FOR IMMEDIATE RELEASE

New Remote Detailing Solution Expands Life Sciences' Multichannel Capabilities for Improved Customer Engagement

Veeva CRM CoBrowse brings user-guided, digital detailing to the cloud

PLEASANTON, CA – Nov. 18, 2014 – Veeva Systems today announced the availability of Veeva CRM CoBrowse, a new remote detailing solution that enables real-time, interactive engagement and collaboration with customers online. CoBrowse allows call center, medical affairs, and field sales teams to lead healthcare professionals (HCPs) through approved promotional and medical content, while automatically capturing all interaction details in Veeva CRM. It can also leverage Veeva Closed Loop Marketing (CLM) content to maximize message consistency and return on content investment across channels.

"With all communication channels united in the cloud, life sciences organizations can carry on a seamless conversation with their customers as they move from one channel to another, reusing content for a consistent experience and optimizing promotional investment," said Paul Shawah, vice president of product marketing at Veeva. "The ability to analyze all interactions across the customer journey will help companies provide increasingly more relevant, timely, and useful support to stretched physicians."

CoBrowse, included with Veeva CRM and CLM, is the newest channel in Veeva Commercial Cloud, joining Veeva CLM for face-to-face communication, Veeva CRM Engage for self-directed web interactions, and Veeva CRM Approved Email for compliant email. By delivering a single, enterprise-wide cloud solution, Veeva provides ongoing insights across touchpoints for a customer journey that gets better over time. According to Gartner, "consider these types of technologies [web-based e-detailing] as a means to garner more physician mindshare and as a supplement to in-person detailing. A 20-minute e-detail with 30% of a target audience is probably better than a two-minute detail with 70% of a target group in terms of influencing prescribing behavior."[1]

By adding Veeva CRM CoBrowse to the channel mix, life sciences companies create a more personalized experience while compounding the impact of subsequent customer interactions across other channels. Research shows that sales reps remain HCPs' preferred resource, but 90% of physicians also say that online resources have improved their ability to provide care.[2,3] CoBrowse delivers an ideal combination of both. As a remote detailing tool, it enables sales reps to hold a two-way dialogue with busy HCPs at their convenience, simulating an in-person presentation and continuing the conversation. Compliant content – including images, video, presentations, Word documents, and PDF files – is shared online via remote navigation. HCPs

Synchronizing the Physician's Journey Across Channels

A customer's journey traverses a number of touchpoints and channels. The experience can start with a Veeva CRM Approved Email sent by the field rep, inviting the physician to a CoBrowse e-detailing session. To get more information, the customer then visits a web portal powered by Veeva CRM Engage followed by contacting a call center to schedule an office visit. With Veeva, all activities are synchronized and captured, and all content is consistent.

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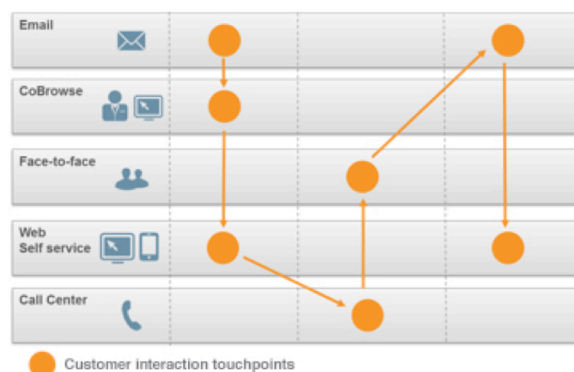
simply need a phone and access to any web browser to run a CoBrowse session. No application installation or download is required.

CoBrowse also improves efficiency for field reps with expanding territories, allowing increased customer contact with less time away from the home office.

"Most multichannel communications today consist of a series of disconnected touches that are not in sync and, therefore, do not align directly with customers and their needs as they unfold," concluded Shawah. "Veeva CRM CoBrowse, coordinated with all channel interactions, allows life sciences companies to seamlessly guide each customer through the natural progression of the conversation via their preferred format for a better overall experience."

Veeva CRM CoBrowse is part of Veeva Commercial Cloud, a unified set of applications that marries multichannel interactions, customer data, 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 customer experience across all channels while ensuring compliance.

In Other Veeva News…

In addition to today's announcement of Veeva CRM CoBrowse, Veeva also unveiled new innovations to Veeva Vault that now deliver a single source of truth for content across the enterprise, uniting teams from research and development to commercial. This breakthrough in regulated content management balances global harmonization with local autonomy for regions, departments, and therapeutic areas. Read the full announcement.

Additional Information:

- To learn about Veeva CRM CoBrowse, visit www.veeva.com/commercial-multichannel-crm/veeva-cobrowse/
- Stay updated on the latest Veeva news on LinkedIn: www.linkedin.com/company/veeva-systems
- Follow @veevasystems on Twitter: www.twitter.com/veevasystems
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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, demand for 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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Sources:

1. Gartner research note, Hype Cycle for Life Sciences, September 2014.
2. *ePharma Physician® 2014*
3. http://www.wolterskluwerhealth.com/News/Documents/White%20Papers/Wolters%20Kluwer%20Health%20Survey%20Executive%20Summary-Media.pdf?utm_source=huffingtonpost.com&utm_medium=referral&utm_campaign=pubexchange_article

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