



For Immediate Release

## **InterMune Successfully Launches European Operations and New Orphan Drug with Cloud-Based Veeva CRM and iRep**

**BARCELONA, SPAIN — 15 November, 2012** – When emerging biotechnology company InterMune expanded its operations into Europe, it sought a reliable CRM solution that would help launch its orphan drug, Esbriet – the first and only treatment proven to slow disease progression in mild to moderate patients with IPF.

InterMune also needed to deploy a new solution quickly, so the biotech company searched for a flexible, easy-to-implement and easy-to-use platform. After evaluating three leading CRM vendors, InterMune selected cloud-based Veeva CRM, including iRep – the industry’s only integrated CRM and Closed Loop Marketing (CLM) application designed for the Apple iPad.

“Veeva CRM quickly rose to the top of the pack for several reasons,” explained Ernest Leek, InterMune’s Senior Director of Marketing and Sales Force Effectiveness for Europe. “The fact that Veeva CRM fully leverages the latest in cloud-based technologies was a key decision factor for us because it ensures that our system will always be up-to-date with real-time upgrades and changes to keep pace with our rapid growth. Also, Veeva CRM is built on a proven platform and offers better performance and stability over the other CRM providers we evaluated.”

To date, InterMune has rolled out Veeva CRM and iRep to users in Germany, France, the Nordics, Benelux and Austria. Last year, InterMune also adopted Veeva’s cloud-based content management application, Vault PromoMats for global promotional materials management.

“When we decided to go with Veeva, it wasn’t strictly about technology. The company has grown very rapidly in the last five years as we have, and Veeva has a similar dedicated ‘customer first’ mindset, so we knew that there was a good cultural fit between our two organisations,” added Leek.

According to InterMune, its sales and marketing teams have embraced iRep. The application’s integrated CRM and CLM functionality empowers marketing with valuable feedback on customer interactions in the field and ultimately allows both marketing and sales teams to improve the customer experience and build a more customer-centric organisation. Veeva iRep supports both groups with everything they need to perform – sales reps have call reporting, data capture and detailing tools all on a single, sleek device while marketing can produce richer content and upload it easily for fast distribution to the field.

“I have been in this industry for over 12 years, and have always experienced frustration with the available technology and its limitations at really enhancing customer interaction,” explained Leek. “Veeva is one of the most innovative companies in the life sciences space and has pushed the boundaries to lead a real change with its CRM technology.”

Leek concluded, “It’s been awesome to see the evolution of everything we can do with Veeva CRM and constantly re-affirms that we definitely made the right decision to choose Veeva.”

### **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 150 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, Budapest, Paris, Beijing, Shanghai and Tokyo. For more information, visit [www.veevasystems.com](http://www.veevasystems.com).

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