

## Lundbeck Selects Cloud-Based Veeva CRM to Support its China Strategy

**Shanghai, China – January 9, 2013** – Lundbeck, a global pharmaceutical company focusing on brain disorders, has deployed Veeva iRep , the first integrated CRM and [CLM](#) cloud-based solution designed specifically for the Apple iPad, as the standard CRM solution for its business team in China. With seamlessly integrated CRM (Customer Relationship Management) and CLM (Closed Loop Marketing) capabilities, and superior mobile and multi-media experience of iPad, iRep will support Lundbeck to reach a new level in business excellence in China by empowering its sales forces to work more efficiently and effectively.

Lundbeck is an internationally recognized research-based pharmaceutical company, dedicated to improving the lives of those suffering from brain disorders. In addition to its Beijing based China Headquarter, Lundbeck Research Asia is based in Shanghai and its Asian manufacturing plant in XEDA, Tianjin.

During the process of the localization in China, Lundbeck was facing the challenges as how to make the rapidly growing teams collaborate closely, and how to improve the communication effectiveness with customers.

In order to solve these management problems, Lundbeck China decided to implement Veeva iRep for its employees across sales, marketing, medical affairs and commercial teams. With iRep, Lundbeck China will optimize their field force's performance and have a real customer-centric internal collaboration platform among cross-function teams. iRep's "built in" closed loop marketing seamlessly links customer data with interactive content allowing for highly personalised interactions and automatic capture of call activity and physician insight. The result is simply a better user experience and higher quality customer interactions, without the hassle and cost of multiple applications.

Kelly Chen, national sales director of Lundbeck China, said: "The Veeva CRM and CLM platform not only allows our medical representatives to improve their administrative effectiveness, it also provides strategic opportunities for improving targeting and segmentation, and thus provides the most relevant information to the right doctor. This will revolutionize the way we do business in China."

Today Lundbeck China's medical representatives can get the latest customer and product information anytime and anywhere through iPad, do interactive calls with iRep CLM displaying interactive eDAs, and efficiently submit those call reports within a few minutes. The data gathering will allow Lundbeck to provide various analysis, continually optimize the market strategy, improve the cross functional collaborations, and achieve the goal of customer-centric strategy.

Lundbeck China BI/BD Director, Charlotte Cato commented: "Lundbeck China aspires to become the leading CNS Company in China. The launch of Veeva will be an important stepping stone toward this goal. It will allow us to provide rich scientific information to doctors via an interactive iPad platform, thereby enhancing diagnosis and treatment ratios - ultimately to the benefit of the patients suffering from brain disorders in China."

Cindy Zhang, GM of Veeva Systems China said: “We’re very excited to have the opportunity to work with Lundbeck and make a difference in its fast growing business in China. In our future partnership, Veeva will provide not only a leading CRM system with excellent flexibility and usability, but also more value-added services that would help Lundbeck maximize the value of the system. We’re committed to providing our best services to support Lundbeck’s success in China.”

### **About Lundbeck**

Lundbeck is an international research based pharmaceutical company, founded in 1915 and headquartered in Copenhagen. Lundbeck is dedicated to improving the quality of life for people suffering from brain disorders.

The first Lundbeck product was launch in China in 1996, and in 2007 Lundbeck China headquarter in Beijing was established. Lundbeck is committed to China and has made significant investments. In 2011 Lundbeck opened its first Asia based Research center in Shanghai and in 2012 its first Asia based manufacturing plant in XEDA, Tianjin. Lundbeck markets a number of different pharmaceuticals for the treatment of brain disorders. Currently launched compounds in China include: Lexapro<sup>®</sup> (for Depression), Ebixa<sup>®</sup> (for Alzheimer’s Disease), Cipramil<sup>®</sup> (for Depression), and Deanxit (for Depression). In the future Lundbeck plans to introduce a number of novel brain disorder treatments in the Chinese market.

### **About Veeva Systems**

Veeva Systems is a leader in cloud-based software 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, London, Paris, Beijing, Shanghai and Tokyo. For more information, visit [www.veevasystems.com](http://www.veevasystems.com)