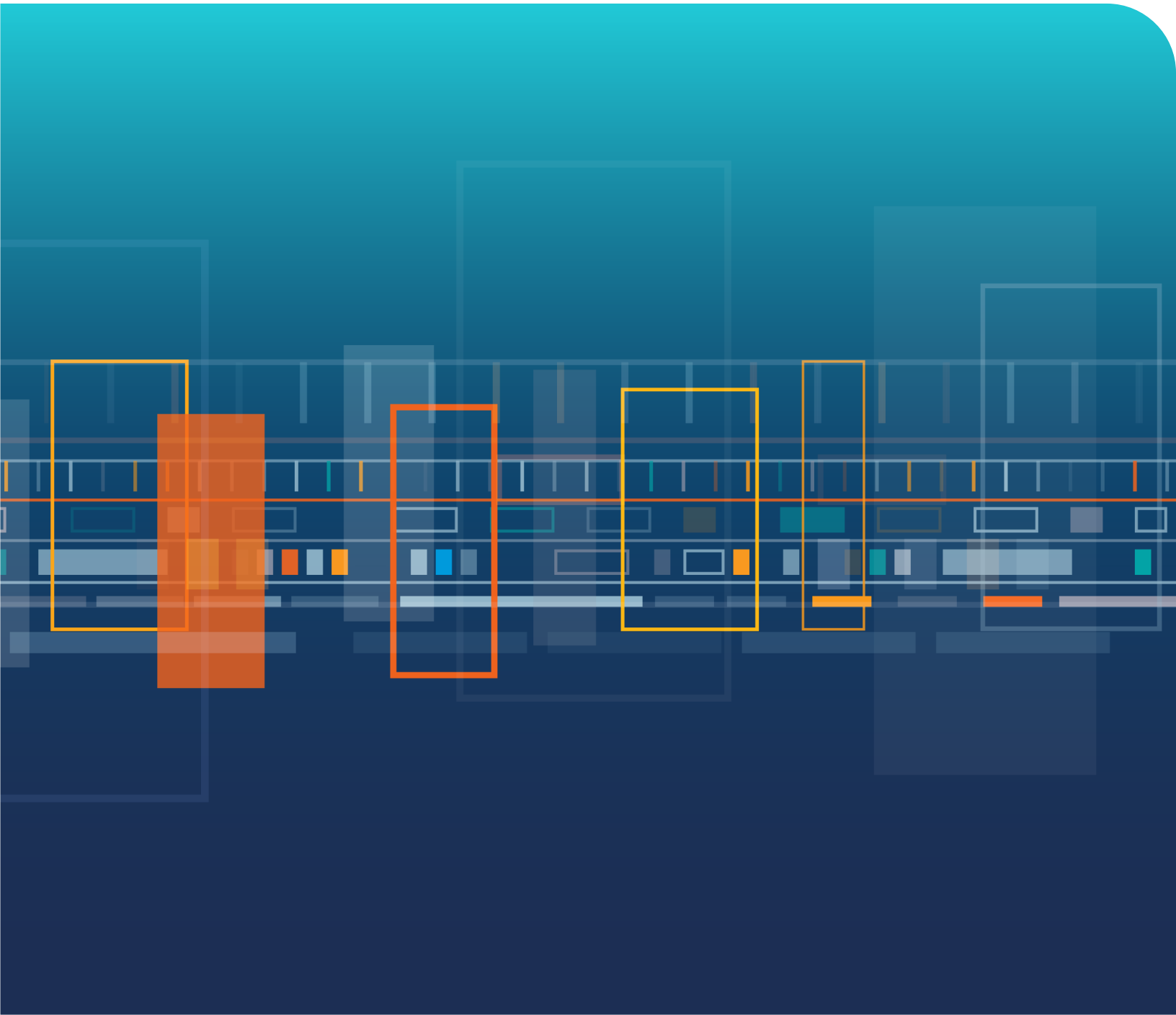
Veeva

EBOOK

The Life Sciences CRM Decision: Key Advantages of Vault CRM



The CRM you select impacts your organization's ability to deliver transformative therapies to patients in need — and patients can't wait. When every moment counts, it's critical to get technology decisions right the first time. That's why more than 100 biopharmas have implemented Veeva Vault CRM, a deep application built for life sciences.

These organizations all chose industry-advancing AI, a unified platform, and a proven life sciences partner. As a result, they'll keep focus on what matters most: accelerating innovation, connecting complex teams and data, and achieving customer centricity — ultimately improving patient care. To achieve similar outcomes and position your organization for long-term success, consider the following differentiators of Vault CRM.

Proven partner, unmatched industry focus

In life sciences, your CRM is a deep application with many business rules around commercial models, compliance, and regulations. When implemented well, it enables commercial agility, innovation, and differentiation. It's a common misconception that any CRM can deliver these outcomes. The reality is that success depends as much on the right long-term partner as on the technology itself.

Veeva is a proven partner to life sciences — committed to your success and the success of the industry. By delivering innovation with The Next Generation CRM Suite, Veeva helps move the industry forward with greater efficiency. Purpose-built applications reflect an unmatched focus on life sciences and address the unique challenges and opportunities facing the industry.

> *Combining Veeva's cutting-edge solutions with deep industry knowledge creates the ideal platform for our innovation and long-term sustainable growth."*
>
> **FRANCESCO MASI**
> **Chief Commercial Officer,**
> **Aboca**

Deep application built for life sciences

Purpose-built solution vs. the hidden cost of custom projects

Adopting a next-generation CRM solution built for life sciences avoids unnecessary risk, complex customizations, and costly technology rebuilds when business priorities shift. In contrast, adapting a horizontal CRM to the needs of life sciences is largely a custom project. This approach pulls investment away from critical areas such as orchestration, digital engagement, and new field operating models. Your organization risks spending limited resources recreating essential life sciences capabilities that already exist in a purpose-built platform. An expensive, time-consuming, difficult-to-enable project is almost certain and leaves little room for innovation.

At its core, a horizontal CRM adapted for life sciences relies on legacy architecture and layers of complex integrations. It requires continually rebuilding the system's core and keeping up with disruptive product changes.

Comparing Vault CRM to a horizontal CRM adapted for life sciences

	Veeva Vault CRM	Horizontal CRM
Product architecture	Modern CRM architecture with one unified platform, database, and customer record	Difficult-to-enable legacy CRM architecture with layers of complex integrations
Life sciences capabilities	Next-generation capabilities built specifically for the needs of life sciences	Adapted from a horizontal platform, demands significant resources to recreate essential life sciences features
Track record	Proven, trusted leader in life sciences, listens to the needs of all customers, 100+ customers live today	Inconsistent support of life sciences industry, no customers live today
Future commitment	Focused exclusively on life sciences, ensuring continued support and innovation	Supports many unrelated industries, risk of deprioritizing life sciences

Evaluating a horizontal CRM adapted for life sciences?

Five questions to ask and how Vault CRM compares:

1. *Will adopting this CRM force a disruptive, largely custom-built solution and introduce additional points of failure?*

   Vault CRM is the only solution that can offer zero disruption.

2. *Are leaders in life sciences successfully using this CRM today?*

   Vault CRM has 100+ customers live.

3. *Am I spending time and resources recreating essential capabilities already available in a life-sciences CRM?*

   Vault CRM's core capabilities are built for the needs of life sciences companies.

4. *What happens if the vendor deprioritizes the life sciences sector; will my investment be at risk?*

   Veeva has exclusively focused on and invested in life sciences-specific technology for nearly two decades.

5. Does my voice matter regardless of my organization's size, and to what extent will my feedback be valued and incorporated?

   Veeva listens to customers and values feedback, regardless of company size.

Deep CRM for life sciences

The depth of Vault CRM spans 15 years, includes 1,500+ features across data models, business rules, and compliance.

Account Management

- Account Plans
- Stakeholder Navigator
- Account Hierarchies
- Affiliations
- Account Spending Limits
- Data Change Requests
- Dynamic Attributes
- Product Metrics

Standard Integrations

- Concur
- Knipper
- ZS
- Workday
- PromoaMats
- MedComms
- Crossix
- OpenData
- Link
- Compass
- Pulse
- Nitro
- Network
- CTMS

Sampling

- Sample Inventory
- Sample Audits
- Sample Limits
- State License Validation
- Sample Opt-In
- Sample Signature Capture
- Sample Orders
- Sample BRCs
- Barcode Scanning
- Cold Chain Sampling
- Ohio TDDD

HCP Engagement

- Engagement Planning
- Call Reporting
- Call Detailing
- Call Objectives
- Customer Journeys
- Integrated Field Campaigns
- Patient Journeys
- HCP Timeline
- Suggestions
- Outlook Calendar Integration
- Consent
- Free Text Monitoring
- Call Metrics
- Field Coaching
- Surveys

Medical

- KOL Profiling
- Medical Insights
- Scientific Content Sharing
- Medical Inquiries

Platforms

- Windows
- Mac
- iPad
- iPhone
- Browser
- Synchronization

Product Setup

- Product Catalog
- Product Alignment
- Content Alignment

Channels

- CLM
- Rep Email
- Recommended Email
- Events
- Video
- Chat
- Microsoft Teams
- Zoom
- Remote Sharing

Events Management

- Event Lifecycle
- Page Layout Engine
- Event Materials
- Speaker Contracts
- Attendee Reconciliation
- Digital and QR Sign In
- Budgets and Expenses
- Business Rules
- Approval Workflows
- Event Templates

Territory Management

- Roster Management
- Structure & Alignment
- Targeting Rules
- Omnichannel Cycle Plans
- Integrated Territory Feedback

Pharmacy Sales

- Order Management
- Contracting
- Pricing Rules
- Inventory Monitoring

Built-in compliance over outsourced integrations

Complex industry regulations continually evolve across markets, requiring your organization to be responsive and agile to avoid risk. When evaluating a CRM, opt for a solution that simplifies your compliance journey. The platform you choose should meet today's regulatory requirements and prepare your organization for the future.

Navigating compliance requirements can be resource-intensive. Without the right partner or tools in place, your organization spends more time managing compliance than driving strategic initiatives. A horizontal CRM adapted for life sciences lacks built-in support for industry-specific compliance. You're forced to bolt on additional integrations and manage another project — introducing further complexity, cost, and risk.

Five compliance must-haves in a life sciences CRM

1. Provides built-in compliance features that evolve and adapt with the regulatory landscape

2. Fosters collaboration between IT, operations, and compliance teams

3. Flexes to support your organization's unique compliance needs

4. Supports region-specific business requirements and regulatory needs

5. Enables field teams to sample and communicate with HCPs compliantly

Vault CRM Compliance Checklist

- **Includes hundreds of built-in compliance features:** Compliant at its core, Vault CRM stays up-to-date with evolving regulatory and compliance needs.
- **Designed to adhere to the latest industry regulations:** Vault CRM Suite is pre-validated for 21 CFR Part 11, the Prescription Drug Marketing Act, and the Ohio Terminal Distributor of Dangerous Drugs.
- **Built for complex field teams:** Field teams stay compliant with features that flag words or phrases violating regulations in text input fields and proactively block prohibited terms from being sent to an HCP via chat.
- **Delivers critical local capabilities:** Supports all critical region-specific capabilities and regulatory needs — from Brazil to Japan, Germany, and beyond.
- **Enables full offline support:** Data, configuration, and content are seamlessly synchronized across mobile devices, giving your field force instant access to the information they need online and offline.

Customer centricity realized

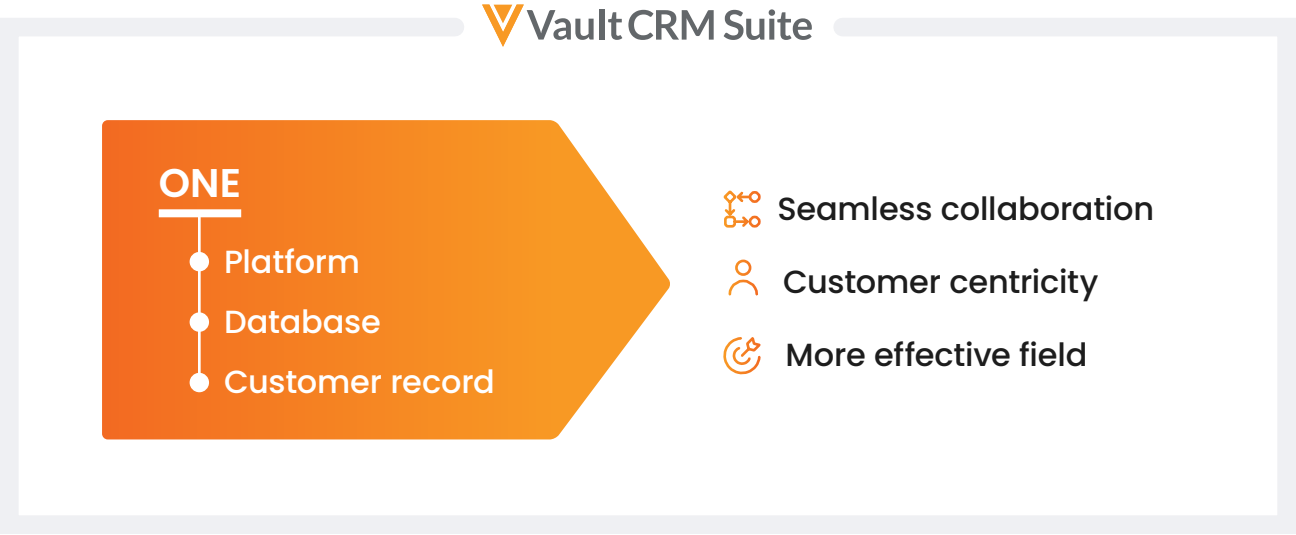
Connected commercial teams improve outcomes

Delivering coordinated scientific information and connected experiences deepens stakeholder relationships, mitigates access challenges, and improves treatment adoption. But many biopharmas aren't consistently delivering a connected experience. Some 44% of key opinion leaders who engage with clinical, medical, and sales teams see a lack of coordination and alignment.

A single source of truth — all customer data, content, and interactions residing in one place — supports connected engagement by eliminating data silos and providing a 360 view of customer relationships. Unify your commercial teams with Vault CRM — one platform, one database, and one view of the customer to drive collaboration, customer centricity, and a more effective field.

> *"Having a foundation for commercial agility and execution is crucial. Our collaboration with Veeva will provide us with technology solutions and data to enhance our agility as a company while we partner with an entity that shares our values and focus on patients."*
>
> **NICK ESHKENAZI**
> **Chief Digital and Transformation Officer, Astellas**

Connect sales, marketing, and medical



Unified ecosystem enabled by modern CRM architecture

Connected teams powered by unified data and technology help customers progress through their journeys faster and more efficiently. A truly unified ecosystem allows seamless data flow and collaboration across sales, marketing, medical, and clinical teams, while laying the foundation for future innovation.

This unified approach challenges the constraints of old engagement models and legacy CRM architecture. For years, 'best-of-breed' technology stacks promised flexibility by combining different vendors and platforms. In reality, this approach often creates complex integrations and limited agility.

Modern CRM architecture and the limitations of legacy CRM architecture

Vault CRM: Modern CRM architecture	Legacy CRM architecture
One unified platform	Stitches together disparate tools and data
Simplified architecture with minimal integrations	Heavy reliance on complex integrations
Built for life sciences	Function-specific, not industry-specialized
One database, data instantly available	Data moves between multiple databases and systems
Agile, easily enabled	Limited elasticity, high effort to enable
Lower risk, fewer moving parts	Higher risk, multiple points of failure

Industry-advancing AI at the core

Next-generation engagement and decision-making enhanced by AI

Commercial models in life sciences are changing and this will continue to accelerate over the next 10 years. Companies that embrace AI-driven engagement and decision-making will gain a clear competitive advantage. To stay ahead, your AI capabilities must evolve in step with the industry. Through industry-specific enhancements, such as specialized features for biopharma workflows or advanced analytics for medical affairs, AI built for life sciences can support your progress.

With Veeva AI, agentic AI is built into the core of the Vault platform, on the same level as the foundational components of data and content. Because of this unique architecture, these agents have direct, secure access to data and content. With innovation focused on life sciences, Veeva can accelerate the development of industry-specific AI features to stay ahead of the industry's changing needs.

By embedding AI into every step of the customer journey — from how practitioners receive valuable information about our portfolio to how they engage with our field force — Veeva is ideally positioned to support us in our mission to deliver life-changing medicines to patients worldwide."

GREG MEYERS
Executive Vice President, Chief Digital and Technology Officer, Bristol Myers Squibb

We are excited to expand our long-standing partnership with Veeva by moving to Vault CRM. We share a deep commitment to advancing medicine and are excited to explore the potential of Veeva AI to help drive commercial execution to the next level."

ANNA ÅSBERG
Global CIO, Gilead Sciences

Minimal risk and zero disruption

Adopt and innovate without disruption

Rather than constantly attending to your CRM, your organization's energy is better spent innovating to drive outstanding customer experiences. With Vault CRM, you don't need a large, disruptive custom solution to prepare you for the future. It is the only solution that enables the following:

- **No disruption for end users:** If you're looking for zero disruption to the field and no downtime, Vault CRM is the only option.
- **Innovation built in:** If the goal is to advance your organization and the industry, Veeva delivers the deepest application, the fastest path to AI, and a true customer-centric view.
- **Targeted adoption:** You can scale step by step, incrementally integrating new innovation and additional products as needed.
- **Life sciences leadership:** Veeva's innovation pipeline is dedicated to life sciences and built with unmatched depth and focus.

> *The move to Vault will bring the innovation we need with the minimum amount of disruption to our core business."*
>
> **KIERON SCRUTTON**
> **SVP Global Medical Affairs Digital & Technology, and Tech Governance Risk and Compliance, GSK**

> *We were able to deliver on time without delay on the migration and without taking our U.S. team off the field for even one day. This stood out because it was a big project with a big impact for our field force."*
>
> **ISABELA PIMENTA**
> **Project Manager, Vault CRM Migration, Bayer**

Learn why biopharmas are migrating to Vault CRM and gaining an edge with embedded, industry-specific AI.

Veeva

ABOUT US

Veeva is the global leader in cloud software for the life sciences industry. Committed to innovation, product excellence, and customer success, Veeva serves more than 1,100 customers, ranging from the world's largest biopharma companies to emerging biotechs. As a Public Benefit Corporation, Veeva is committed to balancing the interests of all stakeholders, including customers, employees, shareholders, and the industries it serves.

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