



For Immediate Release

Global Pharmaceutical Company Strengthens Compliance Using Vault PromoMats and Veeva CRM

Solution reduces errors and speeds approval, disbursal and retrieval of promotional materials

PLEASANTON, CA — May 28, 2013 – Drug information changes frequently, and the inability to effectively manage regulated content and to keep up with changes in promotional materials increases compliance risk for pharmaceutical companies around the world. To tighten its marketing compliance strategy and accelerate the dissemination of approved materials to the field, a global pharmaceutical company turned to Veeva Systems' Vault PromoMats the only cloud-based solution built from the ground up to manage promotional content in life sciences. Vault PromoMats speeds approval, disbursal and retrieval of marketing materials and allows companies to capitalize on the unique advantage of seamless integration with Veeva CRM so materials can be easily distributed to reps.

In just eight weeks, this global pharmaceutical company went live on Vault PromoMats. Its strategy is to enable single-click distribution and withdrawal of content to iRep, Veeva's CRM and closed loop marketing (CLM) solution for the Apple iPad. The company implemented the solution to support all standard medical, legal and regulatory review, supporting 5 document types, 16 subtypes and 48 overall classifications to all users at headquarters plus more than 30 external users. Later this year, the company also plans to deploy the solution to all of its remaining affiliates across the world.

"This is already a risky business considering all of the regulations governing marketing so the more processes we can automate, the better," said a corporate spokesperson. "What is a manual handoff of content highly prone to human error, will be automated. With Vault PromoMats and Veeva CRM tightly integrated in the cloud, we will be able to get approved marketing materials direct from brand teams to the field's iPads for faster, more efficient distribution of up-to-date content."

With a full audit trail for complete traceability from content creation to use in the field, plus the ability to distribute and withdraw content with just one click, Vault PromoMats and Veeva CRM will give the company total control over its promotional materials. According to the spokesperson, "Vault PromoMats offers a simple, one-step way to launch new promotional pieces and/or retract them."

Built on a multitenant cloud platform, Vault PromoMats is easily accessible in real-time over the web for efficient collaboration with advertising agencies and other partners worldwide – an important advantage, noted the customer. "Our old systems were extremely difficult to use and lacked the functionality we needed to remain competitive and compliant. Vault PromoMats is intuitive, making it not only easier to manage marketing materials, but also easier to collaborate within our internal and external teams."

Cloud Systems Integration for Unbroken Content Chain

Vault PromoMats content management system is now integrated with Veeva CRM to replace the manual handoff of promotional content with single-click, automated distribution of content to iRep – Veeva's CRM and CLM solution for the Apple iPad. It creates a seamless, direct pipeline of approved marketing content from brand teams to sales reps – with a full audit trail – for efficient dispersal and reliable withdrawal of promotional content. It also reduces re-work caused by content distribution errors to sales reps, potentially saving companies thousands of dollars each year.

"Veeva's strategic integration of promotional content management and CRM has the potential to be one of those rare technology developments that are transformative to an industry," said Eric Larsen, head of global content management at Accenture. "By automating the distribution, withdrawal and update of marketing content, pharmaceutical companies gain more compliance control as well as speed time-to-market."



About Veeva Systems

Veeva Systems is a leader in cloud-based software for the global life sciences industry. Committed to innovation, product excellence and customer success, Veeva has over 150 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. Founded in 2007, Veeva is a privately held company headquartered in the San Francisco Bay Area, with offices in Philadelphia, Barcelona, Budapest, London, Paris, Beijing, Shanghai and Tokyo. For more information, visit www.veevasystems.com.

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