

# Veeva OpenData Services

## Responsive Service. Consistent Quality.

Accurate, complete customer data is the foundation to your commercial success. Improving sales performance, delivering more profitable campaigns and maintaining regulatory compliance all depend on organisation-wide access to high-quality customer data.

Veeva OpenData Services provides data quality consulting and enhancements, and ongoing maintenance services. Our proven approach and team of experts help you continuously improve your data quality, delivering accurate and complete profiles to enable your commercial programs.

To ensure you receive maximum value from your reference, organisational, and three-party data, Veeva OpenData Services' global coverage and responsive, customer-centric approach go beyond simple data cleansing, delivering a strategic partnership that removes the burden of in-house data management and creates a solid foundation for better data governance.



Source: Averages from Veeva analysis of CRM data for 30+ companies

## Key Business Benefits

- Broaden your team's understanding of the global healthcare landscape, personalise interactions and improve compliance with high-quality customer information.
- Improve sales and marketing productivity with responsive request processing, providing your teams with accurate customer data to drive better customer interactions across channels.
- Free up resources by relying on our experts to maintain high quality data—from removing duplicate records to enriching your customer profiles—so you can focus on your core business.
- Get personalised quality and validation services by our experts to meet your expanding business needs.

### Data Quality Assessment

Your current data is thoroughly analysed to assess completeness and accuracy. Data is evaluated against key quality indicators to identify duplicate, inactive, outdated, and incomplete records—so you can easily see how your information stacks up.

### Duplicate Identification

Duplicate records are a chronic challenge for most life sciences companies. The Veeva OpenData Services' team identifies and helps you consolidate your duplicate records, improving the integrity of your data with a single customer record for each HCP.

### Global Address Cleansing

Your address records are compared against publicly available sources to ensure all information is complete, accurate, and follows industry-standard formats.

### Data Append

Customer records are enriched with the additional data you need—including demographic elements, and affiliations—giving you full customer insight.

### Electronic Data Matching

Your customer profiles are linked to the corresponding Veeva OpenData unique identifier, so all records receive automated updates.

### Manual Resolution

Our staff of data validation experts, highly trained in web and phone research techniques, is on hand to research, remediate, and resolve open questions about your data. Based around the globe, our data stewards have deep local market knowledge and work around the clock to verify data changes and updates.

### Data Validation and Suppression

Changes in demographic data, such as recently moved or inactive HCPs, are identified, validated and updated on an ongoing basis to reflect changes in the global marketplace. Records can be suppressed based on criteria that aligns with your commercial objectives.

### Verified Update Requests

Veeva data stewards fact-check and rapidly process your teams' requests to update your customer data.

### Tailored Services

Based upon our extensive experience managing customer data and the results of your Data Quality Assessment, our team of service professionals design a specialised program to remediate, enhance and elevate the quality of your data, resulting in complete and trustworthy customer data.

## About Veeva OpenData

Veeva OpenData is a new approach to customer data that is open, easy, and global. Veeva OpenData Customer Data delivers comprehensive healthcare professional (HCP), healthcare organisation (HCO), and affiliations. Rigorous automated and steward-led validation assures quality and completeness. Pricing is fair and simple. And, it's open, so you can use the data where and how you need, without contractual hassles. For more information visit [veeva.com/eu/opendata](https://veeva.com/eu/opendata).