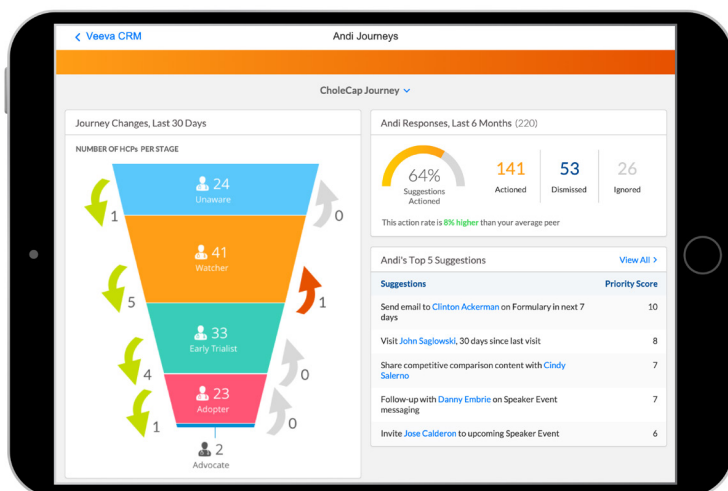# Veeva Andi

Take control of your AI

Veeva Andi is part of the **Veeva CRM Suite**, making it easy to give life sciences organizations the power to drive intelligent engagement. With real-time insights and suggestions, you can now harness the power of artificial intelligence to connect brand strategy with field execution.

Veeva Andi works with Veeva CRM to make it easy to adopt, deploy, and scale artificial intelligence at your organization. With the unique ability to control and manage your AI solution, you have the power to deliver the right message in the right channel at the right time for an improved HCP experience. Veeva Andi gives control to easily manage rules based on activities, journey stage, third party data, and HCP traits and preferences. Simulate outcomes to forecast the potential impact of insights and suggestions, then quickly deliver them to field teams in Veeva CRM to drive the right personalized customer experience.

Veeva Andi is available in North America now and in other regions beginning in 2020.

Better execution

Deliver predictive insights and recommendations directly in your team's daily business workflow. Understand customer preferences and identify the next-best action.

Greater speed and agility

Accelerate organizational learning by taking control of your AI. Easily create and manage rules, simulate outcomes, and deliver suggestions to the field.
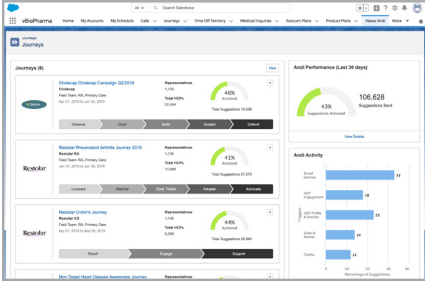
Optimized HCP experiences

Insights based on each HCP's individual customer journey drive a personalized experience. Veeva Andi helps you move your customers forward.
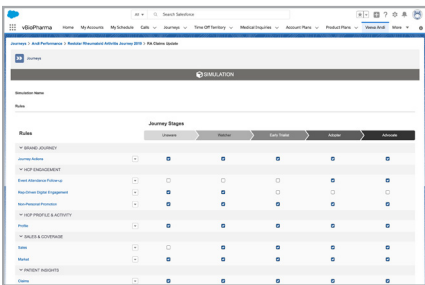
Features

Insights and suggestions are delivered in Veeva CRM as part of field rep's daily workflow, making it easy to deliver the right personalized customer experience.
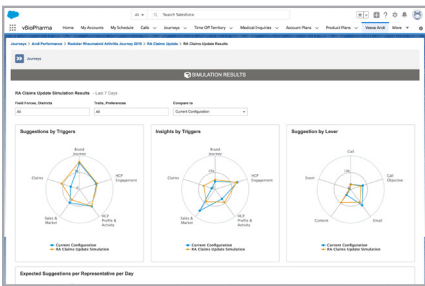

Business view right in Veeva CRM

Brand journeys are the foundation for generating insights and suggestions. Create and edit brand journeys, and easily refine insights based on your brand strategy.
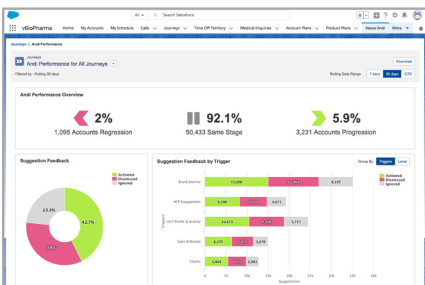

Easily customize based on brand needs

Veeva Andi rules can be enabled by each stage of the journey to focus on brand priorities.
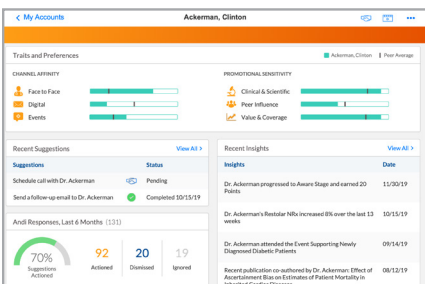

Quickly measure impact

Simulations let you easily test new business rules and constraints. See the impact of your changes and quickly deploy to the field.

Understand performance of suggestions

Veeva Andi measures performance across brands and journeys. Quickly measure HCPs progress and view how field teams act on suggestions.

Actionable suggestions in your team's hands

Deliver customer-specific insights and actionable suggestions directly within Veeva CRM.

Learn more at veeva.com/eu | **+34 931 870 200** | **veeva.com/eu/contact-us**

Veeva