

For Immediate Release

Eisai Inc. Selects Cloud-Based Veeva CRM to Replace Multiple On-Premise Sales Support Systems

PLEASANTON, CA — August 10, 2011 – Eisai Inc., the U.S. operational division of global pharmaceutical Eisai Company Ltd., has started transitioning 700+ users across primary care, specialty care, and managed markets in both the U.S. and Canada to Veeva CRM – the pharmaceutical industry’s fastest growing customer relationship management application. Eisai expects to go live with cloud-based Veeva CRM and its analytics module, VInsights, by January of 2012.

For more than six years, Eisai maintained multiple, separate on-premise sales support systems including homegrown coaching, reporting, and targeting systems, plus a client/server SFA system that was difficult to change and expensive to upgrade. These systems stressed the company’s budgets, yet no longer supported Eisai’s pressing need for new functionality, increased flexibility, and improved usability. It was time for a change. After evaluating leading CRM providers, Eisai selected Veeva CRM. The new CRM system will enable Eisai to streamline its computing environment by integrating three of its systems into a single, cost-efficient solution that will also deliver on the company’s functional demands.

Cloud-based, Veeva CRM requires no hardware or software to purchase, scale, or maintain. In addition, all customers benefit from free, transparent upgrades so users are always on the most up-to-date version of the software. Since its launch in 2007, Veeva CRM has become the industry leader, supporting tens of thousands of users globally including twelve of the top twenty largest global pharmaceutical companies. Most recently, Veeva launched iRep, already the industry’s leading CRM+CLM application designed for the Apple iPad.

Frank Defesche, general manager of North America at Veeva, commented, “Veeva CRM is an ideal solution for strategic pharmaceutical companies like Eisai that are preparing for a bright future and looking for a more cost efficient way to scale. Only a truly cloud-based system can deliver this combination of flexibility, usability, and rich functionality.”

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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