



# Galderma Empowers Global Sales Force with Veeva Commercial Cloud

Dermatology company quickly adapts to global market demands

Galderma is the leading global dermatology company, present in approximately 100 countries with an innovative, science-based portfolio of sophisticated brands and services across aesthetics, consumer care and prescription medicine. The company first implemented Veeva CRM for multichannel customer engagement in the U.S. and expanded globally to reduce complexity and increase efficiency for its regional sales teams.

## GALDERMA – AT A GLANCE

- Headquarters: La Tour-de-Peilz, Switzerland
- Employees: 5,000
- Focus: Dermatological medicines, aesthetic solutions, and consumer care products
- Veeva Solutions Used:
  - Multichannel Veeva CRM
  - Veeva CRM Approved Email
  - Veeva CRM Events Management
  - Veeva CRM Engage Meeting
  - Veeva Network
  - Veeva OpenData
  - Veeva Vault PromoMats
  - Veeva Align

## Success Highlights with Veeva Commercial Cloud



Reduced infrastructure complexity and IT costs with integrated commercial solution



Harmonized global sales teams by deploying Veeva CRM in nine markets



Increased HCP reach with Veeva CRM Engage Meeting for digital engagement

## Simplified Commercial Infrastructure

As part of Galderma's digital strategy, the company decided to migrate from legacy on-premise systems to Veeva Commercial Cloud. That decision eliminated infrastructure complexity as well as hosting, infrastructure, and support costs. Now they focus exclusively on their commercial applications and how to maximize productivity for their field sales force teams.

## Flexibility on a Global Scale

Galderma's products are available in approximately 100 countries. Galderma first implemented Veeva CRM for multichannel customer engagement in the United States. To align global sales teams and sales processes, Galderma expanded Veeva Commercial Cloud in nine additional markets in 18 months. With a common commercial platform, each market can customize the solution as needed for their region while also sharing global best practices. Markets can run common processes, but they also have the ability to customize how they make calls, record data, and interface data sets.

## Rapid Response to Global Market Events

Veeva's integrated solutions were instrumental to minimizing disruption during the COVID-19 pandemic. To enable field sales teams to continue communication with healthcare providers (HCPs), Galderma deployed Veeva CRM Engage Meeting for digital customer engagement in just two weeks. Embedded in Veeva CRM, Engage Meeting allows Galderma's reps to conduct remote HCP meetings while maintaining compliance.

## Global Commercial Strategy with Veeva

As they expand their portfolio of premium, cutting-edge dermatology brands developed through scientific innovation, Galderma continues to accelerate its digital strategy. With Veeva Commercial Cloud as the foundation, Galderma maintains global continuity and agility while also giving each market the flexibility it needs to succeed.