

# Veeva OpenData

## Research Services

### Target the Most Relevant Customers for your Product and Indication

Accurate, precise customer data is the foundation for your commercial success. In a time- and resource-constrained world, this means focusing on the most relevant customers and ensuring high-quality customer data is in the hands of all those who need it.

**Veeva OpenData Research Services** provide precision data tailored to maximize commercial impact.

Bespoke datasets with multidimensional drivers are assembled to support key business decisions.

This can include:

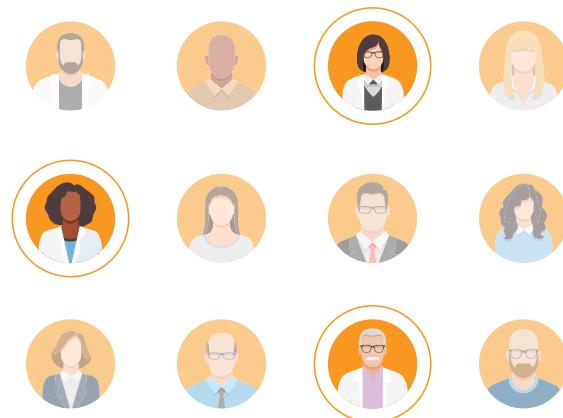
- Complementary populations on top of OpenData to nurture untapped customers
- Existing customer profiles enriched with new attributes for sharper segmentations
- Customer-specific projects designed to drive digital transformation

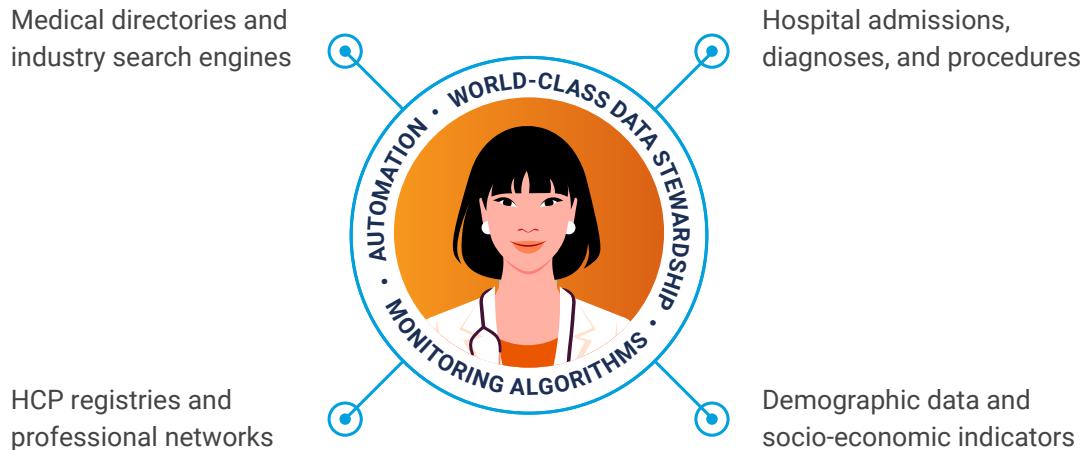
Traditional strategies relied on existing sales rep relationships, overlooking underserved HCP customers and channels. Veeva's Research Services leverage a multi-sourced data ecosystem, ensuring a comprehensive survey of public and proprietary data sources. A unique orchestration of advanced automation, web monitoring algorithms, and world-class data stewardship is deployed to cut through the complexity and reveal key data points around specific diseases and therapeutic areas.

This precision data, combined with rapid timelines, help brand and business insights managers drive innovation for new product launches and indications. And because OpenData integrates seamlessly with Veeva CRM, your reps can easily access embedded insights on key targets for more precise cross-channel engagement.

### Business Benefits

- **Focus** your team's resources on the most relevant customers prescribing or influencing your product
- **Accelerate product launches** with multidimensional drivers that sharpen segmentations and accelerate targeting
- **Improve sales and marketing productivity** with cleansed, validated, and precise customer records
- **Global standard** for triangulating specific therapeutic areas, diseases, and procedures





## Feature Highlights

### Tailored Services

Based on our extensive experience managing customer data, our team of service professionals will design a specialized program to identify the most relevant data for your product and indication.

### Trusted Customer Reference Data

Enriched HCP, HCO, and affiliation data enable more precise targeting, stronger cross-channel engagement, and deeper market penetration.

### Unique Customer Identifiers

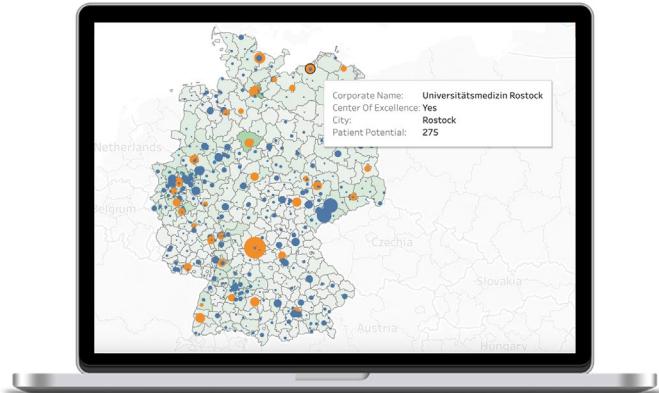
OpenData HCP and HCO identifiers help you navigate complex healthcare networks, compile aggregate call history, and gain visibility to cross-border activity.

### Innovative Data Factory

Unique orchestration of web monitoring technologies and world-class data stewardship are deployed for tailored analysis of customer data.

### Multi-sourced for High Accuracy

Veeva OpenData Customer Data combines country-specific information from authoritative public and proprietary sources. Core elements are cross-verified through a robust matching process.



# Veeva OpenData

Veeva OpenData delivers the right customer data, right where it's needed. Veeva OpenData provides comprehensive records for healthcare professionals (HCP), healthcare organizations (HCOs), and their affiliations. Data is sourced from reputable government and industry organizations, and verified by Veeva stewards, ensuring the highest levels of quality and coverage. Designed with a global view, Veeva OpenData provides a consistent standard of quality and service across all worldwide markets. For more information, visit [veeva.com/eu/opendata](http://veeva.com/eu/opendata).