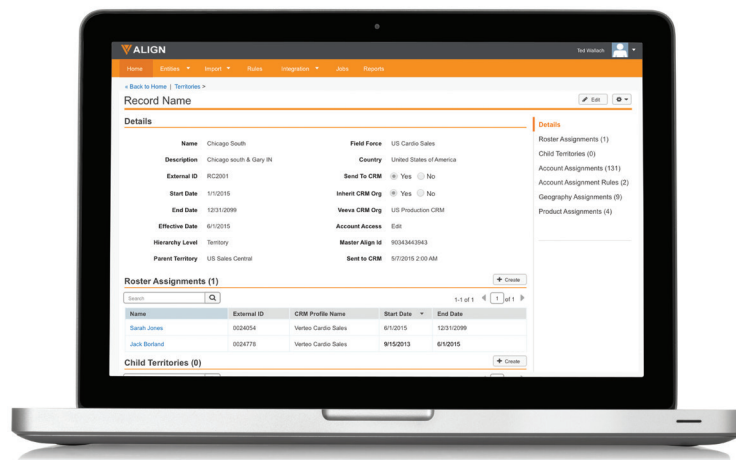


Veeva Align

The Right Alignments.
Faster.



The traditional way of aligning commercial teams has not kept pace with the rapidly changing needs of the healthcare industry. Lengthy alignment times inhibit commercial results analysis prior to every new sales cycle, leading to poor sales performance and field dissatisfaction. Increasing sales effectiveness hinges upon creating fast, dynamic alignments of all sizes. To achieve the optimal resource allocation, you need the flexibility to incorporate critical information, including your commercial team's feedback, customer relationships, and HCP channel preferences.

Veeva Align delivers the right alignments faster. Using a single global solution that seamlessly interoperates with Veeva CRM, you can rapidly adjust to market needs and available resources. Align allows companies to seamlessly recognize and resolve alignment errors using reports and dashboards, then preview the new alignment before sending it to Veeva CRM and other downstream systems.

With faster alignments, optimized for reps' skills, field feedback, and other crucial factors, your field force is ready and productive at the start of every sales cycle. More attributes enable you to better define targets, for effective and efficient commercial execution. And with seamless integration to Veeva CRM, Veeva Align reduces manual handoffs, saving you time and resources.

Key Business Benefits

- **Fast:** Preview enterprise-sized alignments in minutes using cloud technology.
- **Integrated:** Native bi-directional integration between Align and Veeva CRM eliminates manual hand-offs, while seamless field feedback and collaboration improves alignment accuracy.
- **Global:** Veeva Align provides a single global platform for central management and local control.

Solution Features

Fast, Iterative Execution

Maximize product adoption by tuning alignments to meet changing market conditions and evolving product maturity. Allocate your resources accurately at the start of every sales cycle by iterating alignments to improve results.

Expanded Territory Definition

Transcend traditional geographic constraints by defining territories based on an expanded set of criteria, such as sales reps skills or relationships with healthcare professionals (HCPs). Flexible territory definition and hierarchies for field groups allow for different assignment models, various cycle frequencies, and hybrid territories.

Multidimensional Roster Management

Improve the allocation of field personnel by using multiple attributes. Incorporating dimensions such as addresses, rep skills and certifications, and other relevant criteria improve the accuracy of field assignments.

Vital Historical Alignments

Reduce audit costs and maintain compliance requirements. Historical alignments are available for review at any time, enabling accurate compliance reporting by effective date.

Enriched Customer List

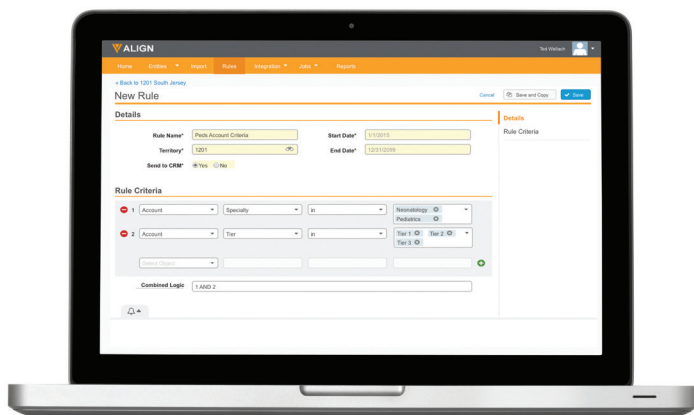
Assign customers based on multiple customer attributes for more accurate alignments. Leverage attributes from customer master data, customer relationship management (CRM) applications, or other segmentation data to fine-tune alignment criteria.

Seamless Veeva CRM Integration

Reduce the need for multiple integration points and manual processing of data by seamlessly importing and exporting data between Veeva Align and Veeva CRM, including custom fields. Customer and resource data are kept current based on your business rules for accurate alignments.

Enhanced Assignment Rules Engine

Create territory assignment rules to ensure automated, accurate, and compliant alignments. Account assignment rules such as zip-to-territory, brick-to-territory, micro-brick-to-territory, specialty, and other attributes can be configured to fine-tune the alignment process. Further refine results by structuring territories based on HCP-HCO affiliations. Manage criteria rules at a field force level to streamline rule inheritance.



Create and edit assignment rules