



LEO Pharma Selects Veeva CRM for Pan-European Deployments

BARCELONA, SPAIN — 1 March, 2011 – LEO Pharma, a leading global pharmaceutical company specialising in dermatology and critical care, has selected Veeva CRM to support its rapidly growing New Markets Europe region. LEO has started the deployment of Veeva CRM to its users in countries such as Hungary, Czech Republic, Slovakia, Poland, Romania, and Italy.

“We were looking for an innovative CRM solution that was aligned and harmonised across countries and could be deployed quickly. It became clear early on that Veeva had the most comprehensive and agile pharma CRM solution and offered the shortest timeframe to implementation,” commented René Jørgensen, global manager CRM and e-tools for LEO Pharma A/S.

General Manager for LEO Hungary, Jozsef Vincze, added “Given our rapid growth and expansion into new markets and regions, we were searching for a flexible and easy to use system that would support our customer-focused and performance-driven strategies. Veeva CRM has everything we need.”

Over the past four years, Veeva Systems has quickly become a leading global provider of Pharma CRM solutions. Because of its cloud-based platform, Veeva CRM requires no hardware or software to purchase, scale, or maintain. In addition, all Veeva customers benefit from free, automatic upgrades so users are always on the latest version of the software, aiding in regulatory compliance while enhancing overall system performance.

“We are delighted that LEO has selected Veeva as its partner for this critical commercial initiative. We believe our solutions and services will accelerate LEO’s commercial effectiveness as their business continues to grow across the globe,” said Dan Goldsmith, general manager for Veeva Europe.

“Implementing Veeva CRM will also ensure tailored interactions with our unique customers in these new markets. And with Veeva’s launch of iRep we see a real opportunity to integrate our CRM and CLM solutions on the iPad to increase the efficiency, effectiveness, and connectivity of our field force in the future,” concluded René Jørgensen.

About LEO Pharma

Founded in 1908, LEO Pharma is an independent, research-based pharmaceutical company based in Ballerup, near Copenhagen. LEO Pharma is wholly owned by the LEO Foundation and is one of the world’s leading companies within the treatment of dermatology (psoriasis, skin infections, eczema, and actinic keratosis) as well as critical care (anticoagulation, nephrology, and supportive treatment in cancer). LEO Pharma develops, manufactures, and markets competitive and safe drugs globally. 96% of the group’s turnover is generated outside Denmark, where LEO Pharma’s products are sold in more than 100 countries. LEO Pharma has its own sales forces in 58 countries and employs more than 3,900 employees worldwide, of which 1,450 are in Denmark.

About Veeva CRM

The Veeva CRM suite of applications, comprised of VBioPharma, VMobile, iRep, and VInsights, is the life sciences industry’s top cloud-based CRM solution. As the foundation, VBioPharma supports multiple business models within a single CRM product to accommodate the unique needs of various life sciences commercial and medical teams. It is also the only pharma CRM application to come pre-validated to meet European compliance standards and regulations. The complete Veeva CRM suite gives customers the mobility and reporting solutions needed to drive user adoption and sales effectiveness.

About Veeva Systems

Veeva Systems is the leader in cloud-based business solutions for the global life sciences industry. Committed to innovation, product excellence, and customer success, Veeva has over 60 customers, ranging from the world’s largest pharmaceutical companies to emerging biotechs. Founded in 2007, Veeva is a privately-held company headquartered in the San Francisco Bay Area, with offices in Philadelphia, Barcelona, Beijing and Shanghai. For more information, visit www.veevasystems.com.

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