



For Immediate Release

Veeva Systems Announces New Mobile CRM and CLM Solution for Windows 8

Life sciences companies now gain freedom of choice among tablet devices

PHILADELPHIA, PA — May 7, 2013 – To an audience of more than 700 leaders from 100 life sciences companies at its Global Customer Summit, Veeva Systems announced a new mobile customer relationship management (CRM) and closed loop marketing (CLM) solution built specifically to run on the touchscreen-ready, Windows 8 operating system. With Veeva CRM and CLM for Windows 8, customers now have the freedom to choose among a range of robust mobile deployment options.

The pharmaceutical industry's investment in tablet devices has grown nearly 80 percent in the past year according to Ernst & Young's annual global pharmaceutical report, rapidly transforming how field users interact with physicians and payers. Veeva is developing a powerful solution, just as many life sciences organizations consider providing a single device to their reps to reduce IT management, maintenance and hardware costs.

"Connected tablets are key to multichannel success, but one device may not fit all," said Brian Longo, general manager of commercial products at Veeva Systems. "We are committed to providing our customers with the flexibility to deploy a mobile solution that best meets their business needs and ensures long-term success."

The Veeva CRM and CLM solution, released on the Apple iPad in 2011, and now for Windows 8, provides all customer data, interactions and content in a single application. Integrated seamlessly with Vault PromoMats – Veeva's promotional materials management system – sales reps have the latest, approved promotional content at their fingertips. And, with Veeva CRM Approved Email, field reps can send compliant emails directly to physicians from their tablet devices. This complete solution enables coordinated multichannel communications with physicians to enhance customer interactions, increase selling efficiency and improve regulatory compliance.

"We are excited Veeva Systems is bringing its CRM and CLM solutions to Windows 8," said Craig Dewar, director of product marketing for Windows enterprise tablets at Microsoft Corporation. "Veeva's applications take advantage of the touch-optimized user interface in Windows 8, which provides the productivity and security-enhanced features that enterprises require via touch-friendly, portable form factors that pharmaceutical sales reps rely on."

Veeva's new mobile CRM and CLM solution for Windows 8 will be available late 2013.

The company also announced today, Veeva Network, the newest addition to Veeva's commercial suite for life sciences. Available in late 2013, Veeva Network combines healthcare professional (HCP), healthcare organization (HCO), affiliations and reference data, software and stewardship services in one solution that's seamlessly integrated with Veeva CRM.

###

About Veeva Systems

Veeva Systems is a leader in cloud-based software for the global life sciences industry. Committed to innovation, product excellence and customer success, Veeva has over 150 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, Budapest, London, Paris, Beijing, Shanghai and Tokyo. For more information, visit www.veevasystems.com.

Media Contact

Lisa Barbadora
Veeva Systems, Inc.
610-420-3413
pr@veevasystems.com

Copyright (c) 2013 Veeva Systems. All rights reserved. Veeva and the Veeva logo are registered trademarks of Veeva Systems. Veeva Systems owns other registered and unregistered trademarks. Other names used herein may be trademarks of their respective owners.