



FOR IMMEDIATE RELEASE

Six of the Top 20 Pharmaceutical Companies Shift to End-to-End Events Management in the Cloud with Veeva

Veeva Commercial Cloud gaining momentum as 14 life sciences companies adopt Veeva CRM Events Management in just over a year

BARCELONA, Spain — 13 Sept 2016 — As the life sciences industry shifts to multichannel customer engagement, **Veeva Systems** (NYSE: VEEV) announced that six of the 20 largest pharmaceutical companies and a total of 14 customers in just over a year have adopted **Veeva CRM Events Management**, a single solution for end-to-end management of live and virtual events. Veeva CRM Events Management is part of the suite of **Veeva Commercial Cloud** applications helping life sciences organizations market and sell more effectively.

Companies are rapidly adopting integrated, cloud-based solutions for a holistic approach to customer engagement. Over the next five years, Gartner expects migration to multichannel sales and marketing to strengthen and grow within the life sciences industry.¹ Veeva delivers a suite of cloud applications to give commercial teams a comprehensive view of customer engagement – including face-to-face, online, and events – for greater insight about healthcare professionals.

Veeva CRM Events Management provides one source for enterprise-wide event planning and execution to streamline approval workflows, reduce bottlenecks, and keep events on schedule. Companies have total visibility of speakers, attendees, activities, and expenditures for all global events to reduce event management complexity. As a result, life sciences companies can improve compliance and increase the efficiency of meeting and event execution. In just over a year, Veeva CRM Events Management has quickly established itself as a leading choice for life sciences companies to better orchestrate their customer engagement strategies.

For example, Sanofi Pasteur MSD replaced its local event planning system in Germany with Veeva CRM Events Management in its ongoing drive toward multichannel engagement. “Veeva CRM Events Management aggregates all spend and speaker data in one system that’s integrated with our CRM so that we can measure event success as part of our multichannel strategy,” said Alexandre Gultzgoff, Sanofi Pasteur MSD’s deputy director of IT. “We also now have a consolidated view of all customer interactions to ensure compliance with regional EFPIA and local transparency spend rules in Europe.”

“We began developing Veeva CRM Events Management based on customer demand for a single, end-to-end solution to manage events,” said Paul Shawah, vice president of commercial cloud strategy at Veeva. “It has been a powerful addition to Veeva Commercial Cloud, helping the life sciences industry continuously coordinate and build stronger relationships with their customers.”

Additional Information

For more on Veeva CRM Events Management, visit: veeva.com/eu/crmevents
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About Veeva Systems

Veeva Systems Inc. is a leader in cloud-based software for the global life sciences industry.

¹ Stephen Davies (Gartner: March 18, 2016), Market Guide for CRM in Pharma and Biotech

Committed to innovation, product excellence, and customer success, Veeva has more than 450 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/eu.

Forward-looking Statements

This release contains forward-looking statements, including the market demand for and acceptance of Veeva's products and services, the results from use of Veeva's products and services, and general business conditions, particularly in the life sciences industry. 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 April 30, 2016. This is available on the company's website at veeva.com under the Investors section and on the SEC's website at 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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