



For Immediate Release

Veeva Systems Introduces Complete, Cloud-Based Customer Master Solution for Life Sciences Companies

Veeva Network provides data, customer master software and data stewardship services

PHILADELPHIA, PA — May 7, 2013 — Before an audience of more than 700 leaders from 100 life sciences companies at its Global Customer Summit today, Veeva Systems unveiled Veeva Network – the industry’s first complete, cloud-based customer master solution. Veeva Network, the newest addition to Veeva’s commercial suite for life sciences, combines healthcare professional (HCP), healthcare organization (HCO) and affiliations data with software and data stewardship services in one solution that’s seamlessly integrated with Veeva CRM. It replaces the disparate customer data and master data management solutions that cost major life sciences companies millions of dollars annually and yield limited results.

At no other time has the need for accurate data been more important than it is today as competition intensifies, customers’ channel preferences evolve and regulations governing customer engagement increase. Yet, life sciences companies struggle to produce a single source of the truth. They are forced to cobble together and maintain a myriad of costly data and software systems and, in the end, much of the data management and validation processes still require significant manual intervention.

Network ID	Specialty	Address	City	State	ZIP	Country	Primary Specialty	Special Language	Medical ID	NPI Number	DEA ID	Primary Email	Phone Number	Record Created Date	Record Last Modified Date
078873	Oncology	500 First Avenue	New York	NY	10012	United States	Oncology	English	123456789	123456789	123456789	jeanette@veeva.com	212-211-4110	2/20/2013	2/20/2013
078874	Oncology	500 First Avenue	New York	NY	10012	United States	Oncology	English	123456789	123456789	123456789	jeanette@veeva.com	212-211-4110	2/20/2013	2/20/2013

Veeva Network, a new cloud-based customer master solution, was previewed today by an audience of 700 life sciences leaders in Philadelphia. Attendees noted the familiar, Google-like interface that makes searching and updating master data easy – a stark contrast to current

“Without the right information, it is impossible for life sciences organizations to orchestrate the customer experience and comply with mounting regulations. The industry has struggled to assemble accurate customer profiles and the undertaking is a massive, endless effort,” said Dan Goldsmith, general manager, Veeva Network. “With Veeva Network, life sciences companies will finally have reliable customer information to enable multichannel sales and marketing and maintain compliance.”

Veeva Network delivers complete, up-to-date HCP, HCO, and affiliations data through integration with Veeva CRM, so the information is always available where sales and marketing users need it most. Veeva Network will also provide pre-built integrations to standard sources of external data and an open API to bring together all relevant customer information in one solution. And, because Veeva Network is accessed via the cloud by all Veeva CRM customers worldwide, users benefit from the ‘network effect’ of life sciences companies electing to work together to contribute updates to the master data repository.

“Multitenant cloud applications offer the potential to address some of life sciences company's most challenging problems in radically new ways,” said Eric Newmark, program director, Business Systems

Strategies for IDC Health Insights. “Customer data management is one of these opportunities. The ability to ‘crowdsource’ data updates across the industry has the potential to be revolutionary.”

Veeva Network is planned for general availability throughout the U.S. and China in late 2013, with other markets to follow. The Veeva Network early adopter program launched today for select customers.

The company also announced today that leading healthcare advertising agencies, including Giant Healthcare Advertising and DraftFCB Healthcare are among the first to commit to Veeva Systems’ new Approved Email solution and a new mobile CRM and closed loop marketing (CLM) solution built specifically to run on the Windows 8 operating system.

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.

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