



For Immediate Release

High-growth Pharmaceutical Company Drives More Efficient Reviews with Veeva Vault PromoMats

Depomed speeds review and approval of promotional materials with life sciences-specific, cloud solution

PLEASANTON, CA — Oct. 28, 2014 — Depomed, Inc. has streamlined its promotional material review process and increased efficiency by replacing its Excel-based system with Vault PromoMats, Veeva Systems' promotional materials management solution. Bringing all parties together in the cloud for better collaboration, Vault PromoMats speeds the review and approval of promotional materials. Enabling Depomed to reduce its number of face-to-face medical, legal, and regulatory (MLR) reviews, Vault has provided the agility needed to keep up with the company's expanding portfolio of products.

"We previously reviewed all pieces of content in face-to-face meetings," explained Kathleen Bennett, senior manager of regulatory affairs at Depomed. "With Vault PromoMats, multiple people review content simultaneously via the cloud, resulting in fewer in-person sessions. Now our existing staff can get through an increasing volume of content more quickly, so we're accomplishing more."

Delivered in the cloud, Vault PromoMats is easily accessible to all contributors and provides role-based visibility to internal groups and external partners. Vault PromoMats' dashboards and reporting capabilities help Depomed monitor progress and identify bottlenecks early. This allows the company to respond proactively, rectifying potential issues before they have a chance to impact progress. "Vault PromoMats has made our processes more transparent and effective," said Shay Bujanover, senior director of medical affairs at Depomed. "We are able to see the full history of each document at a glance, and all reviewers can easily view each others' comments and respond in real time."

Automated workflows and audit trails ensure document control, eliminating the need for manual version tracking. Any change to a piece is automatically recorded in the system and establishes a clear chain of custody for all content.

Depomed is using multiple applications from Veeva's Commercial Cloud for life sciences to support its swift growth. Along with managing promotional materials through Vault PromoMats, the organization is leveraging Veeva CRM to better understand and reach customers across multiple channels. A set of unified applications built for life sciences, [Veeva Commercial Cloud](#) marries customer data, multichannel interactions, and compliant content. With [Veeva CRM](#), [Veeva Network](#) customer master, and [Veeva Vault](#) for regulated content management interoperating seamlessly in the cloud, companies can deliver a fully orchestrated, personalized, and compliant customer experience.

"Veeva is helping us move faster as an organization," concluded Bujanover. "Industry-specific, cloud technology is our foundation for continuous advancement, providing us with new innovations and capabilities on an ongoing basis – a key strategic advantage as we grow."

For Additional Information:

- For more information on Veeva Vault PromoMats, please visit <http://www.veeva.com/commercial-content-management/vault-promomats/>
- Stay updated on the latest Veeva news on LinkedIn: <http://www.linkedin.com/company/veeva-systems>
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About Depomed, Inc.

Depomed, Inc. is a specialty pharmaceutical company focused on developing and commercializing products to treat pain and other central nervous system conditions. The company was founded in 1995 and has established itself by developing and incorporating promising technology into differentiated therapeutic products, taking those products through clinical approval, and building a strong market presence.

About Veeva Systems

Veeva Systems Inc. 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 200 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. Veeva is headquartered in the San Francisco Bay Area, with offices in Europe, Asia, and Latin America. For more information, visit www.veeva.com.

Forward-looking Statements

This release contains forward-looking statements, including statements regarding benefits from the use of Veeva's solutions and general business conditions. Any forward-looking statements contained in this press release are based upon Veeva's historical performance and its current plans, estimates and expectations and are not a representation that such plans, estimates, or expectations will be achieved. These forward-looking statements represent Veeva's expectations as of the date of this press announcement. Subsequent events may cause these expectations to change, and Veeva disclaims any obligation to update the forward-looking statements in the future. These forward-looking statements are subject to known and unknown risks and uncertainties that may cause actual results to differ materially. Additional risks and uncertainties that could affect Veeva's financial results are included under the captions "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations," in the company's filing on Form 10-Q for the period ended July 31, 2014, which is available on the company's website at www.veeva.com under the Investors section and on the SEC's website at www.sec.gov. Further information on potential risks that could affect actual results will be included in other filings Veeva makes with the SEC from time to time.

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