



NEWS RELEASE

# New Veeva CRM Suggestions Recommends Best Action and Channel to Field Reps for Greater Sales Effectiveness

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New Veeva CRM capability to transform how life sciences engages customers

Veeva Data Science Partner Program also announced, leaders ZS Associates and Aktana join

PHILADELPHIA--(BUSINESS WIRE)-- Veeva Systems introduces a game-changing CRM capability to improve sales productivity. With planned availability this Fall, Veeva CRM Suggestions leverages the power of data science to deliver a better, more coordinated customer experience by offering recommendations on the best action and right channel for that next customer interaction. Veeva unveiled its new CRM Suggestions functionality at the company's 2015 Customer Summit in Philadelphia, where nearly 1,000 industry leaders convened today. All Veeva CRM customers will automatically receive Veeva CRM Suggestions as part of the Fall Veeva CRM release.

The life science industry is awash with data. Integrating, organizing, and interpreting the flood of information to glean actionable business insights is a significant challenge. The volume of data is growing, as are the increases in the different types of customer-facing roles at life sciences firms. Add to that the rising number of stakeholders at customer organizations and the proliferating channels to engage them and the result is a sales landscape that has never been so complex.

Veeva CRM Suggestions cuts through this complexity to deliver clear suggestions to reps on the best messages and channels for greater sales effectiveness. Suggestions are provided directly in the reps' workflow, where and when they need it. The interactive Suggestions Dashboard gives reps the opportunity to offer feedback on the recommendations to create a continuous learning loop and improve future suggestions.

“Veeva CRM Suggestions is like having a strategic coach with your reps all the time,” said Brian Longo, Veeva’s general manager of commercial products. “Recommendations on the best actions and channels for each customer enables every rep to be a top performer. And since recommendations span various engagement channels, Veeva CRM Suggestions accelerates the transition to a new multichannel model.”

Veeva CRM Suggestions is powered by data science, which mines volumes of data and uses predictive and adaptive analytics to make recommendations and learn from subsequent actions and feedback. With the Veeva Data Science Connector, companies have the flexibility to use the data science technology of their choice or internal solutions.

As part of today’s announcement, the company launched the Veeva Data Science Partner program and the addition of leaders ZS Associates and Aktana as its first partners. Data Science Partner solutions will be pre-integrated to Veeva CRM Suggestions making it easy to get started.

Life sciences pioneers such as EMD Serono and Lundbeck are eager for new ways to increase sales effectiveness. “We put the customer at the center of all that we do,” said Joe Horvat, senior vice president of oncology at EMD Serono. “We are always looking for solutions to improve engagement and deepen our relationships. A product like Veeva CRM Suggestions – built right into Veeva CRM and with the capacity to learn from rep feedback – has tremendous potential to transform how the industry engages customers.”

“Marketing and sales teams can have incredible volumes of data at their disposal. A product that helps harness it all to take the best actions and deliver the right message through the right channel could be a huge benefit,” said Tim White, senior director and head of global customer interaction management at Lundbeck. “A capability like Veeva CRM Suggestions for more data driven customer outreach could significantly accelerate the path toward true customer centricity.” Lundbeck is in the process of implementing its global commercial infrastructure with Veeva Commercial Cloud since last year.

Veeva CRM Suggestions continues Veeva’s track record of delivering market-leading innovation and increasing value with each new release of Veeva CRM. Keeping its customers a step ahead, the new capability taps into the latest advancements in software. All Veeva CRM customers will automatically receive Veeva CRM Suggestions as part of the November 2015 release of Veeva CRM.

The company also today announced two major new Veeva Commercial Cloud products available this July, **Veeva Align** and **Veeva CRM Events Management**. Veeva Align is a global solution integrated with Veeva CRM for faster, more accurate sales territory alignments. Veeva CRM Events Management allows companies to better manage all events in coordination with the field, and provides full visibility into activities, speakers, attendees, and spend.

**Additional Information:**

- For more on Veeva CRM, please visit: [veeva.com/crm](http://veeva.com/crm)
- Stay updated on the latest Veeva news on LinkedIn: [www.linkedin.com/company/veeva-systems](http://www.linkedin.com/company/veeva-systems)
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## 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](http://www.veeva.com).

## Forward-looking Statements

This release contains forward-looking statements, including the future availability of Veeva products and related third party integrations, 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-Q for the period ended April 30, 2015. This is available on the company's website at [www.veeva.com](http://www.veeva.com) under the Investors section and on the SEC's website at [www.sec.gov](http://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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