



For Immediate Release

## Veeva CRM Approved Email Application Gains Momentum as Leading Advertising Agencies Make Early Investment

*Life sciences gains a new channel to improve productivity and effectiveness without additional risk*

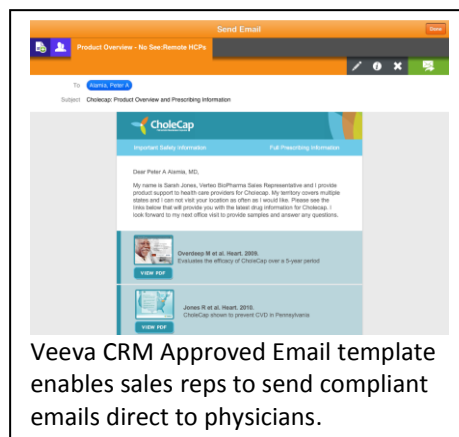
**PHILADELPHIA, PA — May 7, 2013** – Giant Healthcare Advertising and DraftFCB Healthcare are among the first healthcare advertising agencies to invest in Veeva Systems' new Approved Email solution – well ahead of its general release. These early partners are developing content for Veeva CRM Approved Email, previewed for the first time today to an audience of 700 leaders from 100 life sciences companies at Veeva's Global Customer Summit. The new solution is designed to increase the productivity of life sciences field reps by enabling them to compliantly and cost-effectively email approved content directly to customers.

"For well over a decade, our clients in unregulated industries have been taking full advantage of email as a way to reach customers," said Dana Maiman, CEO and president at DraftFCB Healthcare, a global integrated marketing communications agency focused on healthcare. "By finally equipping life sciences companies with an integrated solution that allows reps to email their customers, Veeva is transforming the face of customer interactions overnight. There is no question we wanted to be one of the first agencies capable of delivering content for Approved Email."

Historically, life sciences field teams were limited to communicating with customers in person using only approved detail aids because of the risks associated with emailing unapproved or off-label content. With Veeva CRM Approved Email, the life sciences industry can now increase and improve the quality of customer interactions, reach more low-access and no-see healthcare practitioners globally and deliver more relevant drug information – all without increasing the size of the sales force.

"With the proliferation of channels and sources of information, physicians expect communications on their terms," said Jonathan Peischl, SVP, director of Innovation & Digital Marketing at Giant Creative/Strategy, winner of MedAdNews' 2013 Agency of the Year award. "With Veeva CRM Approved Email, our clients can now deliver on the vision of multichannel customer interactions."

Approved Email supports life sciences users from content creation all the way through to execution with Veeva's market-leading iRep application for CRM and built-in CLM for the iPad. It ensures only the most up-to-date and approved content is sent to customers, while storing the full history of every interaction in Veeva CRM to provide a complete customer view. Built-in controls – such as email opt-in/opt-out management and off-label restrictions – help to further ensure regulatory compliance. And with professional email templates provided by leading advertising agencies, users can personalize highly engaging emails. It's the first solution that enables regulatory compliant email communication between sales reps and healthcare practitioners.



Veeva CRM Approved Email template enables sales reps to send compliant emails direct to physicians.

Giant and Draft FCB Healthcare are members of the Veeva Web program and have earned Veeva Web Approved status for their work with iRep. The Veeva Web program is a global network of content providers that has expanded to more than 100 agencies in just over a year.

This ecosystem of Veeva Web partners will be trained to support content creation for Approved Email over the next two months.

Veeva CRM Approved Email is planned for general availability in June 2013.

The company also announced today, Veeva Network, the newest addition to Veeva's commercial suite for life sciences. Available in late 2013, Veeva Network combines healthcare professional (HCP), healthcare organization (HCO), affiliations and reference data, software and stewardship services in one solution that's seamlessly integrated with Veeva CRM.

### **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 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, London, Paris, Beijing, Shanghai and Tokyo. For more information, visit [www.veevasystems.com](http://www.veevasystems.com).

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