FOR IMMEDIATE RELEASE

Veeva Systems Now Ranked Among the Top Three Most Preferred Software Vendors in IDC Life Sciences Spending Survey

Veeva rises from 8th to 3rd in just two years

Veeva also named a 'Leader' by Nucleus and IDC and 'Most Innovative Platform' by PharmaVoice

PLEASANTON, CA – June 2, 2015 –Veeva Systems is among the [top three most preferred life sciences software vendors](#), according to IDC Health Insights' Leading Indicators in Life Sciences IT Spending Survey[i], which measures planned investments for 2015. This is the third year that Veeva has been among the top ten vendors, and has been steadily increasing its standing among life sciences executives over the past three years – jumping to 3rd most preferred provider from 8th two years ago.

Veeva delivers industry cloud software solutions to help life sciences companies achieve their most pressing strategic objectives – bringing drugs to market faster and more efficiently, maximizing revenues, and maintaining compliance with government regulations. Veeva was the only industry cloud vendor to top the list.

In addition to its most preferred status, [Veeva has been named a 'Leader'](#) in the IDC Marketscape Worldwide Life Science CRM Software 2015 Vendor Assessment, and ranked the 3rd life sciences software vendor globally by IDC Health Insights' Vendor Assessment: 2014 Top 10 Life Science Software Vendors report.[ii] Veeva climbed two positions this year from last year's rankings.

IDC cites Veeva's leading-edge functionality and ease of use as among the best in the industry. The survey noted Veeva's industry expertise as a key differentiator. "The company's sole focus on the life science industry boosts its unique understanding of market wants and needs. This was echoed by the firm's customers, which gave Veeva's life science market expertise extremely high marks," the report notes.[iii]

"We are honored by this recognition, especially since it comes from our most important stakeholder, our customers," said Paul Shawah, vice president of product marketing for Veeva. "Our ranking as one of the top providers to the industry reflects our commitment to continually innovating and expanding our industry cloud solutions to deliver extraordinary value to life sciences companies as we partner with them to achieve their strategic objectives."

In addition to the recognition from IDC, Veeva also recently received two other notable awards. [Nucleus Research named Veeva 'Leader'](#) in its Technology Value Matrix for CRM for the third year in a row. Nucleus Research considers candidates' track record of innovation in system functionality and usability, particularly in the areas of sales, marketing, and customer service.

The only life sciences-specific provider named a leader by Nucleus, "Veeva offers an accelerated time to value with its industry-specific products because solutions built for a particular industry are able to provide more out-of-the-box capabilities, which decreases implementation time and cost," the report states.

Veeva Commercial Cloud was also singled out by PharmaVOICE as 'Most Innovative Platform' for 2014, as judged against hundreds of nominations from across the life sciences industry. Veeva Commercial Cloud brings together the data, content, and interactions needed for life sciences companies to deliver a fully coordinated and compliant customer experience across channels.

Additional Information:
- For more on Veeva Commercial Cloud, please visit: veeva.com/CommercialCloud
- Stay updated on the latest Veeva news on LinkedIn: www.linkedin.com/company/veeva-systems
- Follow @veevasystems on Twitter: www.twitter.com/veevasystems
- Like Veeva on Facebook: www.facebook.com/veevasystems

About IDC MarketScape
IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.

About Veeva Systems
Veeva Systems Inc. is a leader in cloud-based software for the global life sciences industry. Committed to innovation, product excellence, and customer success, Veeva has more than 275 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. Veeva is headquartered in the San Francisco Bay Area, with offices in Europe, Asia, and Latin America. For more information, visit www.veeva.com.

Forward-looking statements
This release contains forward-looking statements, including the market demand for and acceptance of Veeva's products and services, the results from use of Veeva's products and services, and general business conditions, particularly in the life sciences industry. Any forward-looking statements contained in this press release are based upon Veeva's historical performance and its current plans, estimates, and expectations, and are not a representation that such plans, estimates, or expectations will be achieved. These forward-looking statements represent Veeva's expectations as of the date of this press announcement. Subsequent events may cause these expectations to change, and Veeva disclaims any obligation to update the forward-looking statements in the future. These forward-looking statements are subject to known and unknown risks and uncertainties that may cause actual results to differ materially. Additional risks and uncertainties that could affect Veeva's financial results are included under the captions, "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in the company's filing on Form 10-K for the period ended January 31, 2015. This is available on the company's website at www.veeva.com under the Investors section and on the SEC's website at www.sec.gov. Further information on potential risks that could affect actual results will be included in other filings Veeva makes with the SEC from time to time.

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[i] *Leading Indicators in Life Science IT Spending Survey*, IDC Health Insights #HI255788, 1Q15

[ii] *Vendor Assessment: 2014 Top 10 Life Science Software Vendors*, IDC Health Insights #HI254753, March 2015

[iii] *IDC MarketScape: Worldwide Life Science CRM Software 2015 Vendor Assessment,* IDC Health Insights #HI255821e, May 2015

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