



For Immediate Release

Top 10 Pharmaceutical Company Selects Veeva CRM for Enterprise-Wide Deployment

PLEASANTON, CA.— January 20, 2010 — One of the world's largest pharmaceutical companies has selected Veeva CRM™ to replace its legacy client/server CRM system for all commercial users in the United States. The recently merged company selected Veeva's complete product suite including: VBioPharma Primary Care, Managed Markets, Specialty Care, and KOL Editions, plus VMobile. Veeva CRM will be deployed to specialty sales teams, managed markets, thought leader managers, hospital sales, and primary care sales teams from two recently merged life sciences organizations.

This represents the second Top 10 pharmaceutical company to standardize its entire U.S. sales force on Veeva CRM, and the sixth Top 10 pharmaceutical company to sign with Veeva.

Company executives conducted an exhaustive review process, scrutinizing both current and future product offerings from every major CRM vendor, including the CRM incumbents from both halves of the newly merged organization. All cited Veeva CRM's multi-tenant SaaS architecture, flexibility, low cost, and easy integration of all their various commercial teams as key reasons for selecting Veeva CRM.

"This pharma giant needed to quickly merge two large organizations, so it wanted a single CRM solution that would connect everyone across the commercial organization while providing each group with the specific functionality it needed," said Matt Wallach, executive vice president and general manager of Veeva Systems. "Not only was Veeva CRM a perfect fit functionally, but it also proved to be the most cost effective solution."

About Veeva Systems

Veeva Systems is the leader in multi-tenant 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, visit www.veevasystems.com.

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