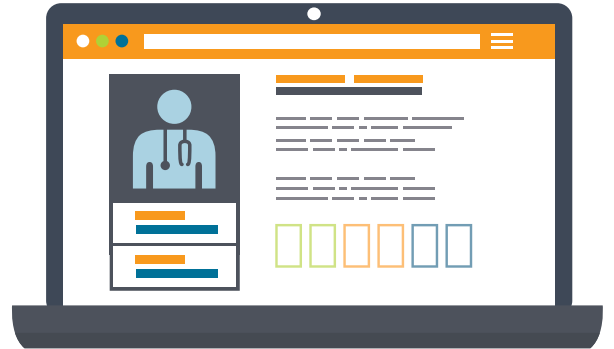# Veeva OpenData Customer Data

The Right Data, Right Where You Need It

Accurate customer data can mean the difference between a productive sales call and a wasted trip. Yet an estimated 1 in 25 customer visits is unsuccessful, because sales reps don't have current data in CRM. No wonder 78% of life sciences executives surveyed have started or planned a data quality initiative.

Using bad data leads to bad decisions across commercial operations, like poor alignments, inaccurate targeting, and errors in incentive compensation. What's worse, when they find an error, companies wait an average of **10 days** for a response to their data change requests (DCRs). The need for better customer data could not be more critical.

Veeva OpenData delivers the right customer data, right where you need it. You gain access to detailed, verified profiles for over 15 million healthcare professionals (HCPs), healthcare organizations (HCOs), and their affiliations worldwide. And because Veeva OpenData is integrated with **Veeva CRM**, your reps always have fresh, accurate customer data at their fingertips.

Data is sourced from authoritative public and local sources, so coverage is comprehensive. Because of Veeva's responsive stewardship, DCRs are resolved 90% faster than the industry average. The improvements are so impressive that one customer saw help desk data inquiries drop by 70% after implementing Veeva OpenData.

Better data and faster service have helped Veeva OpenData customers support growth initiatives, launch new products and indications, and deploy new sales models. Unlike other providers, Veeva combines **HCP, HCO, and affiliations data** into one convenient subscription, reducing administrative burdens and saving companies hundreds of thousands in duplicate data costs.

DCR Resolution

Industry Average **10 DAYS**

Veeva Average **1 day**

90% FASTER

> Veeva's world-class data stewardship organization keeps information continuously up-to-date so our teams are working from the most accurate, highest-quality data.
>
> Vice President of Global Commercial IT, **Allergan**

Key Business Benefits

- Broaden your team's understanding of the healthcare landscape, identify new customers, and personalize interactions with high-quality customer information.

- Improve sales and marketing productivity and increase compliance with cleansed, validated customer names and addresses and enriched records, including specialty information.

- Gain cross-border visibility to reliably track and aggregate spend at the HCP level for transparency reporting.

- Easily share and use data across a robust partner ecosystem, without the burden of complex three-party agreements.

- Eliminate the challenge of complicated data integrations and the need to subscribe to multiple external data feeds, while streamlining operations with fair, simple pricing.

Solution Features

Veeva OpenData delivers a consistent global standard for data quality, with detailed, verified HCP, HCO, and affiliations data.

Customer Reference Data

Complete HCP, HCO, and affiliations data enable more precise targeting, stronger cross-channel engagement, and deeper market penetration.

Unique Customer Identifiers

Veeva OpenData HCP and HCO identifiers help you navigate complex healthcare networks, compile aggregate spend reports, and gain visibility to cross-border activity.

Multi-sourced for High Accuracy

Veeva OpenData Customer Data combines country-specific information from authoritative public and local sources. Core elements are cross-verified through a robust matching process.