

## PRODUCT SHEET

# Vault CRM Suite

Vault CRM Suite integrates key commercial applications and processes for more effective field planning and engagement across personal and digital channels.

**Vault CRM** is a deep application for life sciences that connects sales, marketing, and medical teams on a single platform with a unified customer database.

**Vault CRM Approved Email** is an application for sending personal, compliant emails from field users to HCPs.

**Vault CRM Events Management** is an application for managing the end-to-end event lifecycle and related information, including content, attendees, speakers, and expenses.

**Vault CRM Engage** is an application for digital engagement between field teams and HCPs, enabling call scheduling, video meetings, and compliant chat.

**Vault CRM Align** is a field planning application for roster management, territory management, engagement planning, and integrated field feedback.

**Veeva Align+** is an application used to design optimal geographic territories for field sales and medical teams.

**Veeva Network** is a global master data management platform and customer master application designed for global pharmaceuticals and biotech.

**Veeva Nitro** is an analytics platform that integrates commercial data sources.

**Vault CRM Service Center** is an application for inside sales, contact center, and hybrid field teams that enables inbound and outbound engagement across channels, with all data captured in Vault CRM.

**Vault CRM Campaign Manager** is an application for marketers to create and execute HCP campaigns using personal and non-personal channels.

PRODUCT	ANNOUNCED	STATUS	CUSTOMERS
Vault CRM	2022	Mature	51–100
Vault CRM Approved Email	2013	Very Mature	100+
Vault CRM Events Management	2015	Mature	100+
Vault CRM Engage	2018	Mature	100+
Vault CRM Align	2015	Mature	51–100
Veeva Align+	2020	Mature	11–50
Veeva Network	2013	Very Mature	100+
Veeva Nitro	2018	Mature	11–50
Vault CRM Service Center	2023	Early	1–10
Vault CRM Campaign Manager	2023	Early	1–10

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**Vault CRM**

Vault CRM is a deep application for life sciences that connects sales, marketing, and medical teams on a single platform with a unified customer database. It enables key capabilities such as customer profiling, content sharing and management, territory and account planning, key account management, sampling, and field engagement.

Core capabilities support critical region-specific business requirements and regulatory needs. Vault CRM is accessible online via a browser and desktop application, with full offline support on the iPad, iPhone, and Android.

<b>Announced</b>	2022
<b>Status</b>	Mature
<b>Customer type</b>	Enterprise Pharma, Biotech, Animal Health, Consumer Health
<b>Customers</b>	51–100
<b>Platform</b>	Veeva Vault
<b>Integrations</b>	Lives with Approved Email, Events Management, Engage, Service Center, Campaign Manager Connected with PromoMats, MedComms, Align, Network, Link

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## Vault CRM Approved Email

Approved Email is an application within Vault CRM that allows users to send compliant emails to HCPs in a unified experience. Users can quickly assemble an email selecting approved templates, content fragments (links in the email), and optional personalization (such as a personal greeting).

Approved Emails can be scheduled and sent on behalf of field users by the home office or suggested by next best action engines.

Approved Email activity (such as sends, opens, and click-throughs) is automatically captured and recorded in Vault CRM, providing insight about content and engagement effectiveness.

<b>Announced</b>	2013
<b>Status</b>	Very Mature
<b>Customer type</b>	Enterprise Pharma, Biotech, Animal Health, Consumer Health
<b>Customers</b>	100+
<b>Platform</b>	Veeva Vault
<b>Integrations</b>	Requires Vault CRM Lives with Vault CRM, Engage, Events Management, Service Center, Campaign Manager Connected with PromoMats, MedComms

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## Vault CRM Events Management

Events Management is an application for managing the end-to-end event lifecycle and related information, including content, attendees, speakers, and expenses. Events Management supports multiple field-initiated event types, such as speaker programs, advisory boards, roundtables, and other fee-for-service engagements.

Users can create event requests, identify compliant content, determine budget and expenses, identify speakers and attendees, and initiate approval workflows.

Events Management works seamlessly with Approved Email for attendee invitations, PromoMats for approved content, Engage for virtual event content sharing, and Vault CRM or OpenData to reconcile attendees for transparency reporting.

All events activity is automatically captured in Vault CRM.

<b>Announced</b>	2015
<b>Status</b>	Mature
<b>Customer type</b>	Enterprise Pharma, Biotech, Animal Health, Consumer Health
<b>Customers</b>	100+
<b>Platform</b>	Veeva Vault
<b>Integrations</b>	Requires Vault CRM Lives with Vault CRM, Approved Email, Engage, Service Center, Campaign Manager Connected with OpenData, PromoMats, MedComms

## PRODUCT SHEET

# Vault CRM Engage

Engage is an add-on application to Vault CRM for digital engagement between Vault CRM users and HCPs. Users can schedule meetings, meet in video calls, chat compliantly with HCPs and staff, and share approved content. Engage is accessed directly in Vault CRM for end users and via a standalone application for HCPs.

Engage uses Approved Email to support compliant invitations that allow attendees to schedule meetings or meet virtually through their device of choice.

All engagement activity is automatically captured in Vault CRM.

<b>Announced</b>	2018
<b>Status</b>	Mature
<b>Customer type</b>	Enterprise Pharma, Biotech, Animal Health, Consumer Health
<b>Customers</b>	100+
<b>Platform</b>	Veeva Vault
<b>Integrations</b>	Requires Vault CRM Lives with Vault CRM, Approved Email, Events Management, Service Center, Campaign Manager

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# Vault CRM Align

Align is a field planning application for roster management, territory management, engagement planning, and integrated field feedback.

Align is powered by business rules to manage current and future alignments, including the definition of the territory, the target customer list, and engagement goals by channel.

Vault CRM end users can provide feedback on proposed future alignments and engagement plans directly within Vault CRM.

<b>Announced</b>	2015
<b>Status</b>	Mature
<b>Customer type</b>	Enterprise Pharma, Biotech, Animal Health, Consumer Health
<b>Customers</b>	51–100
<b>Platform</b>	Veeva Vault
<b>Integrations</b>	Requires Vault CRM Lives with Vault CRM Connected with Veeva Align+

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**Veeva Align+**

Align+ is a desktop application for defining geographic territory structure and hierarchy, and visualizing those territories on a map to support decision making. Maps can be exported to PDF for external sharing and presentation.

Territory definitions are based on geography, aggregate workload capacity, aggregate market potential, and constraints such as drive time.

<b>Announced</b>	2020
<b>Status</b>	Mature
<b>Customer type</b>	Enterprise Pharma, Biotech, Animal Health, Consumer Health
<b>Customers</b>	11–50
<b>Platform</b>	Application-specific
<b>Integrations</b>	Connected with Align



## PRODUCT SHEET

# Veeva Network

Network is a global, multi-domain master data management platform and customer master application for pharmaceuticals and biotech. It comes with a pre-defined data model to support the management of customer reference data, including data change requests from field users in Vault CRM. Customers can master their reference data alongside data from a third party, such as OpenData, to ensure a single source of truth for customer data.

The Network business portal and widgets allow access to customer data for commercial business users.

Network customers can build additional data domains (such as product or payer) for data mastering beyond customer.

<b>Announced</b>	2013
<b>Status</b>	Very Mature
<b>Customer type</b>	Enterprise Pharma, Biotech, Animal Health, Consumer Health
<b>Customers</b>	100+
<b>Platform</b>	Application-specific
<b>Integrations</b>	Connected with Vault CRM, OpenData, Nitro, Service Center

## PRODUCT SHEET

# Veeva Nitro

Nitro is an analytics platform that integrates commercial data sources. Nitro is deeply integrated with Vault CRM, allowing not only seamless data exchange but automatic updating of Nitro with Vault CRM configuration and metadata changes.

Nitro stores data in Amazon Redshift and has prebuilt industry connectors for Veeva and select third-party data sources. Nitro Explorer offers an integrated visualization tool to allow end users the ability to navigate the data stored in Nitro, minimizing the reliance on third-party visualization tools.

<b>Announced</b>	2018
<b>Status</b>	Mature
<b>Customer type</b>	Enterprise Pharma, Biotech, Animal Health, Consumer Health
<b>Customers</b>	11–50
<b>Platform</b>	Application-specific
<b>Integrations</b>	Connected with Vault CRM

## PRODUCT SHEET

# Vault CRM Service Center

Vault CRM Service Center is an application for inside sales, contact center, and hybrid field teams that enables inbound and outbound engagement across channels, with all data captured in Vault CRM.

Service Center includes case management, video calls, telephony integration, and industry-specific capabilities including consent, sampling, call reporting, and a foundation of compliant content. Microsoft 365 native integration enhances productivity, including case collaboration in Microsoft Teams and OneNote.

Service Center is part of Vault CRM Suite, which means all customer-facing teams work from the same customer data, content, and key processes to deliver a customer-centric experience.

<b>Announced</b>	2023
<b>Status</b>	Early
<b>Customer type</b>	Enterprise Pharma, Biotech, Animal Health, Consumer Health
<b>Customers</b>	1–10
<b>Platform</b>	Veeva Vault
<b>Integrations</b>	Requires Vault CRM Lives with Vault CRM, Approved Email, Engage, Events Management Connected with PromoMats, MedComms, Link, Network, OpenData

## PRODUCT SHEET

## Vault CRM Campaign Manager

Campaign Manager is an application for life sciences marketers to coordinate sales and marketing engagement in unified campaigns using both non-personal and field channels.

Campaign Manager enables segmented, multi-action campaigns including marketing email, field email, and field suggestions, with additional channels to come. Prebuilt campaign templates speed campaign creation and execution. All campaign metrics are stored in Vault CRM to easily measure campaign performance.

Campaign Manager lives with Vault CRM, which means that all data, content, and workflows are in one place. This enables collaboration across customer-facing teams and leads to better sales and marketing performance.

<b>Announced</b>	2023
<b>Status</b>	Early
<b>Customer type</b>	Enterprise Pharma, Biotech, Animal Health, Consumer Health
<b>Customers</b>	1–10
<b>Platform</b>	Veeva Vault
<b>Integrations</b>	Requires Vault CRM Lives with Vault CRM, Approved Email, Engage, Events Management Connected with PromoMats