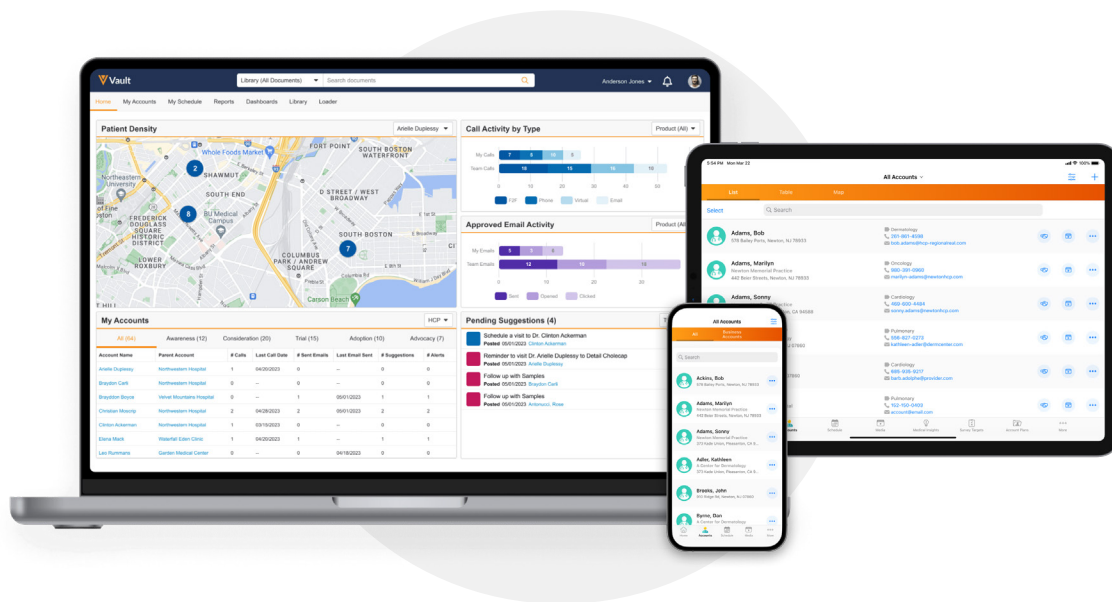


# Achieve Customer Centricity

Declining HCP access and the rapid development of new complex therapies create pressure for customer-facing teams to engage in more relevant, timely, personalized interactions.

**Veeva Vault CRM Suite** makes customer-centric engagement possible by unifying sales, marketing, and medical on the most advanced life sciences-specific CRM with a single customer database. Architected to manage content and data together, Vault CRM Suite enables seamless end-to-end processes and a simplified user experience that makes it easy for customer-facing teams to collaborate and engage with greater impact.



## Why Vault CRM Suite

### Improve customer centricity

Coordinate across teams, personalize HCP interactions, and leverage engagement insights to optimize the customer journey.

### Boost commercial agility

Quickly evolve engagement and GTM strategies while making rapid insight-driven decisions to enhance field performance.

### Accelerate time to value

Decrease complex integrations and simplify workflows with a single, validated platform purpose-built for life sciences.

## Key Features

### ✓ Omnichannel engagement

Engage HCPs wherever, whenever, and however they prefer. **Vault CRM Approved Email** and **Vault CRM Engage** help you get in front of hard-to-reach HCPs and stay connected beyond face-to-face conversations. With full visibility into all interactions, field teams have the information and insights they need to deliver seamless, customer-centric experiences.

### ✓ Personalized content at scale

Equip field teams with up-to-date and highly tailored messaging with real-time access to approved content and personalized delivery options. With detailed tracking and usage analytics continually fed back to **Vault PromoMats**, you'll also be able to optimize your content strategy while ensuring compliance with industry regulations.

### ✓ Insights at the point of execution

Speed time to market with brand-specific field insights exactly when and where your teams need it. Leverage a library of pre-existing dashboards, develop views using Veeva's extensive partner network, or easily create your own custom insights across brands, roles, and activities.

### ✓ AI-powered workflows

Fuel AI models with high-speed data access to Vault CRM through Veeva's **Direct Data API**. Our open **AI ecosystem** supports the AI partners of your choosing or your own internal models. AI results are delivered directly into users' Vault CRM workflows, making it easy to immediately act on insights.

### ✓ CRM Bot *(Coming in late 2025)*

CRM Bot is a prompt-based GenAI assistant powered by your choice of large language model (LLM) and available throughout Vault CRM. By accessing and analyzing all the data stored in CRM, CRM Bot provides real-time insights for pre-call planning, suggests actions, and recommends content to streamline tasks and enhance productivity.

### ✓ CRM Voice Control *(Coming in late 2025)*

AI-powered Voice Control brings the human voice as a user interface into Vault CRM by leveraging Apple Intelligence for hands-free operation of CRM via spoken commands.

### ✓ Strategic key account management

Vault CRM's key account management (KAM) module allows your teams to effectively manage strategic accounts within a single, collaborative framework. You can create account plans, execute planned activities, and measure progress toward goals across specialty care, primary care, field medical, managed markets or key account teams.

### ✓ Productive workspaces

Seamless integration with Microsoft 365 tools like OneNote, Outlook, and Teams simplifies call scheduling, accelerates collaboration, and provides a unified workspace for teams. Users can easily capture notes, manage their calendars, and communicate efficiently, all from within their existing workflow.

### ✓ Synchronized sales and marketing

Deliver a more targeted, personalized customer journey and better engagement with unified campaigns orchestrated through **Vault CRM Campaign Manager**. With strong system defaults and an intuitive interface built for life sciences, Campaign Manager gives you complete control to create and run campaigns quickly and efficiently.

### ✓ Unified sales and service

Elevate customer experience and support by enabling inside sales, contact center, and hybrid reps with shared data, content, and channels. **Vault CRM Service Center** is the only life sciences-specific outbound and inbound contact center embedded within CRM, allowing for effortless collaboration, efficient task routing, and faster case resolution.

### ✓ Mobile and offline access

Activate field teams anywhere and on any device with Vault CRM Suite's adaptive design delivering a seamless experience across phones, tablets, and laptops. Unique offline capabilities further allow reps to stay productive no matter where they are, even without access to the internet.

### ✓ Built-in compliance

Designed to adhere to the latest industry regulations, Vault CRM Suite is pre-validated for 21 CFR Par 11, the Prescription Drug Marketing Act (PDMA), and the Ohio Terminal Distribution of Dangerous Drugs (TDDD). Field teams can sample and communicate compliantly with features that flag words or phrases that violate regulations in text input fields or proactively block prohibited terms from being sent to an HCP via chat.