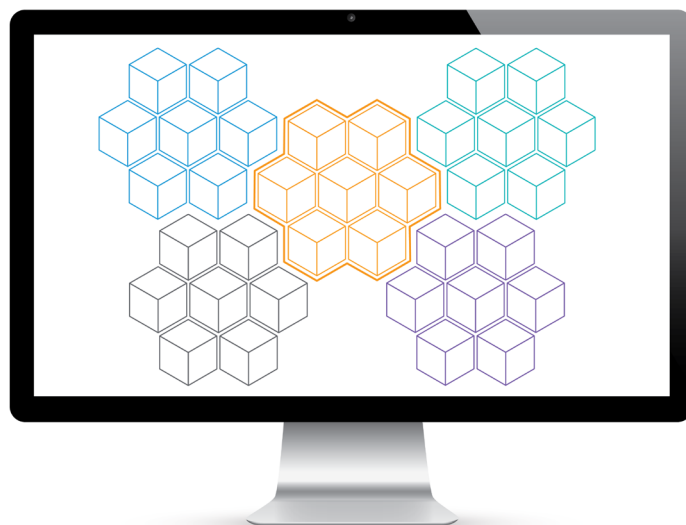


Veeva Nitro

The next-generation commercial data warehouse for life sciences



Veeva Nitro is a next-generation commercial data warehouse that eliminates the effort required to deploy and maintain custom solutions. With an industry-specific data model and standard data connectors, you can easily unify your most important data sources to ensure the information is always current and accurate.

A commercial data warehouse that is analytics and AI-ready, Veeva Nitro provides the foundation to deliver access to business insights faster. You have the flexibility to use the BI and AI tool of your choice. Using tailored data visualizations, **Veeva CRM MyInsights** delivers real-time insights directly to field teams.

Benefits

- **Insights for informed engagement:** An analytics-ready data warehouse brings together data sources and lets you use the business intelligence tools of your choice.
- **Built for life sciences:** The adaptive data model automatically syncs your data and metadata changes in near real-time for always current data. Readily connect numerous additional custom and third-party data sources using industry-standard integrations.
- **Right foundation for AI:** Forms your foundation for intelligent customer engagement by standardizing many discreet data sources, including CRM, marketing, content, claims, prescription, formulary, sales, and more. The common data structure simplifies training of your AI.

Features



Adaptive data model with rapid data synchronizations

An adaptive data model automatically syncs data and metadata between the warehouse and source systems for access to always current and accurate data. Dynamic integrations with CRM, content, marketing, and other systems ensure that changes in the source are automatically updated in near real-time.



Standardized integration with life sciences data sources

Industry-standard integrations let you readily connect a large number of life sciences data sources directly to your warehouse, enabling you to quickly get value from your investments. Easily bring together data from sales, formulary, prescription, sales, claims, sampling, expense, campaigns, and more.



Analytics and reporting ready

Veeva Nitro's analytics-ready data model gives you the flexibility to use the business intelligence tools of your choice. Choose from a large number of third-party or custom data visualization tools.



Data visualizations with Veeva CRM MyInsights

Give your field teams the information they need, when they need it with an integration to Veeva CRM MyInsights. Tailored data visualizations directly at the point of execution help drive informed interactions with physicians and other stakeholders.



Relieves the data warehousing burden

Veeva manages common industry integrations from source systems for you, relieving you of the burden of maintaining and operating your data warehouse. Free your valuable IT resources to focus on high-value strategic projects.



Rapid deployment

Veeva's industry-specific data model dramatically cuts deployment times. Life sciences companies have used Veeva Nitro to deliver immediate insights to stakeholders and provide value in as little as five months from implementation to kick-off.

About Veeva Systems

Veeva Systems Inc. is the leader in cloud-based software for the global life sciences industry. Committed to innovation, product excellence, and customer success, Veeva serves more than 700 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 www.veeva.com.