EBOOK

Why Vault CRM

SMB Biopharma Perspectives on the Value and Impact of Moving Now

Veeva Vault CRM, a deep application built for life sciences, delivers meaningful and compliant customer engagement across all channels. Over 125 biopharmas — including the small to mid-size (SMB) biopharma leaders featured here — have selected Vault CRM to modernize field execution, accelerate launches, and prepare for their next era of commercial innovation.

SMBs possess a unique operational advantage: the ability to move with speed and precision. Lean teams have the agility to bypass technical bottlenecks and fundamentally redesign their commercial workflows. Vault CRM provides SMBs with the strategic opportunity to optimize their go-to-market foundation by leveraging flexible processes and a scalable, future-ready platform.

CRM decision drivers for small to mid-size biopharmas

Preparing for launch	SMBs in a launch-heavy phase rely on their CRM to innovate ahead of the curve and establish scalable processes for **launch excellence**.
Connecting teams with a unified ecosystem	A unified ecosystem allows seamless data flow and collaboration across sales, marketing, medical, and clinical teams, while laying the foundation for future innovation.
Reducing costs	A **purpose-built life sciences CRM** prioritizes simplification and minimizes customization and patch-work solutions unlike horizontal systems that require expensive, resource-intensive workarounds.
Minimizing risk	When every moment counts, it's critical to choose the right CRM upfront to avoid unnecessary risk, customizations, or restarts that stall SMB commercial momentum.
Accessing AI innovation	A modern platform puts next-generation tools - like **AI agents**, orchestration, and dynamic targeting - directly into the hands of commercial teams sooner.
Realizing customer centricity	A single source of truth eliminates data silos, provides a 360 view of customer relationships, and enables **connected engagement**.
Selecting a proven partner	The right CRM partner brings deep industry expertise, purpose-built applications, and a long-term commitment to innovation — while valuing feedback from organizations of every size.

SHIONOGI INC.

An easy decision for zero field downtime and launch readiness

Confidence built on a decade of partnership

An organization with nearly 150 years of history in bringing innovative medicines to patients, Shionogi Inc. grounded its Vault CRM migration in experience and trust. After working closely with Veeva for almost a decade, Shionogi Inc. had strong confidence in both the platform vision and the team behind it. “It was really easy to make the decision to be an early Vault CRM migrator based on the partnership with Veeva,” says Scott Eaves, director of field force technology and data operations at Shionogi Inc. “I knew we would get the best results with the Veeva team and that they would come to the table with the resources and experience needed for a successful migration.”

Why partnership mattered in Shionogi Inc.’s migration decision

Responsiveness
Confidence that any issues or challenges would be addressed and resolved quickly

Immediate access to innovation
Early access to advanced capabilities and innovation

Customer voice matters
Direct collaboration to shape the future of Vault CRM

Accountability
Shared responsibility for go-live success

Seamless transition for field users

As an early adopter, Shionogi Inc. saw an opportunity to play an active role in shaping the future of Vault CRM. Early adoption enabled closer collaboration with Veeva teams, giving the organization a direct voice in product feedback while benefiting from accelerated innovation. “As an early migrator, you’re part of the partnership to get this off the ground,” says Eaves. “We trusted Veeva to execute and ensure the transition would be seamless, even as an early migrator.”

The move to Vault CRM delivered on that expectation. Field teams experienced no disruption and users quickly adopted the new system and resumed daily workflows without interruption. “Our transition to Vault CRM was really easy for our field teams, " says Eaves. “Our users were making calls that same day without issue. They installed the new Vault CRM app and were off and running after a quick 15 minute training.”

Timing aligned with upcoming product launches

For Shionogi Inc., migration wasn't just a technology upgrade, it was a **launch enabler**. Upcoming product launches created a natural inflection point. Rather than launch on a legacy platform and migrate later, Shionogi Inc. chose to modernize first. By aligning migration with launch readiness, Shionogi Inc. transformed what could have been a future disruption into a strategic advantage.

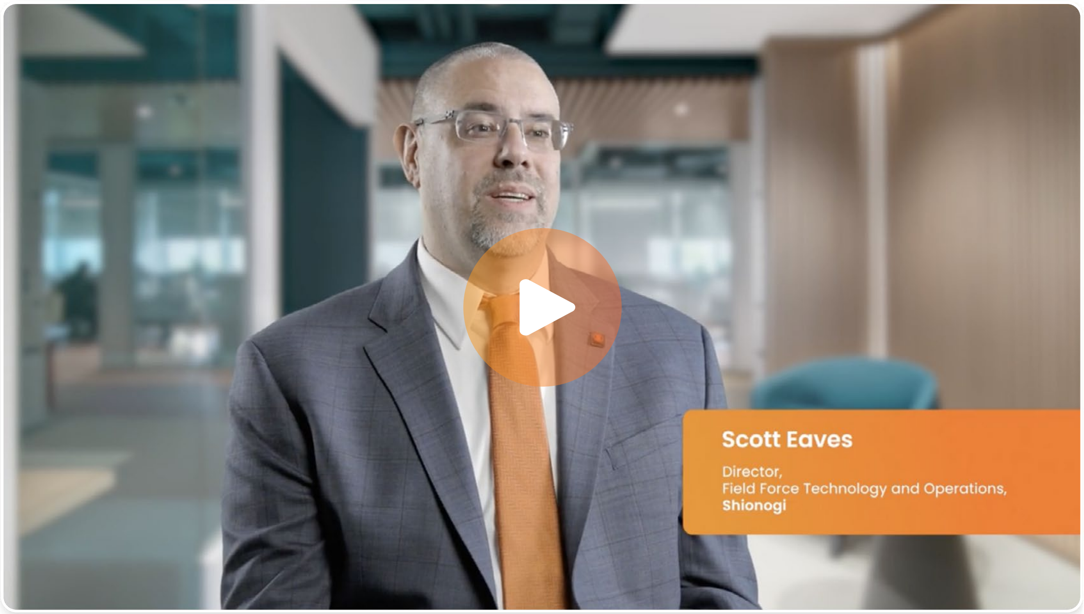
> "As an early migrator to Vault CRM, we trusted Veeva to bring the right resources and experience for a successful migration. The transition was a seamless, relatively smooth process that was completed on time."
>
> **Scott Eaves**
> Director, Field Force Technology and Operations, Shionogi Inc.

Why align product launch with upgrading to Vault CRM?

- Avoid launching on a legacy platform with outdated data structures
- Equip field teams with modern engagement tools from day one
- Reduce disruption during high-impact commercial periods
- Align technology evolution with business momentum

WATCH NOW

Hear Shionogi Inc.'s key advice on upgrading to Vault CRM.



EMERGING BIOTECH

Moving at the speed of growth with a 3-month go-live

An emerging biotech that develops treatments for neurological diseases faced a critical inflection point. With an end-of-year launch fast approaching, the organization needed to decide: launch a new brand on a legacy CRM system or use the opportunity to build a modern, scalable technology foundation.

Leadership recognized that maintaining the status quo would slow innovation rather than protect stability. The decision to implement Vault CRM was driven not by a technology upgrade, but an innovation imperative needed to enable growth. Remaining on the legacy platform would have limited access to new capabilities for launch and slowed the organization's ability to evolve its commercial model.

In just three months from project kickoff to go-live, the biotech demonstrated that modernization could happen quickly without slowing momentum. The implementation also required significant operational transformation alongside the technology rollout. Within the same timeline, they established master data management, integrated new data sources, redefined target lists, and onboarded new employees, creating an entirely new team and structure.

Timing was central to the emerging biotech's Vault CRM decision

Scaling with growth
The company's growth required a platform that could scale alongside the business.

Accessing innovation early
Innovation opportunities would be missed by delaying Vault CRM adoption

Maintaining momentum
Implementation supported forward momentum rather than system maintenance

Accelerating impact
A rapid timeline for migration enabled immediate business impact

Building a foundation for future brand migrations and AI innovation

The emerging biotech's implementation created learnings and best practices that will guide the adoption of Vault CRM across its other brands. By moving early, the company established a clear understanding of what a successful Vault CRM implementation looks like and how to replicate that model for future migrations.

Looking ahead, the organization sees Vault CRM as an opportunity to redefine the role of CRM within its commercial model. With a modern platform in place, the biotech now shifts focus toward using AI to **improve field effectiveness** and transforming its CRM into a tool that delivers insights, guides engagement, and helps reps operate at the next level with healthcare professionals and patients.

ITALFARMACO

Accelerating rare disease launch with unified operations

For Italfarmaco, a biotech driven by improving lives through pharmaceutical innovation, **the launch of a new rare disease** division required a new operational model. Entering a complex, highly specialized market across Europe meant building a foundation that balanced global consistency with local flexibility from day one.

By implementing Vault CRM as a unified platform for commercial and medical teams, Italfarmaco established a coordinated approach to engagement across markets. "Implementing Vault CRM means transforming the great potential for knowledge that resides in local teams into structured information. It is the starting point for building value," says Simona Gay, European customer excellence lead for rare disease at Italfarmaco.

With a single source of truth for customer data, interactions, and insights, its unified model provides a complete, 360-degree view of the customer journey while supporting country-specific regulatory requirements. "The successful implementation of Vault CRM was a cornerstone of our launch," Gay says. "It was driven by deep commitment, seamless collaboration, and mutual support between Veeva and Italfarmaco."

> **Having a unified platform across all countries and teams allowed us to accelerate the Rare Disease division launch while maintaining high operational efficiency."**
>
> **Simona Gay,**
> European Customer Excellence Lead for Rare Disease at Italfarmaco

Driving coordinated engagement globally

With a unified platform in place, Italfarmaco now has timely insights into engagement. Today, Italfarmaco uses this foundation to map center readiness, orchestrate compliant engagement, and enrich hospital profiles with insights from the field. By simplifying internal processes, teams can focus on what matters most — delivering meaningful engagement that supports patients and families navigating rare diseases. Gay says, "The ultimate mission is to bring concrete results to patients and families by listening to their voices."

Looking ahead, the organization sees embedded AI and integrated omnichannel measurement as the next step in advancing **data-driven decision-making** and accelerating impact.

Italfarmaco's unified ecosystem supports:

- Global standardization with local flexibility to meet diverse requirements
- Real-time visibility into customer engagement across channels
- Coordinated commercial and medical collaboration on one platform
- Scalable processes to support continued expansion

WATCH NOW

Hear why Italfarmaco unified commercial and medical operations on Vault CRM.

Vault CRM: A strategic decision for SMB biopharmas

Across Shionogi Inc., Italfarmaco, and emerging biotechs, the decision to implement Vault CRM was driven by more than technology upgrades. These biopharmas recognized that their CRM is the foundation of their commercial model — and the timing of the move was a strategic choice to fuel growth, hit launch milestones, and unlock immediate innovation.

For these organizations, waiting carried hidden costs such as missed AI capabilities, operational complexity, or delayed momentum. Moving now enabled them to modernize on their own terms and align technology decisions with business priorities. With **strong adoption** and a well-established upgrade path, Veeva has updated the end-of-support date for Veeva CRM from September 2030 to the end of December 2029.

Biopharmas choose to migrate to Vault CRM when:

- Partnership confidence reduces risk and ensures shared accountability
- Launch timelines create natural inflection points for transformation
- Innovation outweighs the comfort of stability
- Commercial teams need a platform built for future growth, not past workflows

Ready to transition to Vault CRM? Join us at Veeva Commercial Summit and learn how to streamline your migration.

ABOUT US

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 biopharma 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 **www.veeva.com**