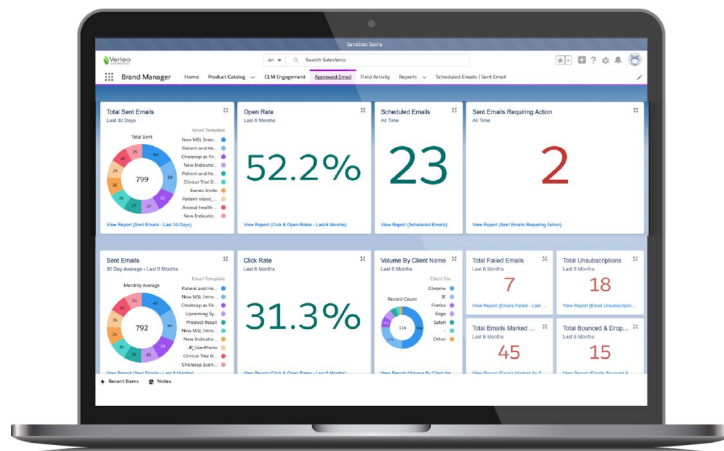# Veeva CRM

Lightning Experience

Veeva CRM leverages the full potential of Salesforce Lightning, the next-generation online user interface. The Lightning experience empowers business users and improves collaboration and productivity.

Key Business Benefits

- **Streamlined navigation:** boost productivity with a workspace built to accommodate the way you work.
- **Role-based data visualization capabilities:** focus on business insights that matter to your role.
- **Enhanced flexibility for faster execution:** save time with the ability to toggle between apps with ease.

25% PRODUCTIVITY UPLIFT	**40%** INCREASE IN COLLABORATION	**30%** SEARCH PERFORMANCE IMPROVEMENT

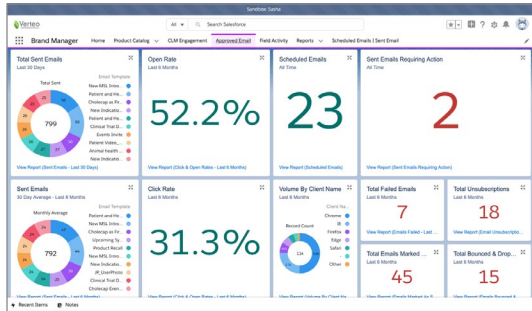Source: Saleforce's Guide to Lightning

Veeva CRM Lightning Business Apps

Veeva CRM Lightning Business Apps give users a personalized experience with functionality based on different roles and tasks. The role-based data visualization capabilities drive greater efficiency by giving business users the data they need to complete their tasks. Users that play multiple roles have the flexibility to switch between apps.

Veeva CRM gives you access to four Lightning Business Apps to use and customize based on business requirements. Each app is included with the Veeva CRM license and contains default configuration for Tabs, Views, and Page Layouts:
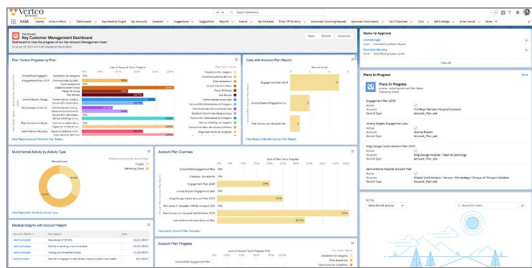
- **Brand Operations App** – Provides insights into the brand, content utilization, and performance across channels.
- **Key Account Management App** – Focuses on Account planning and execution processes needed to manage key accounts across teams.
- **Pharmacy Sales App** – Streamlines tracking, management, and execution of daily administrative tasks around the sales order process.
- **Primary Care Sales App** – Supports the planning, execution, and analysis of the call and sampling processes.
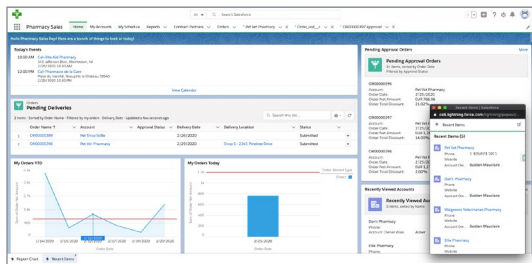
Veeva CRM Lightning Business Apps

Brand Operations App

The Brand Operations App provides brand operations administrators with information about product content. Brand operations admins work together with brand teams to ensure brand-specific content adoption rates are meeting requirements. This app allows the admin to report key adoption and engagement metrics related to various brand assets.
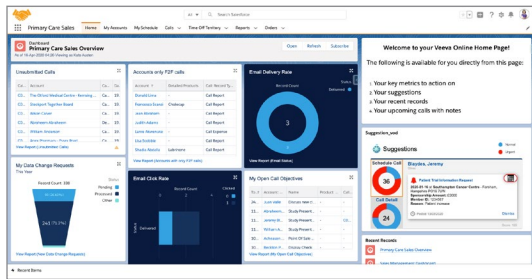Learn more here.

Key Account Management App

The Key Account Management (KAM) App improves navigation to dashboards and visuals for easy access to key information about Account Plans and Key Accounts. This app enables users to track status, measure progress, and take action on the Call Objectives associated with an Account Plan.
Learn more here.

Pharmacy Sales App

The Pharmacy Sales App provides users with information about accounts and sales of products associated with those accounts. This app enables first-line managers to view key metrics as well as day-to-day sales activities that help determine what products and accounts to concentrate on when making calls.
Learn more here.

Primary Care Sales App

The Primary Care Sales app enables users to view daily calls, view time-off-territory, submit expenses, and view reports. This app highlights recent and key upcoming activities to help the user stay focused on their core objectives.
Learn more here.

To get started, you can use and customize the Veeva CRM Lightning Business Apps based on your business requirements. Each app is included with the Veeva CRM license and contains default configuration for Tabs, Views, and Page Layouts. If you wish to create your own Lightning Business App, you can easily build custom pages with drag-and-drop tools. By leveraging self-contained and reusable components of an app, you do not need to write a line of code to create an app. Please contact your Veeva Customer Success Manager if you have any questions.

Veeva CRM is the proven and most advanced life sciences solution for planning and coordination of your resources across all channels. The advanced multichannel capabilities and real-time insights help you engage with hard-to-reach HCPs in their preferred channel. Empowered with full visibility into all interactions, your commercial teams deliver a seamless customer experience.