



For Immediate Release

Daiichi Sankyo Selects Veeva CRM to Support Customer Engagement Initiatives in the United Kingdom

Leading global pharmaceutical company will deploy iRep to UK teams

BARCELONA, SPAIN and GERRARDS CROSS, BUCKS, UK – 26 July, 2011 – Veeva Systems announced today that Daiichi Sankyo, one of the world's top 20 pharmaceutical companies, is replacing its legacy, on-premise Customer Relationship Management (CRM) system with Veeva CRM in the UK. Daiichi Sankyo will deploy Veeva CRM to all of its commercial teams in the UK including integrated healthcare, specialty care, medical liaison scientists, and head-office teams (i.e., marketing and medical) to drive more effective customer engagement.

Daiichi Sankyo had outgrown its current CRM system, according to executives. "Most of our customer-facing teams were only using the system as a basic customer information repository," said Dr. Simon Clough, managing director for Daiichi Sankyo UK. "It lacked important functionality and so became nothing more than an expensive database to record calls. We were looking for a system that offered functionality well beyond just call recording."

After researching alternative CRM systems, Daiichi Sankyo decided on Veeva CRM. "We're all about innovation that leads to enhanced quality and value for our customers," said Clough. "We've adopted an innovative agenda for advancing everything from our science to our interactions with stakeholders, and Veeva CRM supports it perfectly. The system's intuitive, easy-to-use interface and rich functionality are part of our strategy for strengthening customer engagements in the UK's changing NHS environment."

Daiichi Sankyo was also drawn to Veeva iRep, which is the first integrated Pharma CRM and CLM solution designed for the Apple iPad. Clough continued, "We recognised that the system's closed-loop marketing functions and the device's beautiful presentation of multi-media content would support more interactive customer engagements. With iRep, we expect that our account specialists will be more connected, responsive, and effective."

Veeva Systems has rapidly become the leading provider of Pharma CRM solutions globally. Cloud-based, Veeva CRM requires no hardware or software to purchase, scale or maintain. In addition, all Veeva customers benefit from free, automatic upgrades so users are always on the most up-to-date version of the software and benefit from the very latest compliance changes and system enhancements. Changes can be made to the system instantly without user retraining or additional third-party costs.

Bill Barone, head of learning & innovation at Daiichi Sankyo UK concluded, "We are very excited to work with a pioneering CRM organisation. Veeva is ahead of the curve and leading the market from an innovation perspective."

About Daiichi Sankyo

The Daiichi Sankyo Group is dedicated to the creation and supply of innovative pharmaceutical products to address the diversified, unmet medical needs of patients in both mature and emerging markets. The company was created in 2005 through the merger of two traditional Japanese enterprises, Daiichi and Sankyo. With net sales of nearly €7.3 billion, Daiichi Sankyo is one of the world's 20 leading pharmaceutical companies. While maintaining its portfolio of marketed pharmaceuticals for hypertension, hyperlipidemia, and bacterial infections, the Group is engaged in the development of treatments for thrombotic disorders and focused on the discovery of novel oncology and cardiovascular-metabolic therapies. Furthermore, the Daiichi Sankyo Group has created a "Hybrid Business Model", which will respond to market and customer diversity and optimize growth opportunities across the value chain.

The company's world headquarters are in Tokyo. Its European base is located in Munich. Daiichi Sankyo Europe has affiliates in 12 European countries in addition to a global manufacturing site located in Pfaffenhofen, Germany. For more information, please visit: www.daiichisankyo.com or www.daiichi-sankyo.eu

About Veeva CRM

The Veeva CRM suite of applications, comprised of VBioPharma, iRep, VMobile, and VInsights, is the pharmaceutical and biotechnology industry's leading cloud-based CRM solution. In addition, iRep has quickly become the industry's choice for closed loop marketing on the iPad. Only Veeva CRM accommodates the unique needs of multiple commercial teams in a single solution, improving user adoption and sales effectiveness, while reducing cost and complexity. Veeva CRM is now the foundation on which the pharmaceutical industry is innovating its sales and marketing models for the future.

About Veeva Systems

Veeva Systems is the leader in cloud-based solutions for the global life sciences industry. Committed to innovation, product excellence, and customer success, Veeva has over 90 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, Paris, Beijing, Shanghai, and Tokyo. For more information, visit www.veevasystems.com.

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