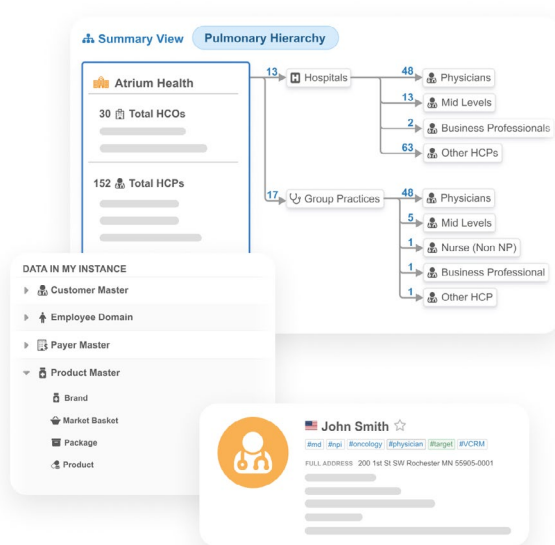# Veeva Network

Trusted Master Data for Commercial Teams

Managing customer master data can often be complex and risky, especially when using bespoke solutions that require custom integrations, leading to high maintenance costs and poor user experience. A global, multi-domain master data management platform and customer master application, specifically designed for life sciences can help simplify master data management.

Veeva Network 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.

Through its native integrations with **Vault CRM** and **Veeva OpenData**, Veeva Network allows for fast and easy master data delivery throughout your commercial organization.

Benefits

- **More impactful field teams.** Provide accurate, comprehensive data to your field teams for impactful HCP interactions.

- **Less wasted time.** Reduce time spent fixing data quality issues and managing custom integrations.

- **Sharper insights.** Increase the accuracy of reporting and analytics with correct master data.

45K+	50%	>7
field users accessing Network	fewer clicks to search and download an HCP	billion records under management

Features

Centralized hub for customer data

Access a clean, standardized, and de-duplicated database of healthcare providers and organizations.

Data mastering beyond customer

Provide an enterprise master data management solution for your organization by mastering all data domains, such as product, payer, employee, and more.

Hierarchy management

Effortlessly navigate complex health system hierarchies for key account management, market access, incentive compensation, and analytics.

Native integration with Veeva Commercial Cloud

Empower your commercial and field teams with real-time access to reliable master data while eliminating time spent managing custom integrations by your IT teams.

Enhanced searching capabilities

Use Key Network and Data Attribute tagging to make searching through millions of HCPs and HCOs fast and easy.

Learn more at veeva.com | **925-452-6500** | **veeva.com/contact**