



**Veeva**  
6 Tips for Accelerating  
Your Digital Transformation

## INTRODUCTION:

# Digital Transformation in Life Sciences

Four years ago, the pharma industry was lagging behind 33 other sectors in how they used digital technology<sup>1</sup>.

It is no longer the case.

Life sciences organizations have recognized the importance of a solid data foundation to accelerate their digital transformation.

- More than two-thirds of pharma companies are planning to spend 25% to 50% of their digital transformation budgets on improving data management<sup>2</sup>.
- Novartis CEO Vas Narasimhan, who announced his drive toward digital, recently recognized the importance of having outstanding data to support your digital initiatives<sup>3</sup>.
- Philippe Houben, global head of data excellence at Boehringer Ingelheim, explained how data is the fuel to power digital engagement and improve customer experience<sup>4</sup>.

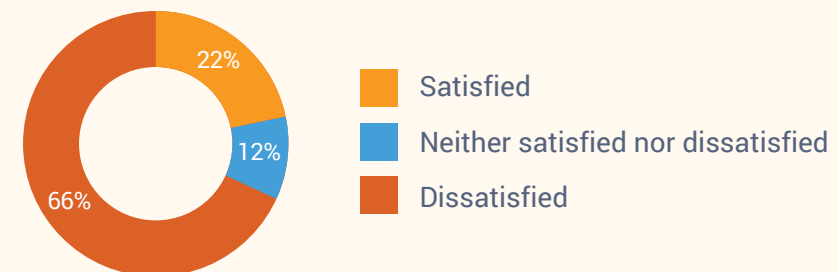
**What can you do to take control of your data,**  
get ahead of the competition, and accelerate your digital transformation journey?

“ Data is at the heart of what digital transformation’s all about. The industry needs reliable, high-quality data that’s accessible quickly. ”

Eric Newmark, Program Vice President - SaaS, Enterprise Applications, Industry Cloud, and Digital Business Models at IDC

## Satisfaction with Data Quality from Primary Customer Reference Data Provider

Most life sciences companies agree that data is essential but only 22% are satisfied with the quality of their customer data<sup>5</sup>.



1. Source: [Closing the digital gap in pharma](#), McKinsey & Company Research

2. Source: [IDC's Industry CloudPath, 2019: Executive Summary Report](#)

3. Source: [Forbes](#), January 16, 2019, "Novartis CEO Who Wanted to Bring Tech Into Pharma Now Explains Why it's So Hard," by David Shaywitz.

4. Source: [Exclusive content from 2019 Veeva Commercial & Medical Summit, Europe](#)

5. Source: [2018 Customer Reference Data Survey Report](#)



## TIP 1: Simplify customer data

**Strong data governance is a key component of quality data.** Without this critical foundation, you won't be able to leverage data-driven insights and take full advantage of digital channels to improve customer experience.

Replace traditional multi-sourced master data with a **unified data model**. A single global data model delivers consistent data management processes everywhere without creating data silos and blind spots.

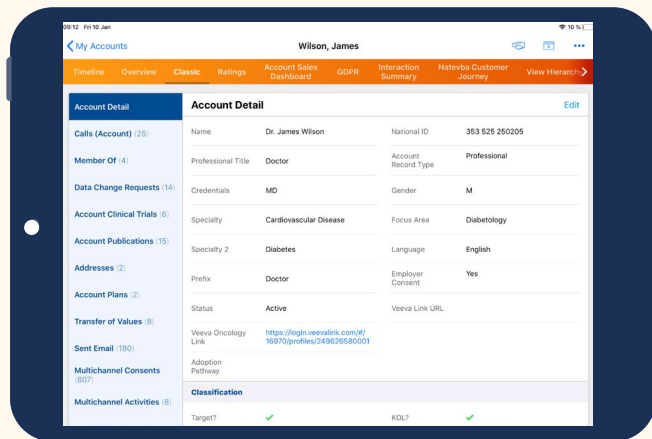
Data is dynamic. With change being the only constant, **real-time customer data on HCPs improves field force efficiency and customer experience.** The right message, to the right person, at the right time, through the right channel, means your engagement plan gets refined and executed faster. Imagine what you could do if you save 5% on sales execution time.

## TIP 2:

# Make it easy for your sales team

Sales teams are frustrated by wasted calls to incorrectly classified or non-existent HCPs and slow data change requests. An efficient data governance strategy that **quickly addresses change requests** and **verifies data updates** enhances sales productivity and satisfaction. You will increase the percentage of closed calls the same day and improve insights from the field.

## Increase Sales Efficiency



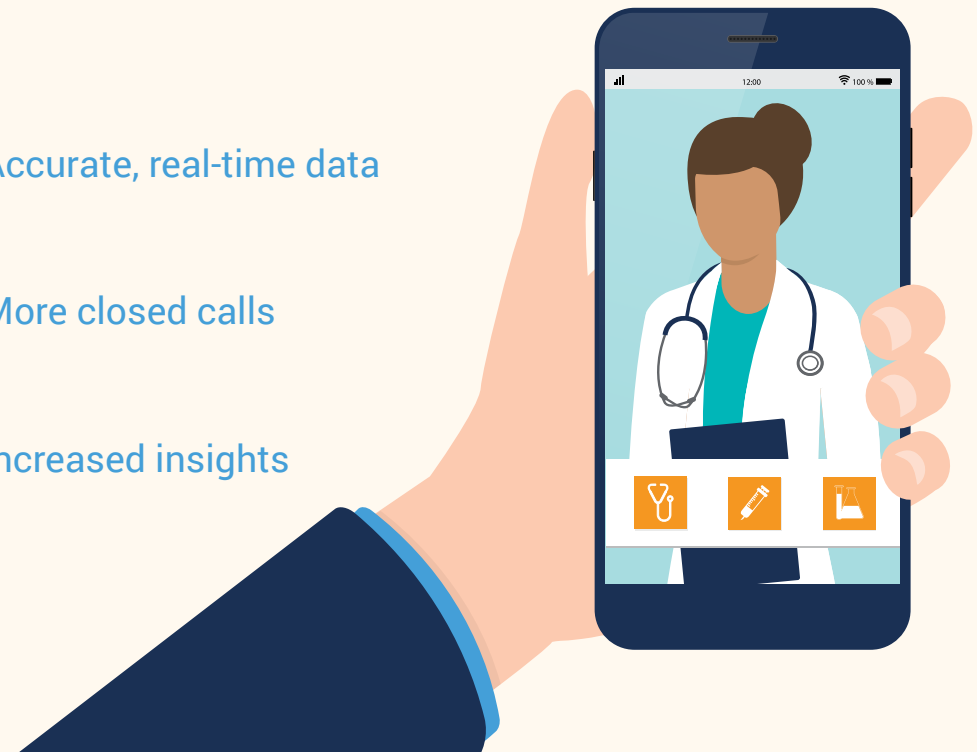
Accurate, real-time data



More closed calls



Increased insights



### TIP 3:

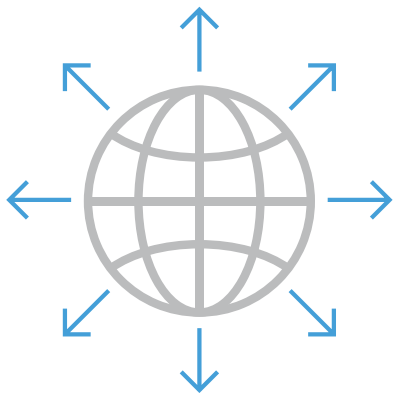
## Optimize your processes and solutions



Customer data, marketing content, and interaction information should be seamlessly integrated with your CRM. If your systems are siloed, you are at a disadvantage. Having everything in one place allows your team to have a **single version of the truth for all customer interactions**.

“ Veeva Commercial Cloud allows us to speed the entire commercialization process - from pre-launch planning with better data, to creating and distributing content, and managing all of our field interactions. ”

Indivior Speeds Addiction Treatment Information to More Healthcare Professionals Globally. [Read more >](#)



As your business evolves, **your commercial solution should scale up or change without disrupting existing functionality**. Your reps have to easily get access to the information they need, regardless of where they are globally or what device they are using. You need to feel confident your current processes and solutions will evolve and allow your reps to keep productivity high.

## TIP 4:

# Cut through the noise

Influential HCPs get 300+ digital or in-person interactions each month <sup>1</sup>.

Understand customer preferences then group and sequence your engagements and messages in a meaningful way. Deliver the right message, via the right channel, at the right time, creating a seamless conversation and an improved customer experience.

## Top Oncologist Perspective

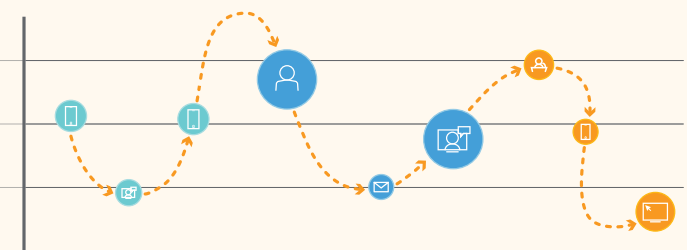
### Current Experience

Volume of interactions from pharmaceutical companies



### The Opportunity

Intelligent engagement across channels



1. Source: Veeva Internal - Top Oncologist Outreach Average in the US

## TIP 5:

# Improve. Refine. Repeat.

Use real-time data to make informed decisions. Enable your reps to take action and create smarter engagement strategies with relevant and timely customer insights at the point of execution, directly in their CRM.

**Use data to analyze, hone, and improve** your interaction strategies and messaging. Learn what resonates and create more engaging customer journeys.

**Bring all the information together in one place.** Put your customers at the center and personalize their experience while improving planning, collaboration, and execution across teams.

**Create dashboards** that help your sales team view the current state of the account, understand sales trends, or see how influential KOLs are in their territories.

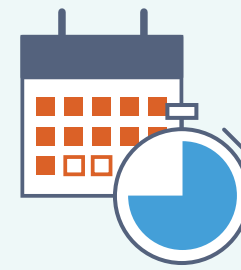
## Get Your Message Across



Focus on  
top targets



Know which  
messages worked



Plan upcoming  
communications

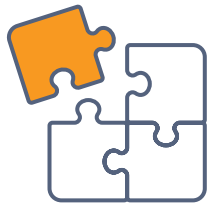
## TIP 6:

# Pick a partner with shared values

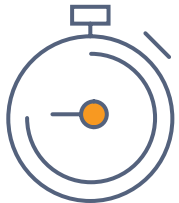
Partner with organizations that not only provide great solutions but also invest in promoting a community that encourages you to learn, share, and grow. Access to support portals, services, events, and training will help you get the most out of your new solutions.

→ A strategic partner is an extension of your team.

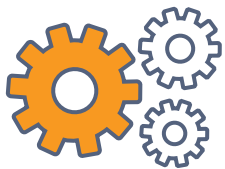
Find an organization **committed to your success** that will help you:



Build and develop informed and enabled sales teams



Speed your overall process



Achieve operational goals

“ Understanding our customers and delivering them the right information at the right time through the right channel is key to our commercial strategy. We are unifying on a single global CRM solution to deliver on this vision with Veeva as our trusted global partner. ”

Chetak Buaria, Global Head of Commercial Excellence  
Merck KGaA, Darmstadt, Germany

Merck KGaA, Darmstadt, Germany standardizes on Veeva CRM globally.  
[Read more >](#)





## Find out more

**Quality customer data** natively integrated with an advanced and **proven CRM platform** helps you improve sales productivity, enhance stakeholder and customer engagement, and make better-informed business decisions. It is a key ingredient in the recipe for a successful digital transformation and intelligent engagement.



### Get in touch

Find out how we can help you digitally transform your organization and empower your sales teams.

Learn more at [veeva.com/eu](https://veeva.com/eu)  
**+34 931 870 200**