



For Immediate Release

IDC MarketScape Named Cloud-based Veeva a Leader in Life Sciences CRM

PLEASANTON, CA — Sept. 30, 2013 – In the *IDC MarketScape: Worldwide Life Sciences CRM Software 2013 Vendor Assessment (Doc # HI242172, July 2013)*, IDC Health Insights reports that cloud-based solutions, including Veeva CRM, part of Veeva System's Commercial Suite, have now entered the mainstream. According to the IDC MarketScape, this move is driven by next-generation applications that provide advanced functionality and mobile capabilities, along with the flexibility of the cloud. In this new report, IDC Health Insights evaluated all major CRM solution providers for life sciences and named Veeva Systems as a leader.

The IDC MarketScape reported, "Veeva's CRM software scored extremely well in this IDC MarketScape, with Veeva positioned in the Leaders category. Veeva CRM's ease of use, user interface, and breadth of functionality are among the best in the industry, and the company's sole focus on the life sciences industry boosts Veeva's unique understanding of market wants and needs. This was echoed by the firm's customers, who gave Veeva's market expertise extremely high marks."

According to Eric Newmark, Program Director, IDC Health Insights, "Veeva CRM scored in the highest category for its breadth of functionality, and its multitenant cloud platform was reviewed as highly flexible to support life sciences companies into the future."

Veeva was the first to introduce life sciences-specific CRM in the cloud six years ago.

Veeva CRM is part of Veeva's Commercial Suite for life sciences, an integrated family of cloud-based applications that also includes the Veeva Network customer master solution and Veeva Vault for regulated content management. The Veeva Commercial Suite is designed to help life sciences companies create and maintain a complete and accurate view of the customer, develop and manage the compliant content, and enable more effective customer engagement across multiple communication channels.

"Veeva is honored to be recognized as a leader," said Brian Longo, Veeva's general manager, Commercial Products. "Our innovative cloud solutions help life sciences companies address some of their biggest challenges, including speeding time-to-market and selling more effectively through multiple channels. We remain committed to customer success and being a trusted partner to the industry."

To see the IDC MarketScape for findings, visit www.veeva.com/IDC.

About IDC MarketScape

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of IT, telecommunications, or industry-specific suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market.



IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT, telecommunications, or industry-specific vendors can be meaningfully compared. The framework also provides technology buyers with a transparent foundation to allow companies to independently compare the strengths and weaknesses of current and prospective vendors.

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 more than 170 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, Osaka, Tokyo, Sydney and Singapore. For more information, visit www.veeva.com.

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Contact:

Lisa Barbadora
Public Relations
Veeva Systems Inc.
610-420-3413
pr@veevasystems.com

