



For Immediate Release

Laboratorios Farmacéuticos Rovi SA Embraces Cloud Technology with Veeva CRM to Improve Marketing Capabilities

BARCELONA, SP — 29 Jan., 2014 – Specialty pharmaceutical company Laboratorios Farmacéuticos Rovi SA (Rovi) struggled to find a new, more agile customer relationship management (CRM) system to replace an outdated technology. The company evaluated different systems in search of a modern system that would fully and efficiently support multichannel strategies. Cloud-based Veeva CRM, part of Veeva Systems' Commercial Suite, stood out from its competitors, offering a highly flexible and integrated platform that seamlessly connects sales and marketing teams with physicians across all channels.

Today, more than 250 Rovi users in Spain are utilising Veeva CRM, including Veeva iRep – Veeva's CRM and closed-loop marketing (CLM) application for the Apple iPad – to support primary, specialty, hospital, and government healthcare professionals.

"This technological leap forward increases our ability to execute multichannel campaigns," remarked Joaquín Guillén, CRM and datawarehouse project manager at Rovi. "Changes required extensive customisation and cost us significant time and money. With Veeva CRM, if we need to make a change to add new users or accommodate a new regulation, for example, it's fast and easy. And, iRep empowers our teams with mobility and the ability to connect with physicians when, where, and how they want."

Guillén continued, "We're moving beyond basic call reporting to a comprehensive, integrated, multichannel CRM system. This system gives us a real opportunity to leverage iPads and closed loop marketing to deliver richer content that is more relevant. Because it's an integrated system for sales and marketing, during the course of a campaign, we can quickly understand how messages are resonating with our customers and adapt in real-time."

Veeva's cloud-based CRM system gives Rovi the flexibility it needs to scale its usage to meet current requirements and support future growth. Additionally, Veeva automatically delivers system updates every 90 days so Rovi benefits from all of the latest enhancements without costly upgrades.

Veeva's local implementation partner, Pharma Advisors, played an important role. "Having a local company that thoroughly understands Veeva technology, our culture, and local market needs was instrumental to our success," concluded Guillén.

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 more than 170 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. Founded in 2007, Veeva is headquartered in the San Francisco Bay Area, with offices in Philadelphia, Columbus, Toronto, Barcelona, Budapest, London, Paris, Beijing, Shanghai, Osaka, Tokyo, Sydney, and Singapore. For more information, visit www.veeva.com.

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Contact:

Selma Nawaz
VP Marketing, Europe
Veeva Systems Inc.
+44 (0) 208 638 0263
selma.nawaz@veeva.com