

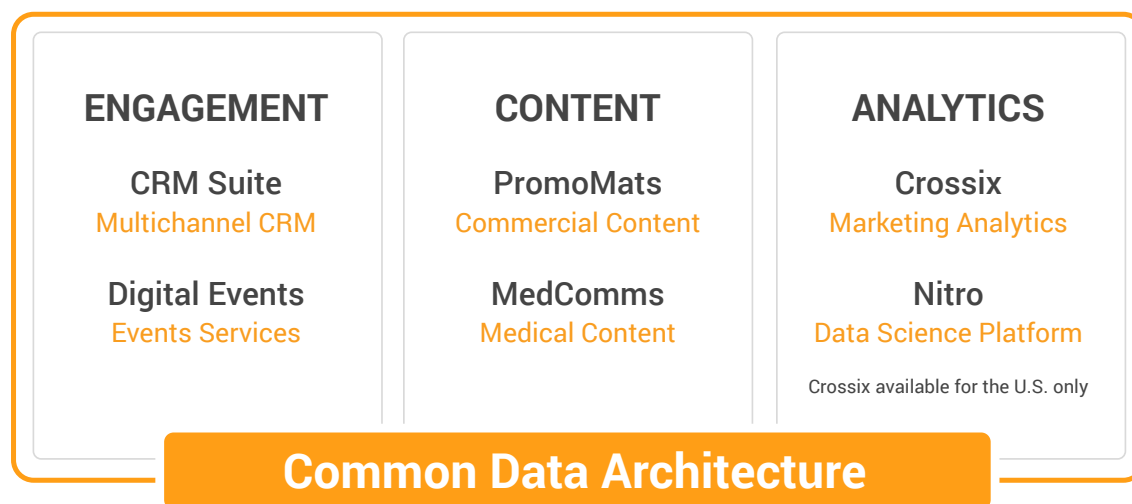
# Veeva Commercial Cloud

## Delivering Commercial Excellence for Sales, Medical, Marketing

Veeva Commercial Cloud is software that brings together multichannel engagement, content, and analytics to drive smarter interactions and deepen customer relationships.

Capabilities within Veeva Commercial Cloud enable sales, medical, and marketing teams to create a more customer-centric and coordinated experience while improving speed and compliance.

## V Commercial Cloud



### Common Data Architecture

Veeva Commercial Cloud is built on a common data architecture. This integrates our products together and establishes a common definition for things like brands, doctors, products, content, and interactions. It ensures a seamless handoff between sales, medical, and marketing teams to create the best experience for your customers.

## Engagement

Aligns the right resources to your customers and enables a multichannel customer experience for personalized interactions and better engagement.

### Veeva CRM

Veeva CRM empowers field teams to engage with customers across channels. Full capabilities across devices and platforms ensure hybrid field teams can adapt to new ways of working.

### Veeva Approved Email

Veeva Approved Email lets field teams email relevant, compliant content directly to customers, helping to connect with hard-to-reach HCPs and extending face-to-face conversations.

### Veeva CRM Engage

Veeva CRM Engage deepens HCP relationships with compliant on-demand access to commercial teams and brands. Field reps and MSLS can securely meet, connect, and share information and respond to requests for materials and samples.

### Veeva Align

Veeva Align simplifies the sales planning process through CRM-integrated territory alignments, roster management, field feedback, and targeting capabilities to enable high-impact field execution.

### Veeva CRM Events Management

Veeva CRM Events Management is a single solution to plan and execute live, virtual, and hybrid events. Embedded in Veeva CRM, it provides a complete customer view to support omnichannel marketing strategies. Assure oversight and compliance with complete control and visibility of all event types.

### Veeva Digital Events

Veeva Digital Events brings together a complete solution for events with best-in-class technology and services. Full-service support includes external expert management and training, event logistics, compliance reconciliations, and marketing staff augmentation with strategic resources.

### Veeva Network

Veeva Network simplifies customer master data management and ensures accurate and timely data is available to support your commercial operations, for better engagement and compliance across all channels around the globe.

## Content

Delivers content at scale across channels, geographies, and brands.

### Veeva Vault PromoMats

Veeva Vault PromoMats provides a single solution for compliant content and digital asset management. Create, review, and distribute content faster at scale.

### Veeva Vault MedComms

Vault MedComms centralizes global scientific content and medical inquiry management in one single solution for more efficient scientific communication.

## Analytics

Measure and optimize your marketing effectiveness with real-time data and analytics.

### Veeva Crossix

Veeva Crossix helps you validate and optimize your marketing spend with real-time data and analytics. It moves beyond traditional metrics to understand the true impact of marketing campaigns on patient and HCP behavior.

### Veeva Nitro

Veeva Nitro is a life sciences-specific commercial data science and analytics platform that's AI-ready. It unifies your most important data sources such as prescription, sales, formulary, and claims data, including regional data sources to provide actionable insights for agile decisions.

## Veeva Business Consulting

Veeva Business Consulting is powered by unique datasets and deeply integrated with our product teams. Whether it's launch planning for a brand, content operating model or segmentation and targeting, Veeva Business Consulting can help you shape your business strategy and streamline your processes.