and technology consulting. As a cloud computing pioneer ClientHouse completed more than 100 projects since 2003, and has specific experience with international roll-outs in dynamic environments. ClientHouse has established expertise competencies for life sciences, service management, Force.com, business intelligence and training. For more information, visit www.clienthouse.com.

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, Paris, Beijing, Shanghai, and Tokyo. For more information, visit www.veevasystems.com.

Media Contacts

Thomas Boehme
Manager Marketing
ClientHouse
+49 3641 220960
t.boehme@clienthouse.com