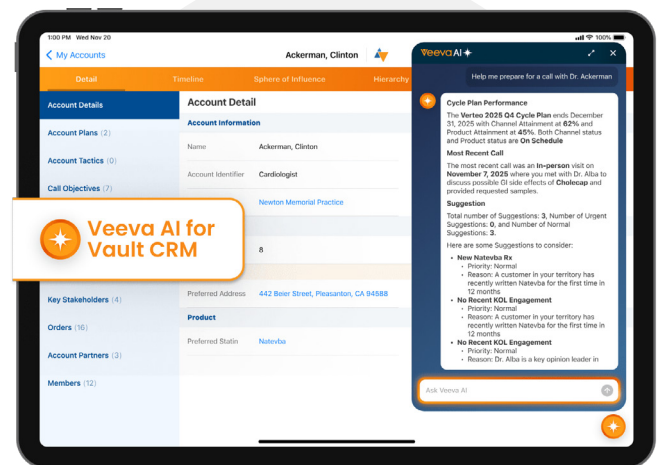


# Connecting Sales, Marketing, and Medical

## Deep CRM for Life Sciences and Veeva AI for Significant Productivity Gains

Drive smarter, more impactful engagement with **Veeva Vault CRM** — a deep, feature-rich CRM for life sciences. Built for the global needs of the industry, Vault CRM supports critical region-specific business requirements and regulatory needs with hundreds of compliance features. Full offline support keeps field teams connected to data and content, wherever they are. As part of the Vault CRM Suite, Vault CRM unifies commercial teams on a single platform, in a single database, with a single view of the customer to drive collaboration, customer centricity, and a more effective field.



**Veeva AI Agents** in Vault CRM deliver significant productivity gains by maximizing engagement while minimizing prep work and data entry. Field teams better prepare for customer engagements with contextual insights and act on proactive, real-time suggestions. AI powers voice control to transform the user experience and unlocks free text fields to capture rich insights compliantly.

## Business Benefits



### Seamless Collaboration

Connect sales, marketing, and medical teams to break down silos and coordinate engagement.



### Customer Centricity

A single customer view across teams for more personalized interactions and a better customer experience.



### More Effective Field

Embedded AI agents and actionable data deliver deeper insights, faster decision making, and increased productivity.

## Key Features

### ✓ Application-Specific AI Agents

Veeva AI for Vault CRM includes deep industry-specific agents embedded within Vault CRM with direct, secure access to Vault CRM data and content. Agents are upgraded every release and can be configured and extended by customers.

- **Pre-call Agent:** Provide individualized customer context, opportunities and suggested actions for better engagement.
- **Media Agent:** Semantic search to locate, summarize and launch content in the content library for quick access to relevant information.
- **Free Text Agent:** Real-time analysis of free text capture for compliance based on customer specific guidelines defined in natural language.
- **Voice Agent:** Natural language voice as the main input of information into CRM business processes.

### ✓ Synchronized Sales and Marketing

Deliver a more targeted, personalized customer journey and better engagement with unified campaigns orchestrated through **Veeva Vault CRM Campaign Manager**. With an intuitive interface and standard campaigns built for life sciences, Campaign Manager allows complete control to create and run campaigns quickly and efficiently.

### ✓ Unified Sales and Service

Elevate customer experience and support by giving inside sales and contact center teams shared data, content, and channels. **Veeva Vault CRM Service Center** is the only life sciences-specific outbound and inbound contact center embedded within CRM, allowing for effortless collaboration, efficient task routing, and faster case resolution.

### ✓ Strategic Key Account Management

Vault CRM's key account management (KAM) module allows teams to manage strategic accounts effectively within a single, collaborative framework. Create account plans, execute planned activities, and measure progress toward goals across specialty care, primary care, field medical, managed markets, or key account teams.

### ✓ Omnichannel Engagement

Engage HCPs wherever, whenever, and however they prefer. **Veeva Vault CRM Approved Email** and **Veeva Vault CRM Engage** place teams in front of hard-to-reach HCPs and help them stay connected beyond face-to-face conversations. With full visibility into all interactions, field teams have the information and insights they need to deliver seamless, customer-centric experiences.

### ✓ Personalized Content at Scale

Equip field teams with up-to-date and highly tailored messaging with real-time access to approved content and personalized delivery options. Optimize content strategy while ensuring compliance with industry regulations using detailed tracking and usage analytics that continually feed back to **Veeva PromoMats**.

### ✓ Mobile and Offline Access

Activate field teams anywhere and on any device with Vault CRM Suite's adaptive design, which delivers a seamless experience across phones, tablets, and laptops. Unique offline capabilities further allow reps to stay productive, even without internet access.

### ✓ Insights at the Point of Execution

Speed time-to-market with brand-specific field insights exactly when and where teams need it. Leverage a library of pre-existing dashboards, develop views using Veeva's extensive partner network, or easily create custom insights across brands, roles, and activities.

### ✓ Built-in Compliance

Designed to adhere to the latest industry regulations, Vault CRM Suite is pre-validated for 21 CFR Part 11, the Prescription Drug Marketing Act (PDMA), and the Ohio Terminal Distribution of Dangerous Drugs (TDDD). Field teams sample and communicate compliantly with features that flag words or phrases that violate regulations in text input fields and proactively block prohibited terms from being sent to an HCP via chat.

### ✓ Productive Workspaces

Seamless integration with Microsoft 365 tools like OneNote, Outlook, and Teams simplifies call scheduling, accelerates collaboration, and provides a unified workspace for teams. Users easily capture notes, manage calendars, and communicate efficiently in their existing workflow.