

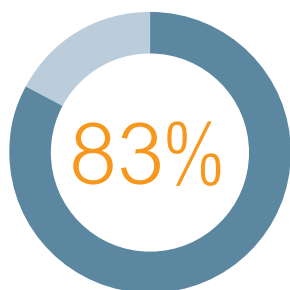
# Veeva OpenData

## Customer Data

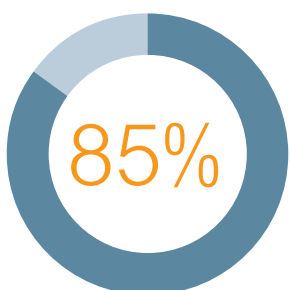


## Open, Easy, Global Customer Data

### Quality data. Fair pricing. Hassle free.



**83% of life sciences executives report the quality of their customer data is a significant challenge**



**85% of life sciences executives say improving customer data is top priority**

Reliable, complete customer data is critical to commercial life sciences, enabling everything from customer engagement to compliance. Yet, today 83% of life sciences executives report the quality of their customer data is a significant challenge.

Companies struggle with data vendors' unpredictable pricing, inconsistent quality, and the complexity of bringing together disparate customer data from multiple sources. These limitations impact customer targeting and outreach, increase compliance risk, and drive up cost.

Veeva OpenData Customer Data delivers comprehensive records for healthcare professionals (HCP), healthcare organizations (HCO), affiliations, and compliance, while providing an approach to data that is open, easy, and global. Data quality and completeness are assured through rigorous automated processes and steward-led validation. Pricing is simple and straightforward. Use Veeva OpenData Customer Data where and how you need, without contractual hassles. Designed with a global view, Veeva OpenData delivers a consistent standard of quality and services across all its markets.

In addition, the Veeva OpenData Partner Program significantly reduces the cost and complexity of working with data, technology, and service providers. With many agreements already in place, key partners have seamless access to Veeva OpenData for sharing, integration, and pre-alignment of customer data, eliminating restrictive contracts and burdensome limitations.

## Key Business Benefits

- Broaden your team's understanding of the healthcare landscape, identify new customers, and personalize interactions with high-quality customer information.
- Improve sales and marketing productivity and increase compliance with cleansed, validated customer names and addresses and enriched records, including specialty and licensing information.
- Gain cross-border visibility to reliably track and aggregate spend at the HCP level for transparency reporting.
- Use data where and how you need it with Veeva OpenData's open approach which removes three party agreements through its partner ecosystem.
- Eliminate the challenge of complicated data integrations and the need to subscribe to multiple external data feeds, while streamlining with fair, simple pricing.

## Solution Features

Veeva OpenData Customer Data and Veeva OpenData Compliance Data deliver a consistent global standard for data quality with detailed and verified HCP, HCO, affiliations, and compliance information.

### Customer Reference Data

Complete HCP, HCO and affiliations data for improved targeting, increased commercial productivity, and better market penetration.

### Compliance Data

Accurate prescriber specialty information and frequently-updated license data enables compliance and adherence with all regulatory programs. HCP targets are cross verified and enhanced routinely to ensure PDMA compliance.

### Customer Identifiers

Veeva OpenData HCP and HCO identifiers help you navigate complex healthcare networks, aggregate spend, and provide visibility to cross-border activity.

### Multi-Sourced For High Accuracy

Veeva OpenData Customer Data combines country-specific information from authoritative public and local sources. Core elements are verified through a robust matching process.

### Meticulously Verified

A global staff of expert data stewards follow rigorous quality procedures leveraging web and phone research techniques to update customer information continuously and precisely.

### Open Partner Program

With the Veeva OpenData Partner Program, you can bring together multiple sources of customer data without the headache of three-party agreements.

### Seamless Interoperability

Veeva OpenData Customer Data can be purchased standalone or used with other Veeva Commercial Cloud solutions including Veeva CRM and Veeva Network Customer Master software.