



HIPRA Global Field Force Standardizes on Veeva Commercial Cloud Applications to Advance Digital Content and Engagement

Spanish pharmaceutical company gains foundation for personalized interactions with key animal health stakeholders

BARCELONA, Spain — 11 Jan. 2021 — **Veeva Systems** (NYSE: VEEV) today announced that **HIPRA**, a Spanish biotechnological pharmaceutical company, is using **Veeva Vault PromoMats** in Spain and **Veeva CRM** across Europe, Latin America, and Africa to advance its digital commercial strategy in animal health. HIPRA is using Veeva applications to drive effective interactions with key stakeholders around the world, including animal owners, veterinarians, food chain businesses, animal health industries, animal interest groups, and researchers.

“As we expand to new countries, we need an agile and compliant way to quickly deploy our field teams and effectively engage with customers,” said Sergi Valls, CIO, HIPRA. “With Veeva, we now have the digital foundation in place to scale our field force and meet the diverse needs of our global animal health customers.”

HIPRA is a leading pharmaceutical company developing innovative vaccines and biotechnical solutions to prevent animal and human health diseases. HIPRA’s reps manage many stakeholders across several species—each needing unique products in various categories. With rigorous country-specific regulations, field reps also manage thousands of documents for different animals, specialties, and regions—from pets to livestock.

“Animal health requires unique engagement models and marketing capabilities. With timely insights from a single platform with key contacts and resources, HIPRA can rapidly address changing commercial needs for meaningful customer engagement,” said Rohan Poole, director of commercial strategy at Veeva. “We’re proud to partner with HIPRA and support their digital commercial strategy as they bring treatments to new markets.”

As part of multichannel Veeva CRM, HIPRA is using **Veeva CLM** and **Veeva CRM Approved Email** to extend the value of in-person meetings and tailor meaningful communications. With Vault PromoMats, HIPRA is setting a foundation for automation and compliance along the end-to-end content lifecycle, connecting global stakeholders and enhancing content reuse.

Watch on-demand European sessions from the recent Veeva Medical and Commercial Summit Connect event to learn how leading companies partner with Veeva to drive commercial excellence.

Additional Information

For more on Veeva CRM, visit: veeva.com/eu/CRM

Connect with Veeva on LinkedIn: linkedin.com/company/veeva-systems

Follow @veeva_eu on Twitter: twitter.com/veeva_eu

Like Veeva on Facebook: facebook.com/veevasystems

About Veeva Systems

Veeva is the global leader in cloud software for the life sciences industry. Committed to innovation, product excellence, and customer success, Veeva serves more than 1,000 customers, ranging from the world’s largest pharmaceutical companies to emerging biotechs. As a Public Benefit Corporation, Veeva is committed to balancing the interests of all stakeholders, including customers, employees, shareholders, and the industries it serves. For more information, visit veeva.com/eu.

###

Contact:

Deivis Mercado
Veeva Systems
925-226-8821
deivis.mercado@veeva.com

Kiran May
Veeva Systems
+44-796-643-2912
kiran.may@veeva.com