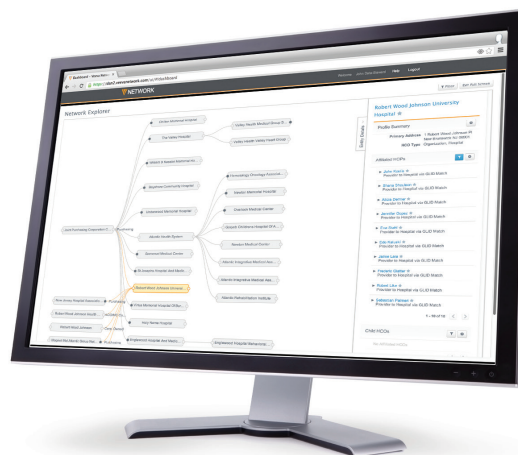


Veeva Network

Customer Master

A Global Customer Master
Made Easy



Customer Master Data Management Application.

Compiling accurate customer master data has been a constant struggle for life sciences companies worldwide. While some have deployed costly and complex customer master data management systems, others make do with spreadsheets and manual processes that increase complexity and risk.

Veeva Network Customer Master is a global, single instance cloud solution that cleanses, standardizes, and de-duplicates HCP and HCO data from multiple systems and data sources to arrive at a single, consolidated customer master record, with stored references to originating sources.

Veeva Network Customer Master is part of Veeva Commercial Cloud and is fully integrated with Veeva CRM, so critical customer information is always available to sales and marketing users when they need it most.



Veeva Network Customer Master replaces disparate, siloed master data management toolkits, allowing users to manage customer profiles worldwide through a single instance.

Built for Life Sciences

Unlike horizontal, on-premise customer master data management toolkits that require life sciences industry-specific customization, Veeva Network Customer Master is a multitenant cloud application that comes pre-configured with a full global life sciences data model ready-to-use.

A Single, Flexible Global Solution

Veeva Network Customer Master replaces disparate, siloed master data management toolkits, allowing users to manage customer profiles worldwide through a single instance. A single global data model with country-level data visibility, configuration, and management provides central control with the flexibility to quickly support country, market, and regional requirements, without the need to deploy and manage separate systems. Veeva Network Customer Master's country-aware data model ensures quick, easy, and configurable deployments to meet unique global and local market needs.

Intuitive User-friendly Interface

Your data stewards can easily process change requests from sales reps and investigate suspect matches with a few clicks.

Find Your Current and Future Customers

Powerful free text search and filtering capabilities make browsing through millions of HCPs and HCOs fast and easy.

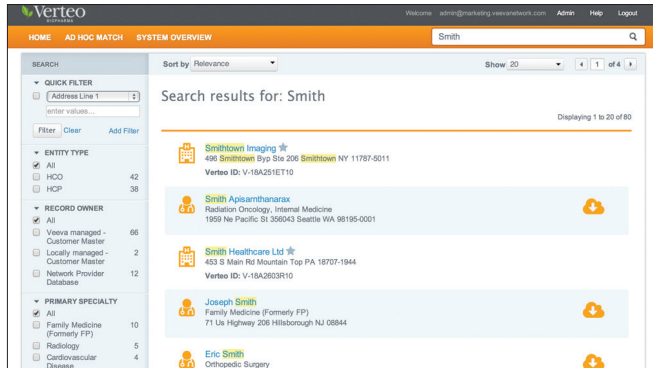


Figure 1: Customer list created using free text search and filtering

Improve Marketing and Sales Initiatives

Sales and marketing can use the accurate customer and affiliations data for targeted programs, including enriching marketing lists on demand.

Analyze Master Data Quickly and Easily

Use a simple form to design reports and answer questions, or create queries to diagnose the root cause of data problems. Monitor key performance metrics to understand the efficiency of data steward activity and quality of data being managed.

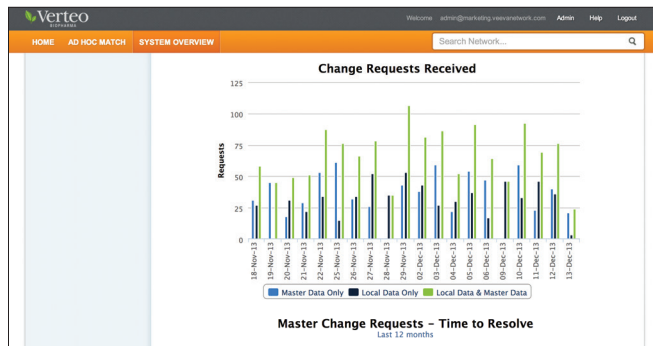


Figure 2: Dashboard of change requests received and resolved

Comply with Regulatory Reporting

Map customer data back to external systems for the complete view of all customer activity needed to create more accurate consolidated reports.

Access through Mobile CRM

A part of Veeva Commercial Cloud, Network Customer Master is integrated with Veeva CRM, allowing reps to search and download account profiles as they encounter new customers or make requests for customer data changes. Reps are more productive and can focus on better managing their territory without wasting time doing ad-hoc research to compensate for missing or inaccurate data.

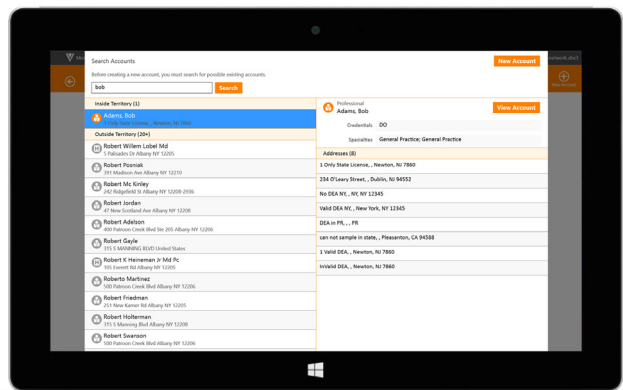


Figure 3: Data access from Veeva CRM Mobile for iPad and Windows 8

Flexibility to Use Third-party Data

Customers may upload third-party proprietary data to the Veeva Network Customer Master application. Third-party proprietary data uploaded to the Veeva Network Customer Master application by a customer resides in the customer's specific Network Customer Master environment and is never shared with other customers. Change requests with respect to third-party data are routed from the customer's specific instance of the Veeva Network Customer Master application either to the customer for resolution or to the third-party for their stewardship action, per customer agreements with the third-party data provider. Third-party proprietary data and related change requests are never used to improve or contribute to Veeva OpenData Customer Data.

Continuous Innovation Included

Because Veeva Network Customer Master is a modern multitenant cloud-based application, there is no hardware to buy or software to install, and you benefit from continuous upgrades automatically.