



For Immediate Release

Top 50 Pharmaceutical Company Replaces Hosted SFA System for 1,400 Users with Veeva CRM

PLEASANTON, CA.— July 20, 2010 — Just 3 years ago, hosted and client/server salesforce automation (SFA) and customer relationship management (CRM) systems dominated the pharmaceutical market. The tides have changed and now the vast majority of Pharma CRM projects deployed have been SaaS solutions. One of Veeva's newest customers, a top 50 Pharma company can attest to this fact. The organization has replaced its SFA system with Veeva CRM™ from Veeva Systems, the leader in SaaS solutions for the global life sciences industry. Nearly 1,400 users went live with the award-winning, multi-tenant SaaS CRM system earlier this year.

The research-based pharmaceutical company had been using a hosted SFA system for the previous seven years but needed a flexible tool that could be quickly, easily, and inexpensively customized. Veeva CRM enables the team to make changes quickly and without extra vendor intervention or costs.

"This major implementation is indicative of the rising industry-wide trend away from hosted and client/server SFA relics in favor of flexible, multi-tenant SaaS CRM applications," said Matt Wallach, executive vice president and general manager of Veeva Systems.

About Veeva CRM

The Veeva CRM suite of applications, comprised of VBioPharma™, VMobile™, and VInsights™, is the life sciences industry's top SaaS-based CRM solution. As the foundation, VBioPharma offers multiple editions in one CRM product to accommodate the unique needs of various life sciences commercial teams. It is also the only pharma CRM application to come pre-validated for PDMA and CFR Part 11 compliance. The complete Veeva CRM suite gives customers the mobility and reporting solutions needed to drive user adoption and sales effectiveness.

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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