General Service Description

This Service Description Document gives a high level description of the products available from Veeva Systems. To see to which products you have subscribed, please refer to your Order Form. To see the legal terms of your agreement, please refer to your Veeva Systems Master Subscription Agreement (the "Agreement"). For a more detailed description of how your Veeva Service works, please see the user or administrator guides of Veeva or any applicable third-party software (e.g. salesforce.com), the terms of which remain separate from this document.

Veeva CRM Service

The Veeva Systems CRM Service (The Veeva CRM Service) is a set of software programs ("Veeva CRM Software") that run on top of the salesforce.com platform. Customer data is stored in the salesforce.com data center and accessed by Veeva CRM Software using the salesforce.com Web Services API. This salesforce.com Web Services API and the salesforce.com service include the ability to report, administer, customize, extend, and integrate with the salesforce.com service as described in the Salesforce.com User Guide.

Veeva CRM Software consists of definitions and programs that reside inside the salesforce.com data center (such as APEX code, sControls, custom fields and custom objects as defined in the salesforce.com User Guide) and processing logic that exists in the Veeva CRM data center. The Veeva CRM Software and the salesforce.com service interact smoothly together to provide a consistent end user and administrative experience.

Veeva CRM Service

Product List

The Veeva CRM Service currently includes the following products:

- Veeva CRM *(formerly VBioPharma with Platform)*
- Veeva CRM Mobile *(formerly VMobile)*
- VInsights
- Veeva CLM
- Veeva CLM-standalone
- Approved Email
- Engage
- CoBrowse
- Salesforce.com Administration License
- Salesforce.com Full Sandbox
- Salesforce.com Data Storage

Product Description: Veeva CRM

The Veeva CRM application is targeted for online connected use by employees of pharmaceutical and biotechnology companies in the primary sales, specialty sales, managed care sales, and medical and scientific liaison roles. It includes the following functionality:

Data Model

An account centric data model is provided that can model medical professionals (such as doctors and nurses) and medical businesses (such as group practices and hospitals). It can also model contacts associated with those medical businesses and affiliations between these businesses and professionals. The data model includes "Standard Fields" defined by Veeva which should not be removed by the Customer. These standard fields and other standard definitional objects have "_vod" embedded in the name (not the end user viewable label) to indicate that they should not be removed.

Customers are free to extend the delivered data model using the tools of the salesforce.com platform, subject to the terms of their Agreement. This includes adding fields to existing objects and adding new objects that relate to the Veeva data model.

Custom User Interface Controls

The Best Times Control is included to record in a graphical way the best times to visit a medical professional or medical business. The Sphere of Influence is included to graphically show and edit the affiliations between different accounts and contacts. The Product Ratings Control is included to show a graphical by product view of metrics for each medical professional and medical business and provide a quick editing ability of these metrics.

Call Reporting

An easy to use and configurable call reporting module is provided to record interactions with medical professionals and medical businesses. This includes the ability, from one screen, to record attendees, products discussed, comments, expenses incurred, associated medical events and follow up activities.

The call reporting model can have different screen layouts for different user groups (such as specialty sales groups or managed markets groups versus MSL) and can be customized to add custom fields of number, text, date, and picklist types.

My Schedule

A module is provided to plan and schedule visits with medical professionals and businesses. A weekly calendar view is provided, and scheduling takes into consideration the user's current calendar and best times to visit the professionals and businesses. This functionality is integrated with the existing salesforce.com calendar.

Sample Inventory Management

A module is provided to allow for PDMA compliant sample inventory management.

Supporting Modules

Supporting modules are included to support the main Veeva CRM functions. These include setup and configuration pages, a product catalog, structured messages, and to the ability to maintain multiple addresses for each professional and business.

Platform Included

The Veeva CRM application also contains the Salesforce.com Platform Unlimited Edition (as defined in the salesforce.com end user guide), which Customer may use to customize and extend the Veeva CRM application. The Salesforce.com Platform Unlimited Edition includes one Full Sandbox, and five Developer Pro Sandboxes. Veeva resells and provides support for the Salesforce.com Unlimited Edition product for use with the Veeva CRM application. Salesforce.com does not provide direct end user support for Veeva CRM.

Product Description: Veeva CRM Mobile

The Veeva CRM Mobile application is targeted for disconnected (from the Internet) use by employees of pharmaceutical and biotechnology companies in the primary sales, specialty sales, managed care sales, and medical and scientific liaison roles. Veeva CRM Mobile requires a license to the Veeva CRM application. It includes a subset of the functionality in the Veeva CRM application. The application can be used on the Windows Mobile platform, Windows XP, Windows Vista, Windows 7, and Windows 8 including Tablet PCs, Apple iPad or the BlackBerry platform.

Product Description: VInsights

VInsights is an analytics solution meant for use by sales representatives and managers to quickly show progress on an account or a territory along a set of predefined metrics. VInsights holds these primary types of data in the Veeva Service:

- Prescription data (retail or exponent)
- Third party shipping data (non retail or DDD)
- Prescription data by benefit plan (PLANTRAK)
- Shipments data

Dashboards can be configured on the syndicated data, and displayed on the online system for territory level and account level analytics, and on Veeva CRM Mobile Tablet Edition for account level analytics.

Product Description: Veeva CLM

The Veeva CLM application is targeted for use by employees of pharmaceutical and biotechnology companies in the primary sales, specialty sales, managed care sales, and medical and scientific liaison roles. Veeva CLM requires a license to the Veeva CRM application. It includes the following functionality:

Media Player
The Media Player provides the ability to select and display various media types within the application and tracks the presentations displayed to the physician as well as provides an API to the Veeva CRM application for consumption and posting of transaction data.

Media Storage and Loading
Customers are able to load media assets into the Veeva CLM application. The media assets are then able to be stored and categorized for alignment to users of the Veeva CLM application.

Media Alignment
Media assets can be aligned to users of the Veeva CLM application, providing a mechanism to distribute specific content to targeted customers.

The Veeva CLM application is supported on the Apple iPad and Windows 8 platforms.

Product Description: Veeva CLM-standalone

The Veeva CLM-standalone application represents the Veeva CLM application without the prerequisite of the Veeva CRM application. By leveraging the standalone version, all tracking of presentation activity as well as the API to data contained within the Veeva CRM application has been restricted. It includes the following functionality.

Media Player
The Media Player provides the ability to select and display various media types within the application.

Media Storage and Loading
Customers are able to load media assets into the Veeva CLM application. The media assets are then able to be stored and categorized for alignment to users of the Veeva CLM application.

Media Alignment
Media assets can be aligned to users of the Veeva CLM application, providing a mechanism to distribute specific content to targeted customers.

The Veeva CLM-standalone application is supported on the Apple iPad platform.
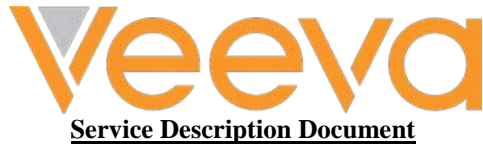
Product Description: Approved Email

Approved Email is targeted for use by employees of pharmaceutical and biotechnology companies in the primary sales, specialty sales, managed care sales, and medical and scientific liaison roles. Approved Email requires a license for each user to the Veeva CRM application and includes a Veeva Vault PromoMats Base with one Veeva Vault PromoMats Full User. It includes the following functionality:

Email Wizard
The Email Wizard provides the ability to construct and send emails by selecting Approved Email templates, Approved Content to distribute, and targeted recipients to receive the email within the application.

Enterprise Email Engine
The Enterprise Email Engine enables Customers to define email domain aliases for the distribution of all Approved Emails. All emails are distributed through the enterprise email engine with email activity tracking captured and integrated into the Veeva CRM application.

Approved Content Management
Customers are able to load approved content, including email templates, email images, and approved documents for distribution via email within Vault PromoMats. The approved content can be stored and approved through approval workflow processes. Approved content is then made available to the users of Approved Email for distribution.

Approved Content Alignment
Approved Content can be aligned to users of the Approved Email application, providing a mechanism to distribute specific content to targeted customers.

Approved Content Viewer
The Approved Content Viewer provides a document and content viewer that can be embedded within a customer's externally accessible website or portal. Recipients of Approved Emails, such as Health Care Professionals, will be directed to the Approved Content viewer upon click of a url within the Approved Email.

The Approved Email application is supported on the online system and the Apple iPad platform.

Veeva uses a third party service provider (Rackspace US, Inc.) for the email distribution functions of the Approved Email service. Rackspace receives the email addresses and the text content of email messages sent using the Approved Email service ("Content") in order to send the requested emails. Rackspace is contractually prohibited from using the Content for any purpose other than providing email distribution services to Veeva. Rackspace is located in the United States, and is EU and Swiss Safe Harbor certified.

Product Description: Engage

Engage is an online platform for self-service viewing of content. Engage is targeted for use by physicians and other customers of pharmaceutical and biotechnology companies. Engage includes a Veeva Vault PromoMats Base with one Veeva Vault PromoMats Full User. It includes the following functionality:

Media Player
The Media Player provides the ability to display various media types within an online portal or website and tracks the presentations displayed to the physician as well as provides an API to the Veeva CRM application for consumption and posting of transaction data. The Media Player can be embedded within a customer's externally accessible website or portal.

Approved Content Management
Customers are able to load approved content for viewing in the Media Player within Vault PromoMats. The approved content can be stored and approved through approval workflow processes. Approved content is then made available to the viewers of Engage.

The Engage application is supported on external websites or portals.

Product Description: CoBrowse

CoBrowse is an online platform for remote presentation of content to a 3rd party, such as a Health Care Professional. CoBrowse is targeted for use by employees of pharmaceutical and biotechnology companies in the primary sales, specialty sales, managed care sales, and medical and scientific liaison roles. CoBrowse is included with the Veeva CLM product. It includes the following functionality:

Remote Media Player
The Remote Media Player provides the ability to present various media types within an online portal or website and tracks the presentations displayed to the physician as well as provides an API to the Veeva CRM application for consumption and posting of transaction data. The presenter is able to invite a 3rd party viewer, such as a Health care Professional to view the presentation through a website or portal. The Remote Media Player can be embedded within a customer's externally accessible website or portal.

Media Alignment
Media assets can be aligned to users of the CoBrowse application, providing a mechanism to distribute specific content to targeted customers.

Approved Content Management
Customers are able to load approved content for viewing in the Media Player within Vault PromoMats. The approved content can be stored and approved through approval workflow processes. Approved content is then made available to the presenters and viewers of CoBrowse.

The CoBrowse application is supported on external websites or portals.

Product Description: Salesforce.com Administration License

The Salesforce.com Administration License is a full salesforce.com Unlimited Edition license resold by Veeva for the purpose of administering the Veeva application. Veeva resells and provides support for the Salesforce.com Administration License product for use with the Veeva CRM application.

Product Description: Salesforce.com Full Sandbox

The Salesforce.com Full Sandbox is an additional full salesforce.com sandbox resold by Veeva for the purpose of providing an additional configuration and testing instance for the Veeva application. Veeva resells and provides support for the Salesforce.com Full Sandbox product for use with the Veeva CRM application.

Product Description: Salesforce.com Data Storage

The Salesforce.com Data Storage provides an additional 10 GB of data storage for additional storage capacity within the Customer org. Veeva resells and provides support for the Salesforce.com Data Storage product for use with the Veeva CRM application.

Product Bundles

The Veeva CRM Service currently includes the following product bundles:
- Veeva CRM with Mobile *(formerly VBioPharma with Platform and VMobile)*
- Veeva CRM with Mobile and CLM
- Veeva CRM Bundle *(formerly VBioPharma Unlimited)*
- Veeva CRM Bundle with CLM
- Veeva Commercial Cloud Bundle

Additional product bundles can be defined based on customer need.

Veeva CRM with Mobile

Veeva CRM with Mobile includes the Veeva CRM and Veeva CRM Mobile applications.

Veeva CRM with Mobile and CLM

Veeva CRM with Mobile and CLM includes the Veeva CRM, Veeva CRM Mobile and the Veeva CLM applications.

Veeva CRM Bundle

Veeva CRM Bundle includes the Veeva CRM, Veeva CRM Mobile and the VInsights applications.

Veeva CRM Bundle with CLM

Veeva CRM Bundle with CLM includes the Veeva CRM, Veeva CRM Mobile, VInsights, and Veeva CLM applications.

Veeva Commercial Cloud Bundle

Veeva Commercial Cloud Bundle includes the Veeva CRM, Veeva CRM Mobile, VInsights, Veeva CLM, Approved Email, Production Network Customer Master and Vault PromoMats Full User applications.