



FOR IMMEDIATE RELEASE

## Leading Events Service Providers to Deliver Solutions Leveraging Veeva CRM Events Management

*Events partners are teaming with Veeva to help life sciences customers effectively plan, manage, and track events from end-to-end*

**BARCELONA, Spain — 12 Dec. 2016** — [Veeva Systems](#) (NYSE:VEEV) today announced that Advanced Health Media (AHM), HealthSTAR Communications, MedForce, Physicians World, and Vector Health are leveraging the power of [Veeva CRM Events Management](#) to offer life sciences customers a full, end-to-end solution for enterprise-wide planning and execution of live and virtual events. Veeva CRM Events Management will enable these partners to provide integrated solutions to customers in the US marketplace.

Organizing industry events is complicated and involves a complex ecosystem of technologies for speaker management, logistics services, and compliance. Nearly three-quarters (72%) of organizations report that the use of disparate systems is their biggest challenge in events management.<sup>1</sup>

To eliminate this burden, leading events service providers are integrating and certifying their offerings with Veeva CRM Events Management, a single solution to plan and execute all events across the enterprise. Now companies can streamline approval workflows, reduce bottlenecks, and stay on schedule from end-to-end, with total visibility of speakers, attendees, activities, and expenditures.

“With so many moving parts in events management, we want to make it easier for customers to efficiently plan, manage, and track events,” said Andrew Fuchs, director of commercial strategy at Veeva. “Events partners are working with us to deliver a complete and holistic approach for event planning with Veeva CRM Events Management as the technology foundation.”

### Read What the Industry is Saying:

“AHM’s market leading position in the US and growing customer base in Europe and Asia makes Veeva and AHM the clear enterprise choice for meetings and events management,” said Nigel Whitehead, CEO at [AHM](#). “With one of our large pharmaceutical customers already deployed and thousands of users already benefiting from our joint expertise, we are excited about bringing our compliance platform and meeting management services to a broader market with Veeva.”

“We view the Veeva and HealthSTAR partnership as an opportunity to offer an integrated solution of technology and services to fulfill compliance and business objectives across external and internal client stakeholders,” said Chris Sweeney, CEO, [HealthSTAR Communications](#), who has managed more than 1.5 million compliant engagements over the past 18 years, including 50,000 virtual programs in the last three years.

“We’re dedicated to providing the best technology that will deliver the greatest value,” said Mark Fleischer, CEO of [Physicians World](#), the first speakers bureau solutions provider to partner with Veeva. “Our partnership with Veeva aligns with this vision and will give life sciences companies a tightly integrated solution that meets all of their event logistics and compliance needs.”

“In a short time, Veeva CRM Events Management has become a leading choice for many life sciences companies,” said Peter Johnson, principal at [Vector Health](#), a leader in speaker bureau services and aggregate spend management. “With Veeva, we can provide our customers a full-service, innovative event management platform.”

## Additional Information

For more on Veeva CRM Events Management, visit: [veeva.com/eu/crmevents](http://veeva.com/eu/crmevents)

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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 475 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 [veeva.com/eu](http://veeva.com/eu).

## 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-Q for the period ended October 31, 2016. This is available on the company's website at [veeva.com](http://veeva.com) under the Investors section and on the SEC's website at [sec.gov](http://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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<sup>1</sup> "Healthcare Professional Meetings and Engagements -- 2016 Industry Benchmarking Survey," *MeetingsNet*, September 2016