KCR Eliminates the Burden of Paper with Cloud-Based Content Management Solution

Innovative Contract Research Organization moves to Veeva Vault to improve organizational efficiency and empower the business

Warsaw – 28 October 2014 – KCR, a European Contract Research Organization (CRO) operating across 19 European countries and in the US, has turned to the cloud in a move to improve cross-functional collaboration and trial operations. KCR will replace the mix of paper and file-share solutions used to manage trial master files with Veeva Systems' cloud-based content management solution, Veeva Vault.

By adopting Veeva Vault, KCR will achieve greater organizational effectiveness, resulting in significant time and cost savings. The new system will allow the company to develop an easily accessible environment within a flexible cloud architecture, in order to provide transparency throughout the whole trial process.

"For KCR, innovation means ongoing development, combining new technology solutions with a progressive process design. Implementing Veeva Vault will not only improve efficiency of the clinical trial process, but also give us absolute control over documentation status," noted Mike Jagielski, President & CEO of KCR.

Veeva Vault will ensure better project management through easy, real-time access to the same document from all countries of operation. It also provides and stores e-signatures, a new capability required by a majority of life sciences companies, according to the *Veeva 2014 Paperless TMF Survey*. By adopting e-signatures, KCR will avoid unnecessarily signing, delivering, and scanning of documents, leading to a far more efficient document handling procedure. Moreover, the system will streamline the archiving process and significantly improve inspection readiness.

"Many CROs lag in technology adoption, still relying on outdated paper-based systems to exchange clinical documents," said Rik van Mol, Vice President of R&D Strategy at Veeva. "Leveraging advanced cloud technology, KCR can differentiate itself by delivering better access, visibility, and control."

The decision to adopt cloud technology reflects a wider trend across the industry, as Kaia Koppel, Innovative Technologies Implementation Manager at KCR, explained, "By standardizing on Veeva Vault for cloud based content management, KCR continues to offer life sciences companies access to latest innovations – a critical element of our development approach in a competitive CRO market. For KCR clients, Veeva Vault will result in process transparency, easy trial control and efficient Trial Master File (TMF) transfer at study conclusion. Solutions such as this one are becoming increasingly important to the clinical research industry."

KCR and Veeva will be present at the upcoming Partnerships in Clinical Trials (PCT) Congress in Barcelona, 5-6 November, 2014 at booths #801 and #413 respectively. To schedule a meeting or learn more about KCR's services, please contact Joanna Lewandowska, PR & Marketing, at joanna.lewandowska@kcrcro.com. Please include your full contact details in the query.

About KCR

KCR is a European Contract Research Organization (CRO) and strategic solutions provider for companies which are looking for a reliable alternative to global CROs. Almost 300 professionals operating across 19 countries in Europe as well as the U.S. offer full service capabilities for Phase I-IV Clinical Development Projects across a wide range of therapeutic areas. KCR also operates as a Functional Service Provider (FSP) with strategic and tactical solutions in Clinical Operations, Data Management and Expert Sourcing. Our service portfolio includes delivery of regional and local Post-Marketing Clinical Services according to the clients' needs. KCR supports 12 of the Top 20 Global Pharma companies with its services on long standing global or local contracts. For more information please visit: www.kcrcro.com.

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 200 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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