

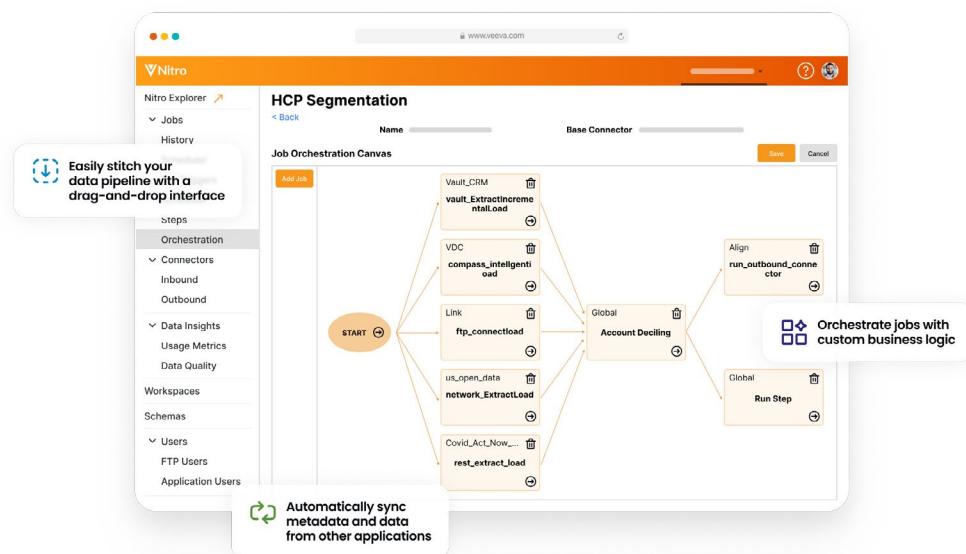
# Veeva Nitro

## Faster Commercial Analysis and Insights

An ever-growing number of data sources and single-purpose applications continue to make the commercial data landscape more complex. And slow, outdated, and inflexible systems prevent agile responses to commercial business needs.

**Veeva Nitro** is a data science and analytics platform that integrates commercial data sources and technology into a cohesive platform for faster analytics and informed actions.

Deep integrations with **Veeva Vault CRM** ensure seamless data exchange, allowing biopharmas to answer their most important business questions with accuracy and speed.



## Benefits

- **Accelerate time to insights:** Leverage prebuilt data onboarding using industry and Veeva connectors to uncover insights from Day One.
- **Fuel data-driven decision making:** Equip all users with the ability to explore, visualize, and understand Nitro data with Nitro Explorer.
- **Boost commercial agility:** Extend into new data and deliver new insights using a flexible platform with integrated tools and preconfigured and adaptable capabilities.

## Features

### Rapid and easy deployment

Dramatically cut deployment times and gain immediate insights with Veeva's industry-specific data model.

**50%**

reduced costs over  
custom data warehouses

**2 months**

from project start to  
field dashboards

**Day 1**

availability of  
CRM data

### Insights at the point of need

Empower field teams with actionable insights when and how they need them. Home office users can use their preferred BI tools to recommend next best actions.

### Always current data

Easily maintain strong data hygiene for a wide variety of sources with flexible data processing and business rules.

### Prebuilt industry connectors

Quickly integrate life sciences data with a library of prebuilt industry connectors to third-party and Veeva data sources.

### Native integration

Reduce process steps and simplify the commercial landscape with native integrations to Veeva applications.

### Continuous innovation

Benefit from all features, enhancements, and upgrades as they become available at the same time as all other customers without additional costs.