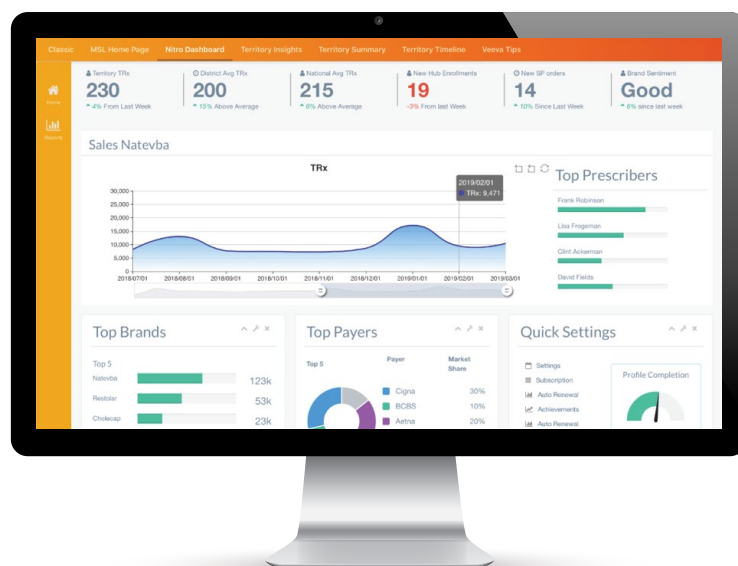# Veeva Nitro

The Data Science and Analytics Platform for Life Sciences

Veeva Nitro is a data science and analytics platform that connects data sources, technology, and business consulting services to provide actionable insights for agile decisions. It is a cloud-based solution that helps life science companies answer their most important business questions with accuracy and speed.
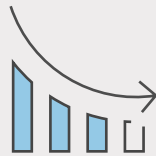

Benefits

- **Accelerate Time-to-Insights:** Onboard data quickly and easily using standard industry connectors and native integration into other Veeva applications. Uncover insights with pre-built analytics from day one.

- **Actionable Insights Embedded within Veeva Commercial Cloud:** Equip the entire commercial organization with analytics and dashboards using Veeva CRM MyInsights or the analytics tool of your choice such as Tableau and Qlik.

- **Flexible Platform to Deliver Competitive Advantage:** Accelerate commercial efforts with preconfigured capabilities. Adapt configurations for your unique needs. Extend to new data areas, tools, and internal and external stakeholders with an open platform.
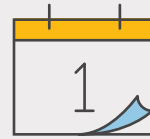
Features

Rapid and Easy Deployment

Dramatically cut deployment times with Veeva's industry-specific data model. Gain immediate insights and realize value within two months of implementation.

50%	**2 Months**	**Day 1**
Reduced costs	From project start to field dashboards	CRM data available

Insights at the Point of Need

Empower teams with actionable insights when and how they need them. Recommend next best actions to field reps within Veeva CRM MyInsights and Suggestions. Home office users can use the analytics tools such as Tableau and Qlik to drill down into more granular information.

Always Current Data

Simplify data onboarding and offload connector maintenance activities. Accelerate integration to life sciences data sources with a library of connectors that are maintained by Veeva at no additional cost. Easily bring together data from sales, formulary, prescription, claims, sampling, expense management, campaigns, and more. Cleanse data with flexible data processing, business rules, and user data quality.

The Cloud Advantage

A cloud delivery model and three multi-tenant product releases per year ensure all customers use one version of the software and receive new capabilities at the same time. Veeva Nitro's product roadmap includes custom requests which can be deployed to the entire customer base. Benefit from features, enhancements, and upgrades before you even identify the business need.

About Veeva Systems

Veeva is the global leader in cloud software for the life sciences industry. Committed to innovation, product excellence, and customer success, Veeva serves more than 1,100 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. As a Public Benefit Corporation, Veeva is committed to balancing the interests of all stakeholders, including customers, employees, shareholders, and the industries it serves. For more information, visit www.veeva.com.