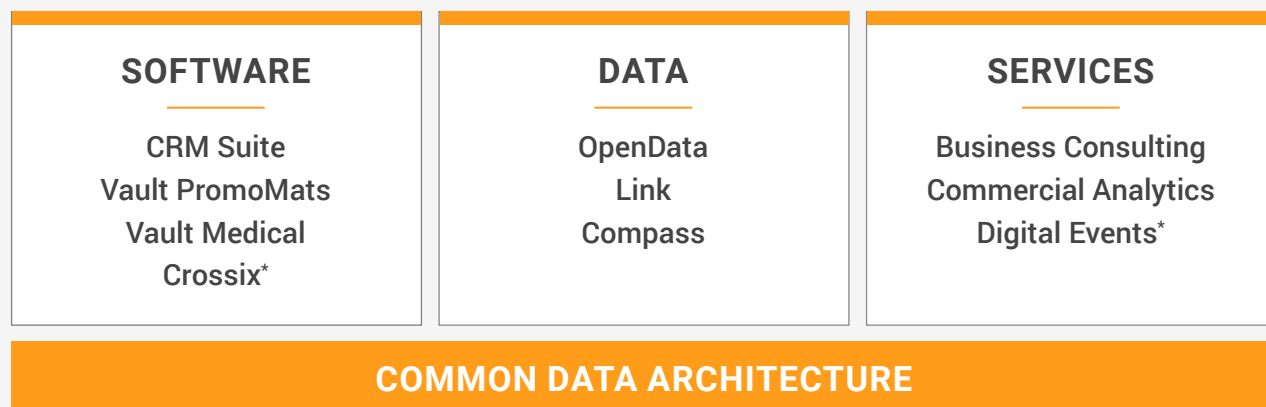


Veeva Commercial Cloud

Achieve Commercial Excellence Across Sales, Medical, Marketing

Veeva Commercial Cloud brings together software, data, and services to drive smarter interactions and deepen customer relationships.

Sales, medical, and marketing teams can create a more customer-centric and coordinated experience – all while improving speed and compliance.



*U.S. specific

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.



Veeva already created the vertical (software) for the pharmaceutical industry and the workflows and terminologies of the industry are pre-configured and embedded in their product.

– Joseph Bejjani, CIO, Idorsia Pharmaceuticals

Software

The foundation for commercial excellence powered by seamless engagement, content management, and advanced analytics.

Veeva CRM Suite

Improve the customer experience by bringing together content, channels, and insights for more personalized engagements.

Veeva CRM – Seamless engagement across channels

Veeva CRM Engage – Meet, connect, and share information

Veeva CRM Events Management – Live, virtual, and hybrid events

Veeva Align – Territory design and alignments

Veeva Network – Clean, standardized customer master data management

Veeva Nitro – Integrated data science and analytics

Veeva Vault PromoMats

Deliver compliant content at scale across channels, geographies, and brands.

Veeva Vault Medical

Manage medical content and inquiries through a single, cloud-based solution.

Veeva Vault MedComms – Centralize scientific content

Veeva Vault MedInquiry – Streamline medical inquiry management

Veeva Crossix

Maximize marketing effectiveness from segmentation and targeting to measurement and optimization.

Veeva Crossix DIFA – Measure marketing initiatives

Veeva Crossix Audience Segments – Reach patient and HCP audiences

Veeva Crossix Patient Insights – Identify patient populations

Data

Unlimited access to high-quality data through modern cloud software.

Veeva OpenData

Support commercial excellence with the most comprehensive and accurate customer reference data.

Veeva Link

Identify the right experts, plan engagement, and optimize strategy with real-time intelligence in one connected platform.

Veeva Link Key People – Real-time KOL data

Veeva Link Scientific Awareness – Success metrics for medical affairs

Veeva Compass

Drive new patient starts and accelerate commercialization with on-demand daily patient claims data.

Services

A team of experts to help accelerate the move to commercial excellence from strategy to execution.

Veeva Business Consulting

Gain differentiated insights and better business outcomes with industry expertise, unique data, and software.

Veeva Digital Events

Accelerate digital transformation with best-in-class event planning services for digital, live, and hybrid events.

Veeva Commercial Analytics

Improve segmentation and targeting with advanced analytics and insights.