

Daman joins Veeva Systems Strategic Agency Partner Network, Veeva Web for Content Providers

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Daman, a full-service digital agency focusing solely on the life sciences industry, today announced that it had become an Approved Partner of Veeva's strategic agency partner network, Veeva Web for Content Providers. The program brings together a network of content agencies offering best-of-breed content solutions that work seamlessly with Veeva iRep, an integrated CRM and closed loop marketing (CLM) solution specifically designed for the Apple iPad.

Veeva Web Approved Status demonstrates an agency's technical ability and competence in developing digital content for iRep and proven success of working with an iRep customer in the field.

"The Veeva Web is a valuable resource for life sciences organisations and we're pleased to be part of it," said Andreas Dam, chief executive officer of Daman. "Gaining Veeva Web Approved status is an acknowledgement of Daman's investment in innovation using the iRep platform and ensures we can fully support Veeva customers maximise their use of iRep to communicate with healthcare professionals more effectively."

Combining marketing expertise, industry specific insight and digital technologies, Daman delivers services ranging from digital strategies to development, implementation and support of digital initiatives. Daman focuses heavily on e-detailing and has strong experience since the early days of CLM. Their experience enables Veeva customers to:

- Take full advantage of interactive content opportunities
- Utilize the strength of multi-channel marketing in the marketplace
- Ensure CLM is well-adopted through the entire organization

"With an innovative, forward-thinking approach to CLM, Daman is an important addition to the Veeva Web," added Jan Van den Burg, vice president, commercial strategy, Europe at Veeva Systems. "Veeva iRep and Veeva CRM Approved Email customers in Europe can now choose from an expanded network of agencies who understand the life sciences industry and can deliver leading-edge and tailored solutions. Daman offers our customers an opportunity to maximise their CRM and CLM investment."

For more information, visit <http://www.daman.dk/veeva>

About Daman

Daman is an innovative digital agency that provides services, solutions and consultancy work for the pharmaceutical industry. Offerings include digital marketing strategies, design of content and architectures, development of solutions for mobile, tablet and desktop platforms. With a unique mix of pharma marketing insight and leading-edge technologies, Daman has, since 2002, enabled the most admired pharmaceutical companies to take full advantage of digital media to support marketing and sales. From their headquarters in Copenhagen, Daman is serving clients throughout Europe. For more information, visit www.daman.dk.

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