



FOR IMMEDIATE RELEASE

## Veeva Launches Modular Content Solution to Help Companies Speed Delivery of Digital Content at Scale

PLEASANTON, CA — May 6, 2021 — Veeva Systems (NYSE: VEEV) today announced new modular content capabilities in Veeva Vault PromoMats to help life sciences marketers speed content creation, review, and distribution across channels. New enhancements to the commercial content platform include features and connectors that enable brands to quickly deliver compliant content at scale.

Veeva Pulse data shows life sciences companies created 3.5 times more digital content than print over the past year, with an average approval cycle of 21 days,<sup>1</sup> underscoring the need for more content, faster. By using pre-approved content modules to build sales and marketing assets, teams can accelerate legal, medical, and regulatory (MLR) reviews.

“Veeva’s modular content solution helps us generate compliant promotional content that resonates deeply with key audiences so we can create first-class digital experiences,” said Cedric Grand-Pierre, global customer experience and engagement lead at Organon, the intended spinoff of Merck. “Vault PromoMats allows us to move faster, increase content reuse across channels, and speed the review process.”

Over the course of 2021, Veeva will add the following features to its modular content solution in Vault PromoMats:

- **Vault PromoMats Content Modules** – Starting today, customers can create and store modules directly in their Veeva Vault content library. The system now serves as a single source of truth for reusable blocks of text, images, or claims along with associated rules to govern the use of each module.
- **Omnichannel Authoring Connectors** – Vault PromoMats content modules are also now sharable via Veeva’s APIs. In the coming months, customers will be able to integrate a range of channel-specific authoring tools—including Anthill Activator, Viseven’s eWizard platform, and others—into Veeva’s modular content solution. Teams can use their preferred tools to assemble pre-existing modules, and then push finished assets back into Vault PromoMats for approval.
- **Modular MLR Review** – Once an asset is ready for approval, marketers can kick off native MLR compliance workflows in Veeva Vault. Later this year, the system will add visual highlights to indicate which of the assembled modules are already approved, pending, or being reviewed for the first time.

“Modular content supports the industry’s rapid shift to digital engagement through a marked change in how brand teams draft, review, and distribute content,” said Pooja Ojala, vice president of commercial content at Veeva. “Our solution builds on our strong heritage of MLR and digital asset management to create a flexible and modular system for content creation—reducing review cycles more than 20 percent and increasing speed-to-market by more than 50 percent.”

To make it easy for brand teams to quickly distribute content modules through various channels, Veeva is also partnering to enable a broad ecosystem of authoring tools. “By collaborating with Veeva to automate the content production lifecycle, we are helping customers deliver personalized content more quickly and cost-effectively,” said Nataliya Andreychuk, CEO at Viseven. Rasmus Kalms, chief product officer at Anthill, added, “Together with Veeva, we can empower life sciences companies to improve content creation, reuse, and agility every step of the way.”

---

<sup>1</sup> Veeva Pulse data 2020

For more information on modular content best practices, register for the upcoming [Veeva Commercial & Medical North America Summit Connect](#) on June 10, 2021. The live one-day virtual event is open to life sciences industry professionals.

### **Additional Information**

For more on Veeva Vault PromoMats, visit: [veeva.com/PromoMats](https://veeva.com/PromoMats)  
Connect with Veeva on LinkedIn: [linkedin.com/company/veeva-systems](https://linkedin.com/company/veeva-systems)  
Follow @veevasystems on Twitter: [twitter.com/veevasystems](https://twitter.com/veevasystems)

### **About Veeva Systems**

Veeva is the global leader in cloud software for the life sciences industry. Committed to innovation, product excellence, and customer success, Veeva serves more than 975 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. As a Public Benefit Corporation, Veeva is committed to balancing the interests of all stakeholders, including customers, employees, shareholders, and the industries it serves. For more information, visit [veeva.com](https://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 (including the on-going impact of COVID-19), particularly within 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, 2021. This is available on the company's website at [veeva.com](https://veeva.com) under the Investors section and on the SEC's website at [sec.gov](https://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.

###

### **Contact:**

Deivis Mercado  
Veeva Systems  
925-226-8821  
[deivis.mercado@veeva.com](mailto:deivis.mercado@veeva.com)

Meagan Busath  
Veeva Systems  
925-452-6500  
[meagan.busath@veeva.com](mailto:meagan.busath@veeva.com)