

Quantifying Value across Veeva Vault Development Cloud

Veeva is committed to helping you maximize the value of your investment in Veeva Vault applications. To support existing and prospective customers, Veeva provides complimentary value consulting services to quantify the impact of process improvements with Veeva Vault.

By quantifying the required investment and potential gains, Veeva helps you develop a business case that supports your chosen strategy. This entails a three-step process: assess process maturity, determine potential cost reductions, and calculate a return on investment. The output of this process helps guide your implementation and increase value realization by informing process optimization decisions.

Veeva's maturity models and cost reduction calculators were developed in close collaboration with multiple life sciences organizations, both large and small. The models and calculators are available across all areas of Vault Development Cloud including clinical operations, quality, and regulatory.

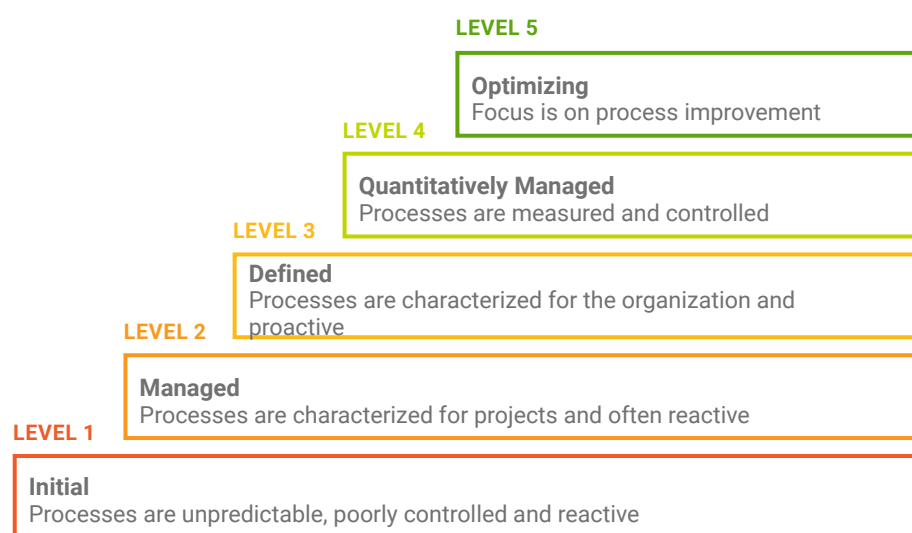


Figure 1. Capability maturity model.

Maturity Model

The first step in the process is to assess maturity, capturing a baseline of where you are today and a target for the desired state. Mapping the differential between your current and desired states helps to create a roadmap for where you want to go, and how to get there.

The model uses a five-point scale to help you assess the maturity of your capabilities for each relevant business process.

Building a Business Case

We enter the maturity evaluation scoring into a cost reduction calculator that estimates a monetary value for each identified improvement and benefit. Based on data from Veeva, industry sources, and your own estimates, the model calculates potential cost reductions and a return on investment. The outputs from this evaluation are detailed calculators and business case slides that help you make your business case.

Multiple Uses for Value Consulting Results	
Project scoping	Support internal alignment on the path forward, ensuring it is well understood and measurable
Vendor selection	Assist with framing your business case
Implementation	Drive discussions at project kick-off and configuration discussions to align decisions with your goals and objectives
Ongoing innovation	Prioritize implementation of new capabilities as they are introduced throughout the year
Strategic planning	Map out the path to your long-term business goals
Performance evaluation	Quantify the value of process improvements to the organization

Figure 2. Your value consulting report is useful at all stages of the Vault lifecycle.

Value Realization

Quantifying value is not a one-time calculation. As part of Veeva's ongoing commitment to customer success, we work with current customers to measure the value realized from process improvements and make recommendations to increase your maturity. This is achieved by identifying key performance indicators (KPIs) and developing a value roadmap shortly after each application is live. Metrics are then collected on a regular basis to track progress as well as identify future improvements. One of the primary value drivers is moving to proactive use of the system, where Vault performs many of the steps that used to be done manually or in external tools such as email or spreadsheets. Transitioning to an active or proactive use of Vault is not only about technology, but also internal change management. The metrics and financial estimates from value consulting help justify the process changes needed to leverage the capabilities of Veeva's unified application suites.

Vault Development Cloud can significantly improve the efficiency of your business processes and by quantifying that value, Veeva helps you achieve your efficiency goals.

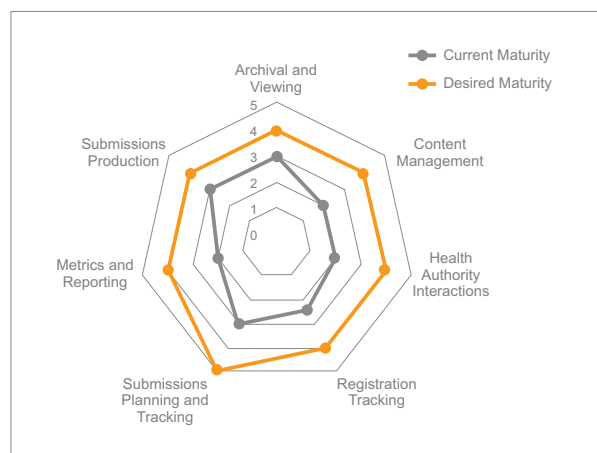


Figure 3. Sample visualization of current vs. desired maturity for a regulatory assessment.

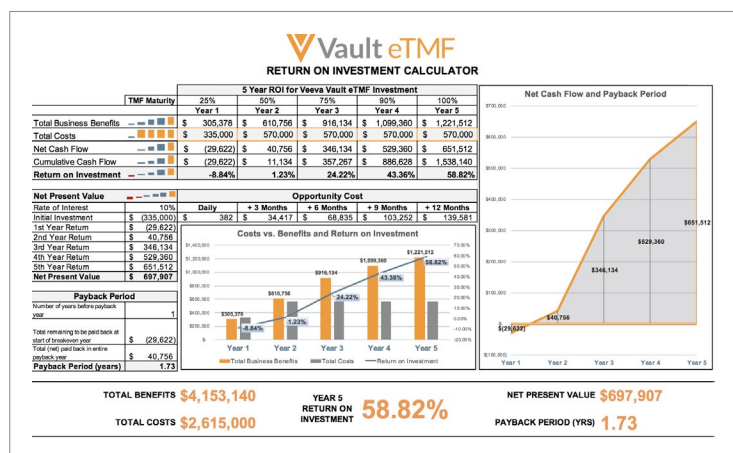


Figure 4. Sample output of a return on investment calculation.