



FOR IMMEDIATE RELEASE

## Veeva Announces New Solution to Accelerate Insights for Key Account Management

*Veeva Link for KAM delivers data and real-time insights on key people and key accounts to plan and engage customers more effectively*

**BARCELONA, Spain — 9 Jun, 2020** — Today at Veeva Summit Online, **Veeva Systems** (NYSE: VEEV) announced Veeva Link for KAM, a new solution that gives commercial and medical teams accurate customer data and real-time insights for key account management. Veeva Link for KAM brings together data and AI-driven insights on key people and key accounts from thousands of scientific and digital sources such as social media, news feeds, video platforms, industry conferences, and clinical trials, as well as **Veeva CRM**. Commercial and medical teams can now adapt plans with greater agility, respond to customers faster, and develop much deeper relationships.

“It’s critical that life sciences companies deeply understand the needs of health systems to support research and patient care,” said Enrique Grande, head of oncology at MD Anderson Madrid Cancer Center. “Our best partners can rapidly adapt to new challenges and mobilize their resources to support us and our patients.”

Commercial and medical teams typically piece together key account information from a complex mix of stakeholders and data across many different channels. Veeva Link for KAM consolidates relevant insights on customer activities and relationships using AI so teams can quickly engage with the right people and decision-makers.

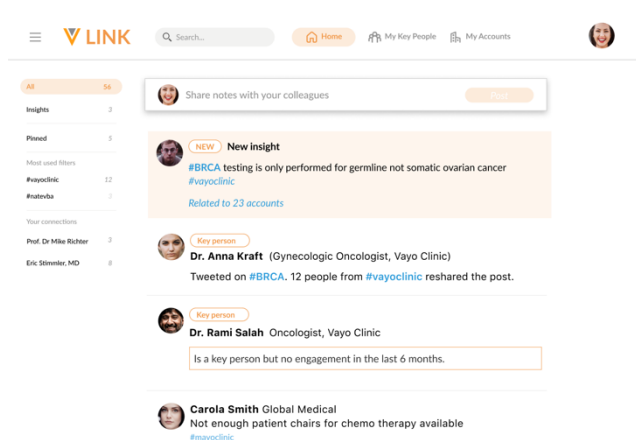
Customer data is constantly kept up to date through a combination of AI and Veeva data stewards. Advanced AI analyzes millions of activities in real-time, identifies patterns, and proactively delivers smart alerts for key account teams to stay better engaged with customers. With a curated feed of relevant insights on key people and key accounts, commercial organizations can respond fast to changing customer needs and deliver the right information to the right accounts at the right time.

Veeva Link for KAM can be used as a standalone product or with Veeva CRM. Seamless integration with Veeva CRM activity data provides account teams a complete understanding of who within the biopharma company has relationships with key people. This enables commercial and medical teams to drive the right follow-up and a more personalized customer journey.

“Commercial agility is key to delivering greater customer value and, ultimately, improving patient outcomes,” said Kilian Weiss, general manager for Veeva Link. “Veeva Link for KAM will give key account teams the data, intelligence, and strategic insights they need to speed decision-making and tailor their customer engagement.”

In other news today, Veeva announced a new capability in **Veeva Vault PromoMats** to speed the digital submission of promotional materials for accelerated approval products. Read today’s [press release](#) to learn more.

Veeva Link for KAM is part of Veeva Link, a comprehensive set of solutions that brings together customer data, insights, and intelligence. Veeva Link Suite also includes **Veeva Link for Oncology**, an



*Commercial and medical teams get a curated feed of AI-driven insights on key people and key accounts.*

enterprise data solution to centralize insights and intelligence on scientific leaders in oncology, and Veeva Link for You, an advanced data solution to provide strategic insights into scientific experts in specialty therapeutic areas.

Veeva Link for KAM is planned for availability by the end of 2020. Learn more about how Veeva is accelerating insights to key account teams at [Veeva Summit Online](#), 9-10 June. The event is only open to life sciences industry professionals. Register for the virtual event and on-demand sessions at [veeva.com/Summit](#).

#### **Additional Information**

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#### **About Veeva Systems**

Veeva Systems Inc. is the leader in cloud-based software for the global life sciences industry. Committed to innovation, product excellence, and customer success, Veeva serves more than 875 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. Veeva is headquartered in the San Francisco Bay Area, with offices throughout North America, 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 (including the on-going impact of COVID-19), particularly within 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, 2020. 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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