For Immediate Release

Veeva Systems Introduces Mobile CRM and CLM Solution for Windows 8

Veeva works with Microsoft and Intel to bring life sciences companies cloud-based Veeva CRM and CLM on Microsoft Surface Pro and Lenovo ThinkPad Helix devices

BARCELONA, Spain — 11 Dec., 2013 – In its persistent drive to deliver innovation to the life sciences industry, Veeva Systems has released its leading mobile customer relationship management (CRM) and closed loop marketing (CLM) solution for the Windows 8 operating system. The latest addition to Veeva's Commercial Suite empowers customers with the freedom to choose from a range of mobile platforms and device options, including iOS for the Apple iPad and now Windows 8 for Microsoft Surface Pro and Lenovo ThinkPad Helix. Veeva worked with Microsoft and Intel to natively design and build a solution that takes advantage of the touch-optimised user interface.

"Veeva designs products to deliver a phenomenal user experience. With mobile, that means building applications that are specifically optimised for each device and platform, not merely compatible," said Brian Longo, general manager of commercial products at Veeva. "As we did with Veeva iRep on the iPad, Veeva CRM and CLM was developed precisely for Windows 8. The result is an application that is quick, intuitive, and easy-to-use."

Increasingly, life sciences companies are exploring the feasibility of equipping field users with a single device to streamline selling efficiency and reduce IT maintenance. With the arrival of Veeva CRM and CLM for Windows 8, Veeva customers now have a full spectrum of best-in-class deployment choices so they can select the mobile device that works best for their needs.

Veeva's combined CRM and CLM solution provides all customer data, interactions, and content in a single application via the cloud. The system integrates seamlessly with Veeva Vault PromoMats, Veeva's promotional materials management application, to ensure sales representatives always have the latest, approved promotional content at their fingertips.

"We are honoured to have collaborated with Veeva, one of the most highly regarded software application providers, on their new app for Windows 8," said Craig Dewar, director of marketing for Windows Commercial Tablets at Microsoft Corp. "Windows 8 delivers the ability to have cutting-edge technology wherever you are, and the addition of Veeva to the growing list of apps and services available for customers demonstrates our commitment to the industry."

"Intel is excited about the newly released Veeva CRM and CLM for Windows 8", said Rick Cnossen, director, Worldwide Health Information Technology at Intel Corporation. "Veeva is a proven leader in the industry, and we are proud to partner to deliver touch-enabled 2 in 1 devices based on the Intel® architecture and Windows 8 that provide users with power, flexibility, compatibility, and security they need."

Veeva delivers major enhancements to its cloud-based products several times a year. In addition to offering new Windows 8 mobility, the latest release of Veeva CRM also contains a new Contract Management module to help streamline business processes, and calendar enhancements for better call planning. Also added is integration between Veeva CRM and the Veeva Network customer master solution, which is currently available in the U.S. and China with other markets to follow.

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 more than 170 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. Founded in 2007, Veeva is headquartered in the San Francisco Bay Area, with offices in Philadelphia, Columbus, Toronto, Barcelona, Budapest, London, Paris, Beijing, Shanghai, Osaka, Tokyo, Sydney, and Singapore. For more information, visit www.veeva.com.

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