



Pharco Pharma NV/SA Leverages Advantages of Cloud Computing with the Implementation of Veeva CRM

BARCELONA, SPAIN — 14 September, 2011 – Pharco Pharma NV/SA, a rapidly growing pharmaceutical company specialising in prescribed, OTC medications (OTX) and food supplements, has implemented Veeva CRM to support its salesforce in Belgium. Pharco required an affordable and intuitive Customer Relationship Management (CRM) application that was both pharma-specific and easily adaptable. The company turned to Veeva CRM, the leading cloud-based solution for the global pharma and biotech industry.

Pharco selected Veeva CRM after years of frustration with less than ideal solutions. In fact, in 2007, dissatisfied with the high cost, rigidity, and poor adoption of its existing automated CRM solution, the company made the bold move to abandon it and revert to “pen and paper.” Always regarded as a temporary solution, the manual system could not provide management with visibility into the effectiveness of the salesforce, nor was it practical given the company’s rapid growth.

“Knowing the perils of selecting the wrong partner, we were especially diligent in our search,” noted Karel Goderis, managing director for Pharco. “We were looking for a cloud-based CRM solution, designed for pharma, that would be simple to use, cost effective, and flexible enough to grow along with our organisation. Veeva was the only solution that met our criteria in full.”

“Veeva CRM has already proven that it can sustain our annual growth rate of 40 percent, it has been nimble and fast to implement, and has spared us the expense of installing and managing onsite IT infrastructure,” continued Goderis.

Veeva Systems has rapidly become the leading provider of Pharma CRM solutions globally. Cloud-based, Veeva CRM requires no hardware or software to purchase, scale or maintain. In addition, all Veeva customers benefit from free, automatic upgrades so users are always on the most up-to-date version of the software and benefit from the very latest compliance changes and system enhancements. Changes can be made to the system instantly without user retraining or additional third-party costs.

Goderis concluded, “Since our implementation of Veeva CRM, we’ve seen significant improvements including: increased field force efficiency, easier tracking of rep activity, and improved customer targeting.”

About Pharco Pharma NV/SA

Pharco is a publicly listed company (PHAR:BB) specialising in prescribed food supplements. Since 2001 Pharco has developed and marketed products in Belgium and a number of other European countries. For more information please visit via www.pharco.be.

About Veeva CRM

The Veeva CRM suite of applications, comprised of VBioPharma, iRep, VMobile, and VInsights, is the pharmaceutical and biotechnology industry’s leading cloud-based CRM solution. In addition, iRep has quickly become the industry’s choice for closed loop marketing on the iPad. Only Veeva CRM accommodates the unique needs of multiple commercial teams in a single solution, improving user adoption and sales effectiveness, while reducing cost and complexity. Veeva CRM is now the foundation on which the pharmaceutical industry is innovating its sales and marketing models for the future.

About Veeva Systems

Veeva Systems is the leader in cloud-based 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.

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