



**For Immediate Release**

## **Nestlé Nutrition and Health Science Divisions Launch Cloud-Based Veeva CRM with Veeva iRep to Optimise Effectiveness of Medical Field Force**

**BARCELONA, SP — 8 April, 2014** – As the global life sciences industry continues to rapidly evolve, Nestlé remains focused on staying ahead of the curve. In a move to modernise its medical field force, the company searched for an advanced CRM solution that would enhance the quality and efficiency of its interactions with healthcare professionals (HCPs). Nestlé selected cloud-based Veeva CRM with iRep, Veeva Systems' integrated CRM and closed loop marketing (CLM) solution on the Apple iPad, for its Nutrition and Health Science Divisions, which encompass more than 4,000 users worldwide.

“One of the reasons why Veeva CRM is such a strong fit is that the solution is specific to life sciences, with functionality that meets all of our needs right out-of-the-box,” said Dirk Abeel, global performance development and field force effectiveness manager at Nestlé Nutrition. “Additionally, Veeva’s multitenant architecture provides maximum flexibility so we can keep up with frequent changes in the regulatory and healthcare environment.”

With Veeva CRM and iRep, part of Veeva’s growing Commercial Suite of cloud-based life sciences applications, Nestlé is able to mobilise the global medical field force, marketing, and communications teams to efficiently interact in the field and connect with HCPs through multiple channels, including digital. The solution also provides comprehensive visibility of field representatives’ interactions with HCPs, delivering all groups valuable customer insights. In addition, Nestlé is leveraging Veeva CRM and iRep to track the detailing content presented to each HCP and measure its effectiveness.

Veeva iRep streamlines the user experience for high medical rep adoption compared with traditional standalone systems. The tight coupling of rich customer information with interactive content enables a real-time feedback loop between medical field operations and marketing. Commercial teams can immediately gauge HCP response to messages and quickly adapt communications, leading to increasingly relevant and engaging customer interactions.

By 2015, approximately 4,000 Nestlé users are expected to be using Veeva CRM and iRep globally. Today, close to 1,500 users are leveraging Veeva CRM with another 600 users expected to go live by the end of April 2014, extending the benefits of Veeva CRM to more than 20 Nestlé markets including the U.S., U.K., China, and the Philippines.

“Veeva CRM is the most innovative and comprehensive CRM solution for the life sciences industry today,” concluded Anthony Aves, business integration manager at Nestlé. “It’s fast and easy to deploy, intuitive to use, and highly flexible.”

### **About Veeva Systems**

Veeva Systems Inc. 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 190 customers, ranging from the world’s largest pharmaceutical companies to emerging biotechs. Veeva is headquartered in the San Francisco Bay Area, with offices in Europe, Asia, and Latin America. For more information, visit [www.veeva.com](http://www.veeva.com).

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