

# Veeva Commercial Cloud

## Simplify the Path to Commercial Excellence

With life sciences companies facing increasing price pressures, impending patent cliffs, and intensifying regulations, the commercial model has become more complex. To address these challenges, commercial organizations are moving away from traditional, sales rep-driven face-to-face meetings to a model where multiple teams deliver compliant messages and content, via a mix of channels, to multifaceted customers. These customers include hospitals, healthcare networks, physician, pharmacies and other key decision makers. Managing all these interactions often involves deploying numerous disparate software systems, resulting in informational siloes, custom modifications, and integrations.



**Veeva Commercial Cloud** is an interoperable, global solution that brings together the customer data, multichannel interactions, and compliant content required for life sciences companies to achieve commercial excellence.

**Veeva CRM** is the most advanced, cloud-based multichannel CRM system for the life sciences industry, with built-in closed loop marketing (CLM), regulated email, remote navigation, and web engagement capabilities. Today, customers demand access to information anytime, anywhere, via their channel of choice. As the backbone of a multichannel strategy, Veeva CRM enables companies to plan, execute, and measure engagement across channels to improve customer centricity.

**Veeva Network** provides a global customer master application that cleanses, standardizes, and de-duplicates HCP and HCO data from multiple systems and data sources to arrive at a single, consolidated customer master record, with stored references to originating sources.

**Veeva OpenData** is an open, easy and global customer reference data solution, providing accurate healthcare professional (HCP), healthcare organization (HCO), affiliations, and compliance data when, where, and how you need it—across teams and geographies.

**Veeva Vault** provides a regulated content management platform and applications for promotional materials and medical communications, and is the single source of content for all Veeva CRM channels. Companies can create, maintain, approve, distribute, and ultimately withdraw content through Veeva Vault – across every channel.

## V CRM

### Coordinated Planning

Veeva CRM is tailored to the unique needs of pharmaceutical, biotech, animal health, and consumer health markets. It offers prebuilt functionality enabling all user groups, including primary care, specialty care, medical science liaisons (MSLs), key account managers, and managed markets account executives, to manage, track, and optimize multichannel customer interactions.

### Multichannel Execution

Veeva CRM mobile applications with built-in closed loop marketing (CLM), for face-to-face customer interactions, provide all customer data, activity, and feedback within the same system, improving field productivity. With Veeva CRM CoBrowse for remote, guided presentations, Veeva CRM Approved Email for compliant emails, and Veeva CRM Engage for online interactions, you can have relevant and compliant conversations using the channel of your customer's choice. Interactions across these channels are captured in Veeva CRM making it easy to derive actionable insights. For call center and self-service portal there is an easy integration with Salesforce.com Service Cloud.

## V Network

### Complete Customer View

Veeva Network Customer Master is a master data management (MDM) application for creating and maintaining a single, complete, and accurate customer view. The solution de-duplicates, standardizes, and cleanses HCP and HCO data from multiple data sources, and cross-references data to source systems, arriving at a consolidated customer master record.

Seamless integration with Veeva CRM puts accurate customer information at the fingertips of sales and marketing for effective multichannel engagement. Third-party proprietary data uploaded to Veeva Network Customer Master is appropriately safeguarded and kept separate from Veeva OpenData.

## V OpenData

### Accurate, Complete Customer Data

Veeva OpenData Customer Data delivers comprehensive healthcare professional (HCP), healthcare organization (HCO), affiliations, and compliance data that is open, easy, and global. Data quality and completeness are assured through rigorous automated processes and steward-led validation. Pricing is fair and simple. And you can use Veeva OpenData where and how you need, without hassle. In addition, Veeva OpenData Email Services offers more than a million verified email addresses enabling reliable digital engagement.

Veeva OpenData Services provides data quality consulting, data enhancements, and ongoing maintenance services to improve data quality, delivering accurate and complete profiles.

## V Vault

### Compliant Content

Veeva Vault PromoMats is an end-to-end solution for the creation, approval, and distribution of regulated promotional materials. It ensures faster time-to-market and reduced risk associated with creation and global distribution of promotional content. Vault PromoMats delivers a complete end-to-end solution including internal and external collaboration, a robust digital asset library, flexible review workflow, and single-click multichannel distribution and withdrawal, with actionable insight to remove bottlenecks at every stage. It serves as common repository for regulated content distribution across all channels.

### Delivering Commercial Excellence, in the Cloud

Veeva Commercial Cloud offers cloud-based, life science-specific applications designed to drive customer centricity across multiple channels. Commercial teams can come together in the cloud to improve collaboration and deliver the right messages to multifaceted customers. Eliminating the need to integrate and manage siloed systems, Veeva Commercial Cloud brings companies the speed and agility needed to meet commercial goals and keep up with a rapidly changing life sciences market.

Veeva's multitenant cloud architecture ensures that there are no servers to buy or maintain, no upgrade projects, and reduced system validation costs. Your system is always current, with the latest capabilities.