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Teva Harmonises All Commercial Teams Worldwide with Veeva Systems' Cloud-based CRM Solution

Top 15 pharmaceutical company lays the technology foundation for innovative multichannel commercial strategy across both generic and branded drug products worldwide

Barcelona, SP – May 28, 2014 – In an enterprise-wide drive to harmonise its commercial operations, Teva Pharmaceuticals is standardising on Veeva Systems' multichannel CRM system. Teva is replacing its legacy systems across 45 markets worldwide with Veeva's cloud-based solution to streamline operations and enable global collaboration across both generic and branded drug commercial teams. Veeva CRM, already deployed across U.S. field teams, is now being rolled out in Europe with plans to phase in other Teva regions over the next several months.

"Leveraging Veeva as a single system for customer relationship management worldwide with true integrated multichannel capabilities, we will increase efficiency and improve customer engagement," said Guy Hadari, global CIO at Teva. "Veeva CRM provides us with a foundation for long-term success by allowing us to capture valuable customer insights about channel preferences and content needs. It also increases efficiency by connecting commercial teams and regions that had been highly fragmented."

As one of the leaders in generic pharmaceuticals with a portfolio of branded products, Teva required a CRM system capable of supporting both commercial models. Veeva CRM fit the bill with complete functionality for building customer relationships critical to prescription drug sales, plus order management capabilities to support the transactional nature of generic selling. "Built specifically for the life sciences industry, Veeva CRM offers a breadth of tailor-made functionality right out of the box, supporting our unique needs without the burden of heavy customisation," explained Hadari, "plus the technology is constantly evolving."

Teva users are always working on the most advanced technology with Veeva CRM. Built on a multitenant cloud-based architecture, the system is continuously updated to leverage the latest innovations, harness new channels, and support regulatory changes. All updates are automatically delivered to users without any disruption.

"Veeva designed its multichannel solution to deliver continuous innovation, which means we can take full advantage of all the latest technology advancements to get a 360-degree view of the customer – even across new channels. We're now equipped for whatever the future holds as we push further along our journey in digital," said Hadari.

"It is an honour to partner with Teva, one of the largest pharmaceutical companies spanning generics and branded products on this important transformation," said Peter Gassner, CEO of Veeva Systems. "We are committed to helping life sciences companies better understand and serve their customers."

Veeva CRM is part of Veeva's Commercial Cloud for life sciences, an integrated family of cloud-based applications that also includes Veeva Network customer master solution and Veeva Vault for regulated content management. The Veeva Commercial Cloud brings together data, content, and interactions to help life sciences companies create and maintain a complete and accurate view of the customer, develop and manage compliant content, and enable more effective customer engagement across channels.

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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.

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