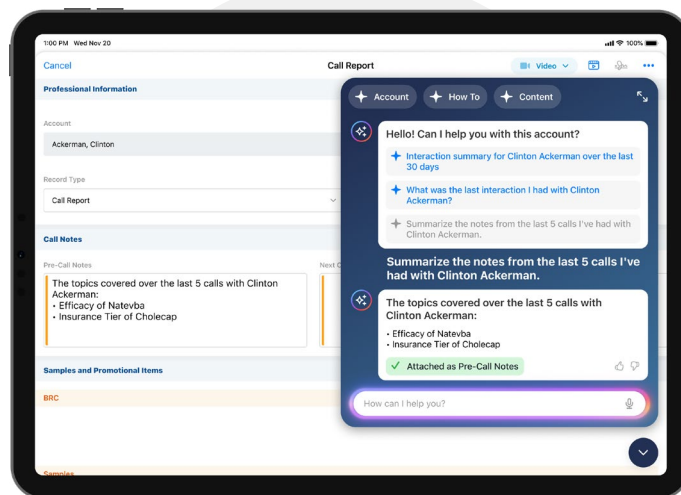


# A Deep CRM For Life Sciences and Your Fastest Path to AI

Evolving HCP engagement preferences and the increased focus on rare disease and specialty therapeutic areas are elevating the need for customer-facing teams to engage in relevant, timely, and personalized customer interactions. Veeva Vault CRM is a deep, feature-rich application developed specifically to meet these needs. Built for life sciences with global scalability, Vault CRM makes it easy for customer-facing teams to collaborate and engage HCPs with greater impact.

Innovative AI solutions in Vault CRM provide immediate value by accelerating productivity. With real-time insights, field teams better prepare for customer interactions, act on intelligent recommendations, and streamline workflows. AI-powered voice control enables hands-free data entry, making it easy to capture critical information and stay focused on high-value tasks.



Vault CRM works globally and supports critical region-specific capabilities and regulatory needs – from Brazil to Japan, Germany, and beyond. Hundreds of built-in compliance features help organizations meet industry standards and ever-evolving requirements. Full offline support ensures uninterrupted access to data and content whenever and wherever needed.

## Business Benefits

 **Work smarter and faster with AI**

CRM Bot provides real-time insights for pre-call planning suggested actions and content.

 **Greater field productivity and efficiency**

Keep reps productive on any device, from any location, even offline. Find, assemble, and present compliant content across all channels.

 **Build stronger HCP relationships**

Complete view of customer interactions across teams and channels, preferences, and affiliations.

## Key Features

### ✔ Omnichannel engagement

Engage HCPs wherever, whenever, and however they prefer. **Vault CRM Approved Email** and **Vault CRM Engage** place teams in front of hard-to-reach HCPs and help them stay connected beyond face-to-face conversations. With full visibility into all interactions, field teams have the information and insights they need to deliver seamless, customer-centric experiences.

### ✔ Insights at the point of execution

Speed time-to-market with brand-specific field insights exactly when and where teams need it. Leverage a library of pre-existing dashboards, develop views using Veeva's extensive partner network, or easily create custom insights across brands, roles, and activities.

### ✔ CRM Bot *(Coming in late 2025)*

CRM Bot is a prompt-based GenAI assistant powered by customers' choice of large language model (LLM) and available throughout Vault CRM. By accessing and analyzing all the data stored in CRM, CRM Bot provides real-time insights for pre-call planning, suggests actions, and recommends content to streamline tasks and enhance productivity.

### ✔ Personalized content at scale

Equip field teams with up-to-date and highly tailored messaging with real-time access to approved content and personalized delivery options. Optimize content strategy while ensuring compliance with industry regulations using detailed tracking and usage analytics that continually feed back to **Vault PromoMats**.

### ✔ AI-powered workflows

Fuel AI models with high-speed data access to Vault CRM through Veeva's **Direct Data API**. Veeva's open **AI ecosystem** supports customers' AI partners of choice or internal models. AI results flow directly into users' Vault CRM workflows, making it easy to act on insights immediately.

### ✔ CRM Voice Control *(Coming in late 2025)*

AI-powered CRM Voice Control brings the human voice as a user interface into Vault CRM by leveraging Apple Silicon for the hands-free operation of CRM via spoken commands. Users capture call notes with their voice and access real-time compliance validation to ensure regulatory readiness and efficiency.

### ✔ Strategic key account management

Vault CRM's key account management (KAM) module allows teams to manage strategic accounts effectively within a single, collaborative framework. Create account plans, execute planned activities, and measure progress toward goals across specialty care, primary care, field medical, managed markets, or key account teams.

### ✔ Productive workspaces

Seamless integration with Microsoft 365 tools like OneNote, Outlook, and Teams simplifies call scheduling, accelerates collaboration, and provides a unified workspace for teams. Users easily capture notes, manage calendars, and communicate efficiently in their existing workflow.

### ✔ Synchronized sales and marketing

Deliver a more targeted, personalized customer journey and better engagement with unified campaigns orchestrated through **Veeva Vault CRM Campaign Manager**. With strong system defaults and an intuitive interface built for life sciences, Vault CRM Campaign Manager allows complete control to create and run campaigns quickly and efficiently.

### ✔ Unified sales and service

Elevate customer experience and support by giving inside sales, contact center, and hybrid reps shared data, content, and channels. **Veeva Vault CRM Service Center** is the only life sciences-specific outbound and inbound contact center embedded within CRM, allowing for effortless collaboration, efficient task routing, and faster case resolution.

### ✔ Mobile and offline access

Activate field teams anywhere and on any device with Vault CRM Suite's adaptive design, which delivers a seamless experience across phones, tablets, and laptops. Unique offline capabilities further allow reps to stay productive, even without internet access.

### ✔ Built-in compliance

Designed to adhere to the latest industry regulations, Vault CRM Suite is pre-validated for 21 CFR Part 11, the Prescription Drug Marketing Act (PDMA), and the Ohio Terminal Distribution of Dangerous Drugs (TDDD). Field teams sample and communicate compliantly with features that flag words or phrases that violate regulations in text input fields and proactively block prohibited terms from being sent to an HCP via chat.