Veeva CRM Suite

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

CRM Suite includes global applications that also address unique local, country-specific business and compliance requirements.

Veeva CRM is the industry standard for pharmaceutical and biotech customer relationship management.

Veeva CLM is an add-on application to CRM for managing and presenting closed-loop marketing interactive visual aids.

Veeva CRM MyInsights is a no-code platform in CRM for the creation of a highly tailored user experience.

Veeva CRM Approved Email is an add-on application to CRM for sending personal, compliant emails from field users to HCPs.

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

Veeva CRM Engage is an add-on application to CRM for digital engagement between field teams and HCPs, enabling call scheduling, video meetings, and compliant chat.

Veeva Align is an application for territory management, including roster management, territory assignment, engagement plans, 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 a data warehouse for analytics and data science applications that integrates commercial data sources.

PRODUCT	ANNOUNCED	STATUS	CUSTOMERS
Veeva CRM	2007	Very Mature	100+
Veeva CLM	2011	Very Mature	100+
Veeva CRM MyInsights	2017	Mature	100+
Veeva CRM Approved Email	2013	Very Mature	100+
Veeva CRM Events Management	2015	Mature	100+
Veeva CRM Engage	2018	Mature	100+
Veeva Align	2015	Mature	51−100
Veeva Align+	2020	Mature	11−50
Veeva Network	2013	Very Mature	100+
Veeva Nitro	2018	Mature	11−50

Veeva CRM

CRM is an enterprise customer relationship management application for pharmaceutical, biotech, consumer health and animal health companies. CRM supports field sales and medical teams including primary care, specialty care, key accounts, retail sales, and medical science liaisons.

CRM enables key capabilities for field teams, including customer profiling, territory and account planning, sampling, and recording field engagement.

CRM is accessible online via a browser and desktop application or with full offline support on the iPad, iPhone, and Android.

Announced	2007
Status	Very Mature
Customer type	Enterprise Pharma, Biotech, Animal Health, Consumer Health
Customers	100+
Platform	Salesforce
Integrations	Lives with CLM, Approved Email, Events Management, Engage Connected with PromoMats, MedComms, Align, Network, Link

PRODUCT SHEET
Veeva CLM

CLM is an add-on application to CRM for closed-loop marketing interactive visual aids. The CLM media player supports a wide variety of digital multimedia content and enables users to easily search and present content while automatically capturing key metrics and recording in CRM.

Users can select approved content or create personalized presentations assembled from approved fragments.

Approved content is stored and distributed to the CLM Library from PromoMats or MedComms.

Announced	2011
Status	Very Mature
Customer type	Enterprise Pharma, Biotech, Animal Health, Consumer Health
Customers	100+
Platform	Application-specific
Integrations	Requires CRM Lives with CRM Connected with PromoMats, MedComms

Veeva CRM MyInsights

MyInsights is a no-code platform in CRM for the creation of a highly tailored user experience. Common uses of MyInsights include patient journey maps, account plans, territory- or HCP-level insights and suggestions, and pre-call plans. MyInsights visualizations can include any data from CRM or third-party data sources.

Users access MyInsights directly within CRM, giving them a single place to understand or act on insights, which improves and streamlines the user experience.

MyInsights Studio is a no-code, future-proof development tool to efficiently build and maintain MyInsights visualizations.

Announced	2017
Status	Mature
Customer type	Enterprise Pharma, Biotech, Animal Health, Consumer Health
Customers	100+
Platform	Application-specific
Integrations	Requires CRM Lives with CRM Connected with Nitro, Link

Veeva CRM Approved Email

Approved Email is an add-on application within 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 CRM, providing insight about content and engagement effectiveness.

Announced	2013
Status	Very Mature
Customer type	Enterprise Pharma, Biotech, Animal Health, Consumer Health
Customers	100+
Platform	Application-specific
Integrations	Requires CRM Lives with CRM Connected with Engage, Events Management, PromoMats, MedComms

Veeva 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 CRM or OpenData to reconcile attendees for transparency reporting.

All events activity is automatically captured in CRM.

Announced	2015
Status	Mature
Customer type	Enterprise Pharma, Biotech, Animal Health, Consumer Health
Customers	100+
Platform	Salesforce
Integrations	Lives with CRM Connected with Approved Email, Engage, OpenData, PromoMats, MedComms

PRODUCT SHEET

Veeva CRM Engage

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

Announced	2018
Status	Mature
Customer type	Enterprise Pharma, Biotech, Animal Health, Consumer Health
Customers	100+
Platform	Application-specific
Integrations	Requires CRM Lives with CRM Connected with Approved Email, Events Management

Veeva Align

Align is an application for territory management, enabling roster management, territory assignment, engagement plans, 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 frequency goals by channel.

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

Announced	2015
Status	Mature
Customer type	Enterprise Pharma, Biotech, Animal Health, Consumer Health
Customers	51–100
Platform	Veeva Vault
Integrations	Connected with CRM

Veeva Align+

Align+ is an 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.

Announced	2020
Status	Mature
Customer type	Enterprise Pharma, Biotech, Animal Health, Consumer Health
Customers	11–50
Platform	Application-specific
Integrations	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 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.

Announced	2013
Status	Very Mature
Customer type	Enterprise Pharma, Biotech, Animal Health, Consumer Health
Customers	100+
Platform	Application-specific
Integrations	Connected with CRM, OpenData, Nitro

PRODUCT SHEET

Veeva Nitro

Nitro is a data warehouse for analytics and data science applications that integrates commercial data sources. Nitro is deeply integrated with CRM, allowing not only seamless data exchange but automatic updating of Nitro with 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.

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