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**ZS Associates and Veeva Systems Announce Integration  
of Javelin™ and Veeva CRM**

*Offers comprehensive sales planning, CRM benefits for global life sciences industry*

**EVANSTON, Ill. – September 13, 2011** – ZS Associates, a global leader in sales and marketing consulting, outsourcing, technology and software, and Veeva Systems, a global leader in cloud-based business solutions for the life sciences industry, have partnered to develop a seamless integration between their respective market-leading software products, Javelin™ and Veeva CRM.

The integration allows organizations to share and capitalize easily on key information such as territory alignment, call plans, routing and calendar information. It enables agile sales



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planning and execution and dramatically reduces the time required to manage the sales processes.

These integrated capabilities are available on both web-based and mobile platforms.

One of the first users of the new service is Publicis Touchpoint Solutions, which provides clients with integrated, multichannel message delivery solutions.

“We have been using Veeva CRM for a few years with great results,” said Rick Keefer, President and Chief Executive Officer at Publicis Touchpoint Solutions. “The addition of ZS Associates’ call planning functionality provides an integral step in team collaboration that greatly improves and expands our sales planning and execution.”

### **Streamlines Sales Processes**

ZS Associates’ Javelin™ software suite helps companies perform a broad spectrum of sales operations more efficiently, including sales territory alignment, sales force incentives and account management. The software suite is based on more than two decades of ZS’ experience in managing the most complex sales force challenges across the pharmaceutical and medical device industries.

The Veeva CRM system integrates with three Javelin modules: Javelin™ Alignment Manager, which creates, maintains, and optimizes customer and geography coverage; Javelin™ Call Plan Manager, which creates optimized call plans that improve sales representative productivity; and Javelin™ Routing Manager, which creates a daily sales representative schedule that minimizes travel and maintains focus on high-priority accounts.

“The information and processes behind successful alignment, call planning, routing and customer management are complex, time-consuming and cumbersome,” said ZS Associates’ Chief Technology Officer Bill Sudlow. “Especially in the life sciences industry, sales executives must continually respond to changes in market demand and federal regulation.”



“Our new partnership with Veeva provides companies with an automated, end-to-end solution that streamlines sales processes in less than half the time it takes today.”

Veeva CRM accommodates the unique needs of multiple commercial sales teams in a single solution to improve user adoption and sales effectiveness and reduce cost and complexity. Veeva CRM is now the foundation upon which the pharmaceutical industry builds its marketing and sales models for the future.

“ZS Associates has deep expertise in marketing and sales processes. Its Javelin software solutions will add significant value for our customers,” said Brian Longo, Senior Director, Product Management for Veeva Systems. “Veeva CRM customers can now capitalize on ZS’ best-of-breed technology while cutting costs with pre-built integrations. It’s really a ‘best-of-all-worlds’ partnership.”

For more information and to register for an upcoming webinar, visit

[www.zsassociates.com/solutions/services/software](http://www.zsassociates.com/solutions/services/software).

#### **About ZS Associates**

ZS Associates is a global leader in sales and marketing consulting, outsourcing, technology and software. For almost 30 years, ZS has helped companies across a range of industries get the most out of their sales and marketing organizations. From 20 offices around the world, ZS experts use analytics and deep expertise to help companies make smart decisions quickly and cost effectively. ZS comprises multiple affiliated legal entities. Learn more at: [www.zsassociates.com](http://www.zsassociates.com).

#### **About Veeva Systems**

Veeva Systems is the leader in cloud-based business solutions for the global life sciences industry. Committed to innovation, product excellence, and customer success, Veeva has over 100 customers, ranging from the world’s largest pharmaceutical companies to emerging biotechs. Founded in 2007, Veeva is a privately held company headquartered in the San Francisco Bay Area, with offices in Philadelphia, Barcelona, Paris, Beijing, Shanghai, and Tokyo. For more information, visit [www.veevasystems.com](http://www.veevasystems.com).

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