



Achieving business excellence – in the cloud, around the world, without compromise

Helping our clients differentiate through personalized experiences.



Cognizant has been a proud strategic partner of Veeva for more than 10 years. As a top Global Veeva Partner, Cognizant boasts one of the industry's largest pools of Veeva Certified Services Professionals. We've collaborated with Veeva to help clients modernize their commercial and regulatory content platforms for unifying processes, strengthening compliance and delivering tailored experiences.

We're committed to further strengthening our strategic relationship with Veeva through long-term, sustained investments in industry solutions, resource enablement and technology incubators.

At Cognizant we are focused on delivering digitally engineered solutions that improve everyday life for patients, pharma reps and healthcare providers.

We look forward to discussing this with you.

All the best,

A handwritten signature in blue ink, appearing to read 'Kumar Ramananda'.

Kumar Ramananda

Life Sciences Commercial
Practice Leader Global Growth Markets, Cognizant



Our unique Veeva proposition

Cognizant's proven global delivery capability is based on Agile and Scaled Agile Framework (SAFe) processes and leverages our global delivery centers in North and South America, Europe, the Middle East and Africa, and Asia-Pacific countries including Australia and New Zealand.

Our global delivery network—with its talent pool, best practices and leading solution partners like Veeva—sets the pace in clinical development. We help strengthen infrastructure and increase competitiveness worldwide.

Scale underpinned by our differentiated approach



Cognizant's holistic **customer experience centric approach** from concept to final delivery



Frameworks and Accelerators to improve the quality and time-to-value



Templatised execution for Budgets, User stories, Market rollouts and migrations



Unique Factory model to drive business outcomes through optimised global PODs

10+

Global Rollouts for Top Pharma Companies

100+

Successful Projects

650+

Veeva Professionals Globally

30+

Country Presence

Our solutions, services and capabilities

Life sciences companies migrate to Veeva CRM to increase speed to market, collaboration and operational efficiency. However, the move to on-demand CRM comes with business and technology issues that must be addressed. Cognizant's Veeva Factory Model helps ensure success with:

Reliable and consistent delivery

Cost-effective and scalable implementations

Flexible resourcing model to meet each client's needs

Processes driven by DevOps and continuous integration/continuous delivery (CI/CD) to improve speed to market



Cognizant provide support for all Veeva's Commercial Cloud applications

Veeva CRM

V Vault PromoMats

Veeva Align

V VAULT MedComms

Veeva MyInsights

Veeva OpenData

Veeva Nitro

Veeva Network

Accelerators to augment speed and agility



ShareBot

Intuitive UI to configure and generate sharing rules based on business criteria



PS Mapper

Organize and mass assign Permission Sets to end users based on roles and business functions in a GDO-RDO environment



Profile Comparator

Compare entire orgs' configurations in visual reports



Data Upload Toolkit

Enable end users to upload bulk data in Veeva CRM with integrated validation and error reporting functions



Veevatizer

Rapidly create and refresh metadata in Veeva CRM orgs through clicks



Field Usage Finder

Useful tool for Developers in Case of Org Consolidations/Mergers



Veeva's migration from Salesforce to Vault: Cognizant's Point of View

With Veeva's announcement to migrate from the Salesforce platform to Vault by 2030, Cognizant has been proactive in addressing some of the common concerns of our customers:

How to avoid business disruption & maintain current state with Veeva CRM?

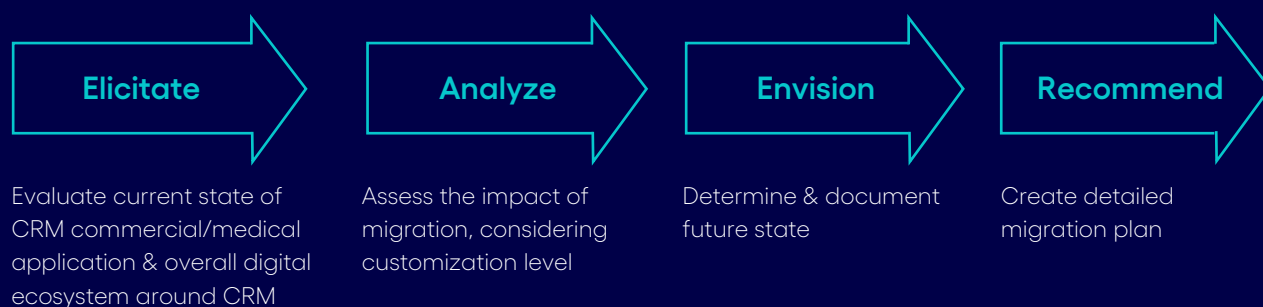
Will there be a change in data residency, visibility & security?

What is the associated cost & timeline for migration?

How do we retain custom functionalities made on Salesforce orgs?

Cognizant has put together a comprehensive framework that will help assess our customers' current state and prepare a customized migration roadmap based on primary criteria like Software, Business, Architectural & Organizational matrices.

Assessment & Recommendation Approach



Our customer success stories

Global Veeva One CRM Cloud Solution Implementation for 80+ markets for a US-based pharma major

Key highlights

80+
Markets

12000+
Users

Veeva-SFMC-Identity-Consent-HCP portal as a package delivered in 18 months

Impact Delivered

80% +
Adoption rate

Successful IT capability enablement post spin-off from the parent company

Service & Support of Veeva-based Solutions for 50+ Markets for global pharmaceutical company, providing an effective model to reduce Application Development team costs & support multi-market deployments through service engagement.

Key highlights

50+
Markets

10000+
Users

Veeva-SFMC-Health cloud package delivered globally

Impact Delivered

Improved HCP and Patient Experience

Multi-million dollar savings in IT spending

50%
improvement in brand recall

Harmonized CRM solution rollout across 20+ markets in 9 months for a healthcare giant to build a digital ecosystem connecting the workforce, HCPs & patients.

Key highlights

30+
Markets
(50 more markets are in process)
in 4 regions

9000+
Users

Impact Delivered

450,000+ HCPs
contacted through calls;

212,000+ HCPs
contacted through product
promotion emails

Contact us



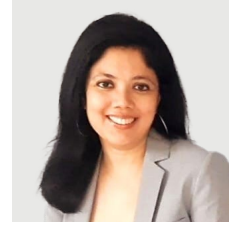
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Cognizant (Nasdaq-100: CTSI) engineers modern businesses. We help our clients modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life. See how at www.cognizant.com or [@cognizant](https://twitter.com/cognizant).

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