

PRODUCT SHEET

Vault CRM Suite

Vault CRM Suite integrates key commercial applications and processes for more effective field planning and engagement across personal and digital channels.

CRM Suite includes global applications that also address unique local, country-specific business and compliance requirements.

Vault CRM is the industry standard for pharmaceutical and biotech customer relationship management.

Vault CRM Approved Email is an add-on application to CRM for sending personal, compliant emails from field users to HCPs.

Vault CRM Events Management is an application for managing the end-to-end event lifecycle and related information, including content, attendees, speakers, and expenses.

Vault CRM Engage is an add-on application to CRM for digital engagement between field teams and HCPs, enabling call scheduling, video meetings, and compliant chat.

Vault CRM Align is an application for territory management, including roster management, territory assignment, engagement plans, and integrated field feedback.

Veeva Align+ is an application used to design optimal geographic territories for field sales and medical teams.

Veeva Network is a global master data management platform and customer master application designed for global pharmaceuticals and biotech.

Veeva Nitro is an analytics platform that integrates commercial data sources.

Vault CRM Service Center is an application for inside sales, contact center, and hybrid reps that enables inbound and outbound engagement across channels, with all data captured in Vault CRM.

Vault CRM Campaign Manager is an application for marketers to create and execute HCP campaigns using personal and non-personal channels.

PRODUCT	ANNOUNCED	STATUS	CUSTOMERS
Vault CRM	2022	Early	11–50
Vault CRM Approved Email	2013	Very Mature	100+
Vault CRM Events Management	2015	Mature	100+
Vault CRM Engage	2018	Mature	100+
Vault CRM Align	2015	Mature	51–100
Veeva Align+	2020	Mature	11–50
Veeva Network	2013	Very Mature	100+
Veeva Nitro	2018	Mature	11–50
Vault CRM Service Center	2023	Early	0
Vault CRM Campaign Manager	2023	Early	0

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Vault CRM

CRM is an enterprise customer relationship management application for biopharma, consumer health, and animal health companies. Sales, marketing, medical, and services teams can use CRM as a single customer database supporting the field teams, including primary care, specialty care, key accounts, retail sales, and medical science liaisons.

CRM enables key capabilities such as customer profiling, content sharing and management, territory and account planning, sampling, and recording field engagement.

CRM is accessible online via a browser and desktop application or with full offline support on the iPad, iPhone, and Android.

Announced	2022
Status	Early
Customer type	Enterprise Pharma, Biotech, Animal Health, Consumer Health
Customers	11–50
Platform	Veeva Vault
Integrations	Lives with Approved Email, Events Management, Engage, Service Center, Campaign Manager Connected with PromoMats, MedComms, Align, Network, Link

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Vault CRM Approved Email

Approved Email is an add-on application within CRM that allows users to send compliant emails to HCPs in a unified experience. Users can quickly assemble an email selecting approved templates, content fragments (links in the email), and optional personalization (such as a personal greeting).

Approved Emails can be scheduled and sent on behalf of field users by the home office or suggested by next best action engines.

Approved Email activity (such as sends, opens, and click-throughs) is automatically captured and recorded in CRM, providing insight about content and engagement effectiveness.

Announced	2013
Status	Very Mature
Customer type	Enterprise Pharma, Biotech, Animal Health, Consumer Health
Customers	100+
Platform	Veeva Vault
Integrations	Requires CRM Connected with Engage, Events Management, Service Center, Campaign Manager, PromoMats, MedComms

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Vault CRM Events Management

Events Management is an application for managing the end-to-end event lifecycle and related information, including content, attendees, speakers, and expenses. Events Management supports multiple field-initiated event types, such as speaker programs, advisory boards, roundtables, and other fee-for-service engagements.

Users can create event requests, identify compliant content, determine budget and expenses, identify speakers and attendees, and initiate approval workflows.

Events Management works seamlessly with Approved Email for attendee invitations, PromoMats for approved content, Engage for virtual event content sharing, and CRM or OpenData to reconcile attendees for transparency reporting.

All events activity is automatically captured in CRM.

Announced	2015
Status	Mature
Customer type	Enterprise Pharma, Biotech, Animal Health, Consumer Health
Customers	100+
Platform	Veeva Vault
Integrations	Requires CRM Connected with Approved Email, Engage, Service Center, Campaign Manager, OpenData, PromoMats, MedComms

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Vault CRM Engage

Engage is an add-on application to CRM for digital engagement between CRM users and HCPs. Users can schedule meetings, meet in video calls, chat compliantly with HCPs and staff, and share approved content. Engage is accessed directly in CRM for end users and via a standalone application for HCPs.

Engage uses Approved Email to support compliant invitations that allow attendees to schedule meetings or meet virtually through their device of choice.

All engagement activity is automatically captured in CRM.

Announced	2018
Status	Mature
Customer type	Enterprise Pharma, Biotech, Animal Health, Consumer Health
Customers	100+
Platform	Veeva Vault
Integrations	Requires CRM Connected with Approved Email, Events Management, Service Center, Campaign Manager

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Vault CRM Align

Align is an application for territory management, enabling roster management, territory assignment, engagement plans, and integrated field feedback. Align is powered by business rules to manage current and future alignments, including the definition of the territory, the target customer list, and engagement goals by channel.

CRM end users can provide feedback on proposed future alignments and engagement plans directly within CRM.

Announced	2015
Status	Mature
Customer type	Enterprise Pharma, Biotech, Animal Health, Consumer Health
Customers	51–100
Platform	Veeva Vault
Integrations	Requires CRM

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Veeva Align+

Align+ is a desktop application for defining geographic territory structure and hierarchy, and visualizing those territories on a map to support decision making. Maps can be exported to PDF for external sharing and presentation.

Territory definitions are based on geography, aggregate workload capacity, aggregate market potential, and constraints such as drive time.

Announced	2020
Status	Mature
Customer type	Enterprise Pharma, Biotech, Animal Health, Consumer Health
Customers	11–50
Platform	Application-specific
Integrations	Connected with Align

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Veeva Network

Network is a global, multi-domain master data management platform and customer master application for pharmaceuticals and biotech. It comes with a pre-defined data model to support the management of customer reference data, including data change requests from field users in CRM. Customers can master their reference data alongside data from a third party, such as OpenData, to ensure a single source of truth for customer data.

The Network business portal and widgets allow access to customer data for commercial business users.

Network customers can build additional data domains (such as product or payer) for data mastering beyond customer.

Announced	2013
Status	Very Mature
Customer type	Enterprise Pharma, Biotech, Animal Health, Consumer Health
Customers	100+
Platform	Application-specific
Integrations	Connected with CRM, OpenData, Nitro, Service Center

PRODUCT SHEET

Veeva Nitro

Nitro is an analytics platform that integrates commercial data sources. Nitro is deeply integrated with CRM, allowing not only seamless data exchange but automatic updating of Nitro with CRM configuration and metadata changes.

Nitro stores data in Amazon Redshift and has prebuilt industry connectors for Veeva and select third-party data sources. Nitro Explorer offers an integrated visualization tool to allow end users the ability to navigate the data stored in Nitro, minimizing the reliance on third-party visualization tools.

Announced	2018
Status	Mature
Customer type	Enterprise Pharma, Biotech, Animal Health, Consumer Health
Customers	11–50
Platform	Application-specific
Integrations	Connected with CRM

PRODUCT SHEET

Vault CRM Service Center

Vault CRM Service Center is an application for inside sales, contact center, and hybrid reps that enables inbound and outbound engagement across channels, with all data captured in Vault CRM.

Service Center includes case management, video calls, telephony integration, and industry-specific capabilities including consent, sampling, call reporting, and a foundation of compliant content. Microsoft 365 native integration enhances productivity, including case collaboration in Microsoft Teams and OneNote.

Service Center is part of Vault CRM Suite, which means all customer-facing teams work from the same customer data, content, and key processes to deliver a customer-centric experience.

Announced	2023
Status	Early
Customer type	Enterprise Pharma, Biotech, Animal Health, Consumer Health
Customers	0
Platform	Veeva Vault
Integrations	Requires CRM Connected with Approved Email, Engage, Events Management, Link, MedComms, Network, OpenData, PromoMats

PRODUCT SHEET

Vault CRM Campaign Manager

Campaign Manager is an application for life sciences marketers to create and execute campaigns for HCPs using both non-personal and field channels.

Campaign Manager enables both single-action and multi-action campaigns. Campaigns include creating or importing target lists, using personalized content templates, and defining campaign actions. Campaigns are executed across channels, such as marketing emails, field emails, or field suggestions.

Campaign Manager lives with Vault CRM, allowing field teams to see all customer interactions in one place. This lets them directly participate in marketing campaigns, like suggesting changes to targets or approving emails to influential customers.

Announced	2023
Status	Early
Customer type	Enterprise Pharma, Biotech, Animal Health, Consumer Health
Customers	0
Platform	Veeva Vault
Integrations	Requires CRM Lives with CRM, Approved Email, Engage, Events Management Connected with PromoMats