



FOR IMMEDIATE RELEASE

## Veeva OpenData Partner Ecosystem Expands to Include More Than 100 Companies

*Leading data, technology, and service providers help life sciences organizations extend the value of their customer reference data*

**PLEASANTON, CA — Nov. 14, 2018** — An increasing number of data, technology, and service providers are partnering with **Veeva Systems** (NYSE:VEEV) to empower life sciences organizations with faster, accurate customer data. More companies are **making the switch** to **Veeva OpenData** to improve field productivity and drive better customer engagement. There are now more than 100 Veeva OpenData partners available to help biopharma and pharmaceutical companies extend the value of quality customer data across their organizations.

“Veeva is committed to making it easier for companies to use and integrate customer data faster for improved execution,” said Rebecca Silver, vice president of Veeva OpenData. “Our open partner approach gives customers flexibility to leverage Veeva OpenData with a broad range of data, technology, and service providers to drive greater commercial success.”

Veeva OpenData partners help customers speed their implementations and get the most out of their data to improve sales execution and compliance. **Certified partners** have a deep understanding of the Veeva OpenData model to ensure companies have the right governance in place to deliver quality data to downstream systems across the sales organization.

Veeva’s extensive partnerships with leading data, technology, and service providers also eliminate the hassles and delays of multiple third-party agreements. Veeva has one data agreement in place with each partner to reduce the time and cost of data implementations for all mutual customers. This allows life sciences companies to leverage accurate data faster and more efficiently.

Veeva OpenData provides access to approximately 16 million healthcare professionals (HCPs) and their healthcare organizations (HCOs) spanning 42 countries. For more information about how Veeva OpenData is helping customers improve commercial planning and execution, visit [veeva.com/VeevaOpenData](http://veeva.com/VeevaOpenData).

### What certified partners are saying about Veeva OpenData:

“Veeva OpenData provides accurate, complete HCP information so organizations can enhance sales force effectiveness,” said James Barone, CEO of BusinessOne Technologies, Inc. “Mapping BusinessOne market access insights with Veeva OpenData reduces the payer challenges that physicians face on a day-to-day basis and helps deliver better patient outcomes because treatment can be initiated more quickly.”

“Veeva OpenData enables sales representatives to make data-driven decisions with the most current customer data,” said Akshay Kapadia, founder and CEO of Conexus Solutions, Inc. “Our certification with Veeva OpenData enhances our ability to support customers and help their field teams connect the right customers with accurate and complete HCP and HCO data.”

“Veeva OpenData helps life sciences organizations execute their commercial strategies more effectively and makes sales reps more productive in connecting with their customers in meaningful ways,” said David Windhausen, executive vice president at Intouch Solutions. “We’re proud to be a Veeva OpenData partner and bring certified services to the market.”

“Veeva OpenData delivers unparalleled HCP and HCO coverage and accurate customer data,” said Mark Kroes, founder of Global Data Support. “Seamless integration with in-depth customer profiles, market access data, KOL information, and compliance data makes Veeva OpenData the most

complete data solution on the market.”

“Veeva is committed to customer success and making it easier for organizations to get the most comprehensive customer reference data,” said Evgeniy Kunda, director of business development at Proxima Research. “We’re excited to be a certified Veeva OpenData partner as we continue to provide our mutual customers a competitive advantage through more accurate customer data.”

“The breadth of data sources in Veeva OpenData gives life sciences companies a complete view of the customer ecosystem,” said Jesse Cugliotta, director of industry solutions at Qlik. “Business analysts can use Qlik to surface deeper insights from Veeva’s customer reference data for use in the field and across the business to promote brand growth and market share.”

### **Additional Information**

For more on Veeva OpenData, visit: [veeva.com/VeevaOpenData](http://veeva.com/VeevaOpenData)

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### **About Veeva Systems**

Veeva Systems Inc. is a leader in cloud-based software for the global life sciences industry and other regulated manufacturers. Committed to innovation, product excellence, and customer success, Veeva has more than 650 customers, ranging from the world’s largest pharmaceutical companies to emerging biotechs. Veeva is headquartered in the San Francisco Bay Area, with offices throughout North America, Europe, Asia, and Latin America. For more information, visit [veeva.com](http://veeva.com).

### **Forward-looking Statements**

This release contains forward-looking statements, including the market demand for and acceptance of Veeva’s products and services, the results from use of Veeva’s products and services, and general business conditions, particularly in the life sciences industry. Any forward-looking statements contained in this press release are based upon Veeva’s historical performance and its current plans, estimates, and expectations, and are not a representation that such plans, estimates, or expectations will be achieved. These forward-looking statements represent Veeva’s expectations as of the date of this press announcement. Subsequent events may cause these expectations to change, and Veeva disclaims any obligation to update the forward-looking statements in the future. These forward-looking statements are subject to known and unknown risks and uncertainties that may cause actual results to differ materially. Additional risks and uncertainties that could affect Veeva’s financial results are included under the captions, “Risk Factors” and “Management’s Discussion and Analysis of Financial Condition and Results of Operations,” in the company’s filing on Form 10-Q for the period ended July 31, 2018. This is available on the company’s website at [veeva.com](http://veeva.com) under the Investors section and on the SEC’s website at [sec.gov](http://sec.gov). Further information on potential risks that could affect actual results will be included in other filings Veeva makes with the SEC from time to time.

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