



**For Immediate Release**

## **Veeva Systems Hosts Largest Pharma SaaS CRM Gathering**

**PLEASANTON, CA.— May 7, 2009** - On May 19<sup>th</sup> and 20<sup>th</sup>, Veeva Systems will host the largest SaaS CRM conference ever held exclusively for the life sciences industry in Philadelphia. Over 125 Veeva CRM customers, partners, and industry leaders are expected to attend the first annual Veeva Customer Summit. SaaS CRM success stories will be presented by companies ranging from world's largest pharmaceutical and biotech organizations to emerging specialty pharmas and biotechs. Industry thought leaders such as Accenture, Cognizant, Exploria SPS, QPharma, and salesforce.com will also share their insights on SaaS CRM best practices.

Highlights of the Summit include a keynote address by Veeva CEO, Peter Gassner, a CRM customer roundtable moderated by Charley Beever, a partner at Booz & Co., and a series of customer success stories. Additionally, Shawn Roman, a partner at Accenture, will moderate an exciting panel of doctors who reveal "what they really want" from the pharmaceutical manufacturers, and salesforce.com's healthcare industry solutions manager, Dave King, will give a presentation on cloud computing.

**EDITOR'S NOTE:** For more information on the event go to [www.veevasystems.com](http://www.veevasystems.com) or e-mail [pr@veevasystems.com](mailto:pr@veevasystems.com).

### **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, 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, visit [www.veevasystems.com](http://www.veevasystems.com).

### **Media Contact**

Lisa Barbadora  
Veeva Systems, Inc.  
610-420-3413  
[pr@veevasystems.com](mailto:pr@veevasystems.com)