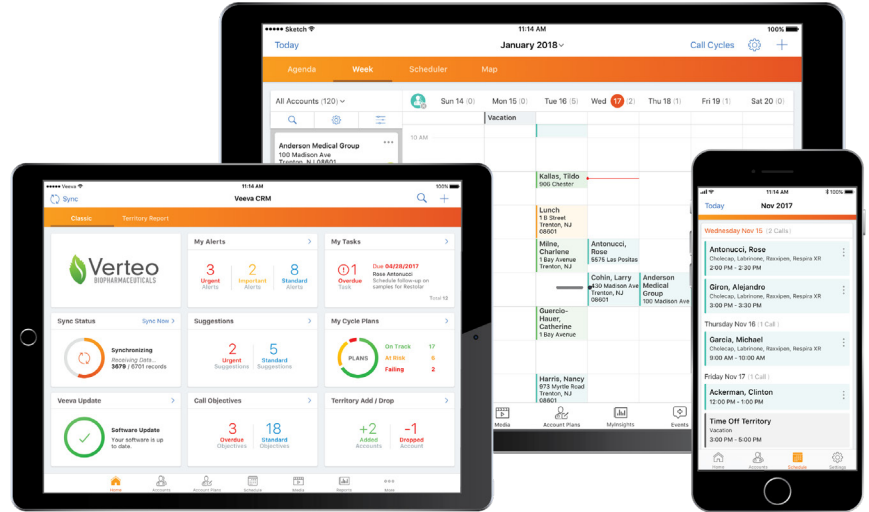# Veeva CRM

Veeva CRM is the most advanced and only proven life sciences CRM solution, preferred by field teams to help them optimize the customer experience.

Advanced multichannel capabilities and real-time insights help engage your customers in the way and channel they prefer. Informed by the industry's largest network of users, it is the modern and continually-evolving CRM solution that helps you quickly adapt to changing market conditions and drive business growth.

Veeva CRM is proven effective at companies of all sizes, from pre-commercial companies launching their first product to the largest global life sciences companies.

Customer Success: Customers improve engagement with Veeva CRM

77%	**78%**	**66%**
BETTER CUSTOMER INTERACTIONS	INCREASE IN PRODUCTIVITY	DEEPER CUSTOMER INSIGHT
More Effective	**Greater Productivity**	**Smarter Engagement**
More than 3 out of 4 reps say they have better customer interactions as a result of Veeva CRM.[1]	Nearly 4 out of 5 reps say they are more productive as a result of Veeva CRM.[2]	Nearly 2 out of 3 reps say they understand their customers better with Veeva CRM.[3]

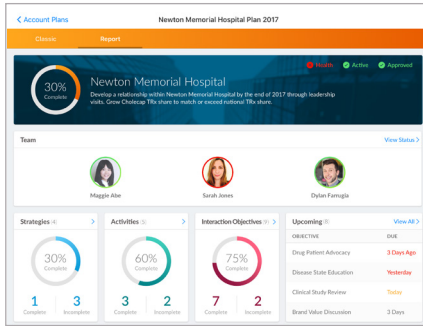[1] Only 1% disagree; relative to previous system
[2] Only 2% disagree; relative to previous system
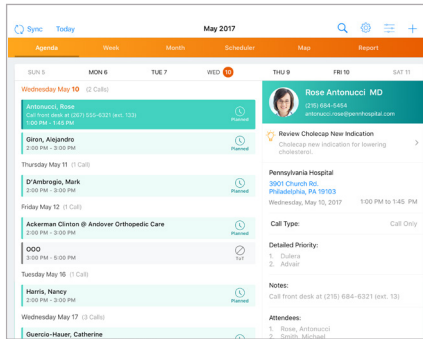[3] Only 3% said worse; relative to previous system

Benefits

- **Put your customer at the center:** Improve planning, execution, and collaboration across teams to deliver a personalized customer experience.

- **Drive the right actions for greater impact:** Increase field team effectiveness by engaging the right customers in the right channel.

- **Optimize engagement through actionable insights:** Boost customer interactions through actionable, data-driven insights delivered directly at the point of execution.

Veeva CRM Features

Orchestrated Multichannel Engagement

Veeva CRM is the proven life sciences solution for the planning and coordination of your resources across all channels. **Veeva CRM Approved Email** and the **Veeva CRM Engage** family help you connect with hard-to-reach HCPs beyond just face-to-face conversations. Empowered with full visibility into all interactions, your commercial teams deliver a seamless customer experience.
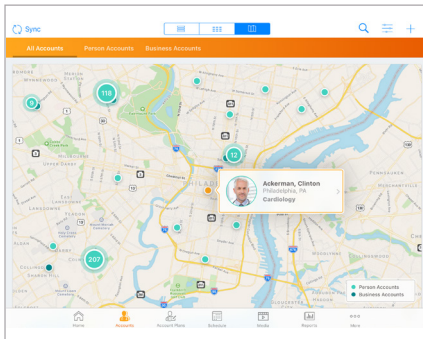
Insights Directly at the Point of Execution

Veeva CRM MyInsights is an innovative data visualization capability that delivers the right information exactly when and where your teams need it. Leverage a library of pre-existing dashboards, develop views using Veeva's extensive partner network, or easily create your own custom insights for each role and activity.

Any Device, Anywhere

The **Sunrise UI** is the next-generation user interface that delivers the right information faster for more productive field teams. Its adaptive design delivers the best experience across all devices, including phones, tablets, and laptops. Your field teams are fully empowered no matter where they go or which device they use.
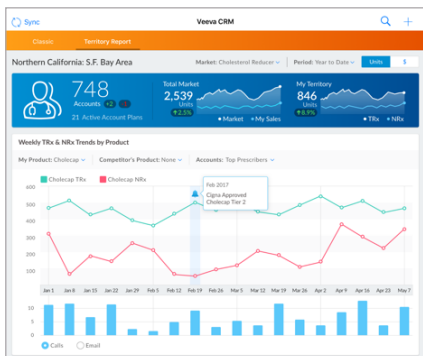
Data-Driven Suggestions

Veeva CRM Suggestions is a rep dashboard that offers targeted recommendations, powered by data science, to help your teams identify the best action and right channel for each customer interaction. Partner with the data science vendor of your choice or use your own internal solution.

Team-Based Selling

Veeva CRM's key account management (KAM) capabilities allow your teams to effectively manage strategic accounts with account-focused plans within a single, collaborative framework. Create account plans, execute planned activities, and measure progress towards goals across specialty care, primary care, field medical, managed markets, or key account managers.

Closed-Loop Marketing

Veeva CLM is an easy-to-use closed-loop marketing for targeted sales call with greater compliance. Built into Veeva CRM, it is part of your rep's workflow, making digital content easy to access and share.

Consumer and Animal Health

Veeva CRM supports field teams for consumer and animal health. Built-in functionality, such as route planning, planograms for inventory monitoring, and order management integrated with CLM, offers a seamless user experience. The integrated contract management and pricing engine helps order efficiency while species and product-specific detailing improves sales productivity with easy visualization and management of complex data.

Built-In Compliance

Veeva CRM is pre-validated for regulations such as 21 CFR Part 11, the Prescription Drug Marketing Act (PDMA), and the Ohio Terminal Distribution of Dangerous Drugs (TDDD). Seamless integration with **Veeva CRM Events Management** enables compliant events of all types.

Integrated with Veeva Commercial Cloud

Veeva CRM is a key component of the **Veeva Commercial Cloud**, the life science industry's most trusted foundation for intelligent customer engagement. It unifies CRM, customer reference data, territory alignments, events, master data management, and commercial content in one integrated environment. The Veeva Commercial Cloud helps life sciences companies engage customers in a more efficient, agile, and smarter manner.

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