

Veeva Commercial Cloud

The Foundation for Intelligent Customer Engagement.

The rapidly changing commercial landscape is placing new demands on life sciences. To succeed in this environment, the industry is focused on putting the customer at the center of their business. Achieving this goal requires new levels of efficiency, agility, and smarter engagement. Veeva Commercial Cloud is the trusted foundation that helps take your customer engagement to the next level.

Exceptional content and insightful customer engagement are at the heart of an outstanding customer experience. Veeva Commercial Cloud marries customer engagement with content to enable a fully customer-centric commercial approach.



CRM Suite

CRM Suite is comprised of multichannel Veeva CRM, Veeva OpenData, Veeva Align, Veeva CRM Events Management, and Veeva Network. It delivers a seamless and intelligent customer experience, leveraging the industry's most accurate customer data while aligning the right resources to your customers.



Commercial Content

Veeva Vault PromoMats provides visibility and control to manage commercial content across your digital supply chain with ease. Built-in creation, review, approval, and distribution capabilities help speed time-to-market for materials across all channels. And global content sharing and reuse can enable significant cost savings.

Veeva Commercial Cloud enables a more efficient, agile, and smarter commercial organization. It is the trusted foundation that helps take your customer engagement to the next level.

CRM Suite

V CRM

[Multichannel Veeva CRM](#)

Veeva CRM is an end-to-end solution delivering life sciences-focused capabilities for the planning and coordination of all your resources, across all channels, including face-to-face, email, and web. Veeva CRM enables your commercial teams to deliver a seamless and smarter customer experience.

V OpenData

[Veeva OpenData](#)

Veeva OpenData delivers millions of detailed customer and opinion leader profiles with a new approach to customer data that's open, easy, and global. Best-in-class services worldwide provide quality professional services, data enhancements, and ongoing data stewardship—helping you continuously improve your data quality and giving you a complete understanding of your customers and stakeholders to improve engagement.

V Align

[Veeva Align](#)

Veeva Align delivers the right alignments faster. Fully integrated with Veeva CRM, Align seamlessly incorporates rep feedback so that you get the most accurate alignments. Align is the modern way to bridge your strategy with execution.

V Events Management

[Veeva CRM Events Management](#)

Veeva CRM Events Management is a single solution to plan and execute all events across the enterprise. It gives you seamless control and total visibility of all speakers, attendees, activities, and spend, for better events with greater compliance.

V Network

[Veeva Network](#)

Veeva Network is a life sciences master data management (MDM) application that makes it fast and easy to deliver trusted master information across commercial teams. It keeps your critical data consistent, current, and accurate for better engagement and compliance across all channels and around the globe.

Commercial Content

V Vault PromoMats

[Veeva Vault PromoMats](#)

Veeva Vault PromoMats is the only life sciences-specific application that combines DAM with review and distribution capabilities. By managing the complete content lifecycle, Vault PromoMats increases speed to market while enhancing compliance.