

# iRep

## CRM + CLM + iPad. A match made in the cloud.

iRep is a transformative sales effectiveness tool that combines the power of Veeva CRM with best-in-class closed loop marketing in a single application, delivering a highly intuitive, seamless and powerful user experience. The result is that end users will love using iRep, IT will love supporting iRep and your customers will love the more meaningful use of their time.



“ With iRep running on the iPad, doctors are willing to listen to the message and interact more. We’ve seen that they are more easily opening their doors. ”

- Richard Post  
VP of Sales and Marketing, Validus

### CRM on the iPad

iRep brings Veeva CRM, the life sciences industry’s most advanced cloud-based CRM system, to the iPad.

- ▶ Streamlined user interface, deliberate design and adherence to iPad navigation standards
- ▶ Full use offline and online giving users the ultimate in flexibility, data access and customer insight
- ▶ Quick access to all sales tools such as electronic signature capture for samples and medical inquiry submission

### Closed Loop Marketing

Best-in-class CLM is built into iRep to enable the richest customer interaction and the ultimate end user experience. It’s more than just a pretty face on the iPad. It’s an enterprise-scalable solution that supports the end-to-end closed loop marketing process.

- ▶ Beautiful presentation of multimedia content to support more meaningful customer engagements
- ▶ Customer data seamlessly linked with interactive content to create the most personalized and impactful customer interactions
- ▶ Adherence to industry standard formats like HTML5 and video and image formats for rich, low-cost content

## THE KEY BENEFITS OF iREP

### User efficiency.

iRep simplifies and reduces the administrative burden of recording a call by capturing as much or as little data as you need through CLM and storing it right where you need it. And with customer feedback, data and content residing in the same system, the user experience is more streamlined than ever before.

### Single Device Solution.

iRep users can complete all of their daily activities without an internet connection. Because they can also use their iPads to connect to Veeva CRM and anything else they need online, the iPad can actually replace laptops, desktops and tablet PCs entirely. iRep is also designed to take full advantage of the iPad's capabilities, so your users will no longer need their old hardware, saving you money, enhancing employee satisfaction and increasing efficiency.

### Real-time expert.

iRep's unique blended online and offline model makes it possible to respond in real-time to customer needs by effortlessly linking to FaceTime on the iPad. From anywhere within a presentation, connect to initiate a live video call with a home office expert. Sales reps can turn "I'll get back to you later" into "Let's find out right now" and connect instantly through iRep.

### Make a change. Ditch the code.

iRep is configured with the same system administration tool used to configure the rest of the Veeva CRM suite. The best part is that you make a change once and all end users are automatically updated – without having to write any code. You can focus on your business process and we will take care of the configuration, security and data sharing rules.

### Online and offline.

All current customer data and content are available without an internet connection, but iRep can seamlessly move between online and offline content. This blended model makes the possibilities for unique content and differentiation nearly endless.

### Improved compliance.

iRep's cloud-based model ensures that only the *current* digital materials are available for field use. Veeva synchronizes all of your content with the right user seamlessly via the same mechanism that updates customer data, so content changes can literally be made in minutes to help you ensure that your messages are always compliant.

### Dream device.

It's almost as if the iPad was designed specifically for your end users. Say goodbye to the Tablet PC and welcome a device that has it all. And iRep is designed to take advantage of the unique power of the iPad such as Maps, FaceTime, Safari, touch screen and gestures for the ultimate user and physician customer experience.

## Still Using Tablets or PDAs?

No problem! We can help with the transition. Veeva has deployed thousands of iPads to different types of users across the globe. Veeva Professional Services understands what it takes to plan for, implement and deploy enterprise software on the iPad.

Learn More at [VeevaSystems.com](http://VeevaSystems.com)

925 452 6500 | [info@veevasystems.com](mailto:info@veevasystems.com)

