



FOR IMMEDIATE RELEASE

## Veeva Systems to Deliver Veeva CRM Events Management and Veeva Align for Greater Commercial Effectiveness

**PHILADELPHIA, PA – June 10, 2015** – Veeva Systems kicked-off its 7<sup>th</sup> Commercial Summit with the launch of two major new Veeva Commercial Cloud products, [Veeva Align](#) and [Veeva CRM Events Management](#). These new offerings help life sciences firms execute on sales and marketing goals more effectively, while keeping up with changing compliance requirements. Veeva Align is a global solution integrated with Veeva CRM for faster, more accurate sales territory alignments. Veeva CRM Events Management allows companies to better manage all events in coordination with the field, and provides full visibility into activities, speakers, attendees, and spend.

### **NEW Veeva Align – *The Right Alignments Faster***

Life sciences companies are deploying new commercial models, engaging with multiple stakeholders, and operating in an environment of unprecedented change. In light of these realities, territory alignment is more critical – and more challenging – than ever. The current approach is slow, inflexible, and omits important considerations such as rep skill level, customer channel preferences, and existing relationships. The result is suboptimal utilization of resources, impacting sales execution.

Veeva Align delivers more accurate alignments, faster. Powerful cloud technology captures and processes the volumes of data needed with unprecedented speed. Even the largest territory assignments are deployed in minutes rather than days. With seamless integration with Veeva CRM, alignments are rapidly deployed for field feedback and collaboration. And, as a single global platform, Veeva Align provides centralized management while still allowing for local needs and control.

“Veeva Align executes the largest, enterprise-sized alignments in minutes, and is interoperable with Veeva CRM so fine tuning with the field is fast and seamless,” said Paul Shawah, Veeva’s vice president of product marketing. “Companies will now have the agility to refine and realign throughout the year for a sales force that’s always optimized against a changing marketplace.”

### **NEW Veeva CRM Events Management – *Better Events with Greater Compliance***

With many disparate, disconnected systems in use across event types and geographies, it is nearly impossible to efficiently track speakers and spend. Matching the right speakers with the right audience is challenging, and difficult to coordinate across internal and external parties.

Veeva CRM Events Management is a single solution that helps companies plan and manage events more efficiently, compliantly, and in coordination with field and medical teams. It delivers a complete view of speakers, attendees, and transfers of value, and integrates seamlessly with Veeva CRM for easier, more accurate attendee tracking. Built-in spend management also helps marketers ensure funds are allocated to the right events while staying within budget. With visibility across all events enterprise-wide, Veeva CRM Events Management enables total transparency for greater compliance.

Veeva CRM Align and Veeva CRM Events Management are the latest addition to [Veeva Commercial Cloud](#), which recently earned the distinction of ‘Most Innovative Platform of the Year’ from *PharmaVOICE*. The solution brings together the rich data, compliant content, and interactions needed for life sciences companies to deliver a fully coordinated customer experience across channels. Veeva Align and Veeva CRM Events Management will be available in July 2015.

Also at Veeva Commercial Summit today, the company announced [Veeva CRM Suggestions](#), an upcoming capability in Veeva CRM that leverages data science to recommend the best actions and channels to field reps for greater sales effectiveness. Sales reps can easily view, provide feedback, or take action based on data-driven recommendations.

**Additional Information:**

- For more on Veeva Align, please visit: [veeva.com/products/align](http://veeva.com/products/align)
- For more on Veeva CRM Events, please visit: <https://www.veeva.com/products/multichannel-crm/events-management>
- Stay updated on the latest Veeva news on LinkedIn: [www.linkedin.com/company/veeva-systems](http://www.linkedin.com/company/veeva-systems)
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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 275 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](http://www.veeva.com).

**Forward-looking Statements**

This release contains forward-looking statements, including the market demand for and acceptance of Veeva's products and services, the results from use of Veeva's products and services, and general business conditions, particularly in the life sciences industry. 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 April 30, 2015. This is available on the company's website at [www.veeva.com](http://www.veeva.com) under the Investors section and on the SEC's website at [www.sec.gov](http://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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