

Roster Management for an Effective Field Force

The State of Roster Management

450K
field sales
globally

9.4%
average field
turnover per year

3.4 yrs.
average tenure
in a company

37K
vacant territories
per year

For every day you have a vacant territory,
you are losing potential revenue

Spreadsheets remain the main tool pharma companies use for roster management.



Why current solutions do not work:

- ✗ No single source of truth
- ✗ Prone to errors
- ✗ Limited access to historical information and insights

Veeva Align Roster Management Capabilities



Past, present, and future roster data access



Flexible territory and targeting models



Easy product assignments



Native integration with Veeva CRM

Benefits for Your Organization

1

Quicker deployment for new hires and rep transfers



2

Improved roster information visibility and transparency



3

Integrated with commercial operations and field processes

