



FOR IMMEDIATE RELEASE

Keryx Biopharmaceuticals Turns to Veeva Commercial Cloud to Support First FDA-Approved Product Launch

PLEASANTON, CA – Jan. 8, 2015 – In 2014, Keryx Biopharmaceuticals needed to quickly build a commercial foundation for product sales and marketing to support its first FDA-approved product, Auryxia™ (ferric citrate). Keryx required a best-of-breed solution that would enable business agility and continuous improvement, plus easily accommodate change and rapid growth. Keryx found it in Veeva Commercial Cloud – a single solution that brings together customer data, multichannel interactions, and compliant content for a fully orchestrated customer experience. At launch, Keryx was ready with Veeva Commercial Cloud, including Veeva CRM, Veeva CRM Approved Email, and closed loop marketing (CLM); Veeva Vault PromoMats for promotional materials management; and Veeva Network customer master.

“We have adopted a holistic, customer-centric strategy by implementing a cloud platform that enables information sharing between sales and marketing. With Veeva as our foundation, we can develop relevant multichannel programs that allow us to engage with customers on their terms,” said Keryx Vice President of Marketing and Operations Abraham Ceesay.

Keryx started product commercialization planning with a blank slate and a simple goal: to best enable its field teams and provide a differentiated customer experience. Keryx Director of Commercial Operations Matt Nestor knew that establishing its commercial operations in the cloud would meet Keryx’s immediate needs cost effectively while supporting its customer interaction goals.

“Freed from the burden of legacy systems, we were able to quickly set up our commercial infrastructure the right way, the first time, with input and ownership from sales and marketing,” said Nestor. “Veeva Commercial Cloud gives us a complete solution for data, content management, and multichannel CRM – key to more agile, efficient, and effective commercialization.”

Veeva CRM, Veeva Commercial Cloud’s flagship application, provides Keryx the advantage of a proven, life sciences-specific solution, making it quick to implement and easy to use. It brings all customer interactions across channels together with Veeva CRM Approved Email for compliant email communications and Veeva CLM for field detailing, providing commercial teams with deeper insights into the business. All channels are supported by Vault PromoMats, the company’s solution for promotional materials management, enabling immediate distribution of approved, compliant content to the field force.

“With Veeva CRM, our sales teams can hold an ongoing conversation with the customer in person and continue the interaction through email, in a compliant manner, while meeting customers’ needs for information. Approved Email with content direct from Vault PromoMats allows reps to follow up on conversations or start new ones using the latest materials without compliance risk. And, Veeva CLM feeds insights from the field directly to marketing, and vice versa, for harmonized, more successful selling,” said Nestor. “Having a complete view of the customer’s experience with the rep – including pre-call, in-call, and post-call activities – in a single solution enables us to create a premier sales force that’s laser-focused on customer needs.”

Keryx brand teams are leveraging Veeva Commercial Cloud in other ways, too, such as fast-tracking approvals of its new launch campaign with Vault PromoMats. Keryx can now speed the creation, MLR review, distribution, and withdrawal of marketing materials.

Keryx also benefits from complete, always up-to-date customer data with Veeva Network. The company receives the latest healthcare professional (HCP), healthcare organization (HCO), and

affiliations data directly from Veeva Network for accurate customer profiles generated from authoritative industry sources worldwide. The data also improves over time as users in the field continuously contribute updates through Veeva CRM that are independently verified by data stewards.

Keryx chose Veeva Commercial Cloud not only for the best-in-class master data management, content management, and CRM capabilities, but also for the enhanced value it provides as a whole. Eliminating the barriers between sales and marketing, Veeva Commercial Cloud delivers a full view of the customer and enables Keryx to synchronize communications across channels to maximize impact and optimize resources. Keryx can change and scale the solution as needed so commercial teams remain agile and are always working on the latest innovations. “We are making it easy for our customers to innovate by creating the very best applications for their key commercial functions, all seamlessly connected in the cloud,” explained Paul Shawah, vice president of product marketing at Veeva.

Additional Information:

- For more information on Veeva Commercial Cloud, please visit: www.veeva.com/commercial-solutions
- Stay updated on the latest Veeva news on LinkedIn: www.linkedin.com/company/veeva-systems
- Follow @veevasystems on Twitter: www.twitter.com/veevasystems
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Forward-looking Statements

This release contains forward-looking statements, including statements regarding benefits from the use of Veeva's solutions, demand for Veeva's solutions, and general business conditions. Any forward-looking statements contained in this press release are based upon Veeva's historical performance and its current plans, estimates and expectations and are not a representation that such plans, estimates, or expectations will be achieved. These forward-looking statements represent Veeva's expectations as of the date of this press announcement. Subsequent events may cause these expectations to change, and Veeva disclaims any obligation to update the forward-looking statements in the future. These forward-looking statements are subject to known and unknown risks and uncertainties that may cause actual results to differ materially. Additional risks and uncertainties that could affect Veeva's financial results are included under the captions “Risk Factors” and “Management's Discussion and Analysis of Financial Condition and Results of Operations,” in the company's filing on Form 10-Q for the period ended July 31, 2014, which is available on the company's website at www.veeva.com under the Investors section and on the SEC's website at www.sec.gov. Further information on potential risks that could affect actual results will be included in other filings Veeva makes with the SEC from time to time.

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