



FOR IMMEDIATE RELEASE

## Sobi Establishes Global Commercial Operations in the Cloud with Best-in-Class Veeva Commercial Cloud

**BARCELONA, SPAIN – 1 June, 2015** – Sobi, a specialty life sciences company dedicated to rare diseases, has selected Veeva Commercial Cloud to support its global commercial organisation across sales, marketing, and medical. A complete solution, [Veeva Commercial Cloud](#) brings together customer data, multichannel interactions, and compliant content to provide a comprehensive view of customers for more efficient and effective commercial execution.

Veeva Commercial Cloud includes Veeva CRM to orchestrate customer engagement across channels, Veeva Vault PromoMats for promotional materials management, Veeva Network customer master data management software, and Veeva OpenData for customer data. It all works in concert to enable timely, compliant, and personalised customer interactions.

Sobi joins a growing list of life sciences companies, including Kythera, Medac Pharma, and Keryx, in establishing end-to-end commercial operations with Veeva Commercial Cloud. With a new foundation, companies are uniting customer interactions across channels, enabling a holistic commercial strategy based on a complete customer view – including crucial data on preferences and behaviour. This insight allows companies to coordinate ongoing communications, whether in person or through digital channels.

“New channels of communication are empowering life sciences companies to more effectively engage customers and key stakeholders,” said Eric Newmark, program director at IDC Health Insights. “Advanced cloud technology, integrated commercial platforms, and higher customer quality data are enabling more orchestrated multichannel customer communication that will usher in a new wave of transformation separating the leaders from the laggards.”

Sobi is leveraging Veeva OpenData, the newest addition to Veeva Commercial Cloud, in the UK and France. Veeva OpenData is a new approach to customer reference data for life sciences that is open, easy, and global. It provides comprehensive healthcare professional (HCP), healthcare organisation (HCO), and affiliations data across major markets with consistent standards for quality and service. Customer records are continuously updated from authoritative industry sources for the best and most timely information, including digital profile data crucial to today’s multichannel engagement. The highest standards of quality and completeness are ensured through rigorous, automated, and steward-led validation. Veeva OpenData removes traditional data barriers by making it easy for companies to access and maximise their customer data with a large and growing partner ecosystem.

### 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 275 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 [veeva.com](#).

### Additional Information:

- For more on Veeva Commercial Cloud, please visit: <http://eu.veeva.com/commercial-solutions/>
- Stay updated on the latest Veeva news on LinkedIn: <http://www.linkedin.com/company/veeva-systems>
- Follow @veevystems on Twitter: <https://twitter.com/veevystems>
- “Like” Veeva on Facebook: <http://www.facebook.com/veevystems>

## 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-K for the period ended January 31, 2015, which is available on the company's website at [www.veeva.com](http://www.veeva.com) under the Investors section and on the SEC's website at [www.sec.gov](http://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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