Veeva Success Story: Accera Pharmaceuticals

Customer Overview

Accera is a privately held, commercial-stage biotechnology company that developed and now markets Axona® in the US. Axona is a prescription-only medical food intended for the clinical dietary management of the metabolic processes associated with mild-to-moderate Alzheimer's disease.

Challenge

Accera initially invested in a generic customer relationship management (CRM) system—but it didn't take long to prove inadequate for their growing needs. The Microsoft Dynamics® CRM application was sufficient for basic contact management, but lacked life sciences-specific functionality. Less than nine months later, Accera started looking for a replacement.

"We were using a vanilla CRM system that we tried to retrofi t for our needs. But with each change, we wasted a lot of time and money. We knew that we were just re-inventing the wheel," said Ed Bach, Accera's Director of Sales Operations. "We needed a system designed for our industry and backed by a vendor who understands life sciences."

"We also wanted to upgrade the technology to gain something more fl exible and that would deliver stronger reporting capabilities, a more intuitive interface for the fi eld force, and generally more industry-specific functionality," added Ian Elverson, Manager of Information Technology for Accera.

The Veeva CRM™ suite of applications, comprised of VBioPharma™, VMobile™, and VInsights™, is the life sciences industry's top SaaS-based CRM solution. As the foundation, VBioPharma offers multiple editions in one CRM product to accommodate the unique needs of various life sciences commercial teams. It is also the only pharma CRM application to come pre-validated for PDMA and CFR Part 11 compliance. The complete Veeva CRM suite gives customers the mobility and reporting solutions needed to drive user adoption and sales effectiveness.

▟▟ We won't be Veeva Success Story: Accera Pharmaceuticals trapped by an app that hampers our ability to grow. Veeva CRM makes it easy to scale up and change without disrupting existing functionality.. ▟▟

— **Ed Bach,** *Director of Sales Operations, Accera*

Solution Approach

Bach and Elverson found Veeva CRM on Salesforce.com and presented it to Accera's executive team, many of whom had years of experience with various pharmaceutical CRM solutions. It was love at fi rst sight. "The system we were using was clunky with a lot of overhead. We didn't want to deal with any more infrastructure management, so we looked for an application modeled after Salesforce," said Elverson. "Not only is Veeva CRM built on a fl exible multi-tenant SaaS architecture, but it also offers the unique industry capabilities that were lacking in our previous system."

After a brief trial, Accera selected Veeva's VBioPharma Primary Care Edition, VMobile and VInsights—all part of the Veeva CRM suite of multi-tenant SaaS applications built on the Cloud Computing model. "We didn't go through a lengthy RFP process. We found what we wanted right away in Veeva," added Bach.

Veeva Systems' professional services group implemented Veeva CRM in less than two months. The company's entire team of 45+ field sales representatives and sales operations managers were working 'in the cloud' by early January.

Benefits

Veeva CRM's unique architecture has saved Accera from having to purchase expensive infrastructure or investing in ongoing system management. As more and more life sciences organizations are discovering, applications in the cloud leverage massive economies of scale so companies of any size can benefi t from a world-class CRM system without paying for one. "As a venture-backed company, we are very cost-conscious," said Elverson. "We needed a solution that didn't require the purchase of expensive database servers and hardware, or time spent managing it all."

In addition to cost savings, Veeva CRM allows Accera to make changes to business rules as often as needed, even automatically delivering a transparent software upgrade every 90 days for continuous performance enhancements. "Our previous product had serious scalability issues and was totally inflexible," said Bach. "It's important for a company of our size to be able to stay nimble, plan for the future, and not be trapped by a system that limits our size or scope. Veeva's SaaS technology makes it easy, fast, and painless to scale up or make changes."

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— **Ed Bach,** *Director of Sales Operations, Accera*

Since going live with Veeva CRM, Accera's system has proven to be:

- Highly fl exible to adjust for any changes;

- Easily scalable to accommodate growth;

- Usable with the right industry-specific functionality built in;

- Extremely rich in information with the VInsights reporting tool;

- Time-saving, using dashboard-level effi ciencies for the field; and,

- Cost-efficient with a low total cost of ownership.

In just a few months, Accera has experienced a dramatic improvement in its fi eld team's effi ciency as well as an increase in the scope of data that sales operations can collect. "Our VP of Commercial Development immediately began dreaming up new reports when he saw all of the information we can mine with Veeva CRM... luckily, it's fast and easy to make those reports a reality," concluded Elverson.

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 veeva.com.

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