



Verticals onDemand Changes Name to Veeva Systems™

Veeva, meaning 'to live,' demonstrates company's mission to bring the benefits of SaaS technology to the global life sciences industry

PLEASANTON, CA – March 31, 2009 – Verticals onDemand, developers of the first SaaS customer relationship management (CRM) application for the life sciences industry, today announced it has changed its name to Veeva Systems. Veeva, a variant of the Latin word viva which means “to live,” attests to the company’s singular commitment to the life sciences industry, and to fulfilling its mission of delivering all of the benefits of Software-as-a-Service (SaaS) to every facet of the global life sciences industry.

“We are the fastest growing organization in the Pharma CRM space, so it makes sense that we extend the advantages of SaaS, like unparalleled flexibility and low maintenance costs, to other areas in the life sciences organization,” said Peter Gassner, president & CEO of Veeva Systems. “It’s a natural evolution of our product portfolio.”

Matt Wallach, executive vice president & general manager at Veeva Systems, continued “Life sciences companies around the world are grappling with major upheaval, requiring fundamental changes to their business models, product lines, and processes. To prevent wasteful spending and to enable business agility, it’s critical that these companies adopt SaaS technology not just in sales but across the entire organization. And that’s exactly what we will enable them to do.”

To hear a podcast led by Matt Wallach about the company’s name change, [click here](#).

About Veeva Systems, formerly Verticals onDemand

Veeva Systems is the leader in SaaS-based solutions for the global life sciences industry. Veeva has dozens of customers ranging from the world’s largest pharmaceutical companies with thousands of users to emerging biotechs commercializing their first products. Veeva customers achieve the fastest time to value through the deployment of fully functional applications that are flexible, simple to deploy, inexpensive to operate, and provide a superior user experience. Veeva is a privately-held company headquartered in Pleasanton, CA. For more information and online product demonstrations, visit www.veevasystems.com.

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