



For Immediate Release

PDI, a Top BioPharmaceutical Contract Sales Organization, Selects Veeva Systems' Multi-tenant SaaS CRM System

PLEASANTON, CA.— November 2, 2009 — PDI, Inc. (Nasdaq: PDII), a leading provider of sales and marketing support to U.S. pharmaceutical companies, selected Veeva System's VBioPharma CRM Primary Care and Special Care Editions, VMobile, and VInsights – all part of the Veeva CRM suite of multi-tenant SaaS applications. This marks PDI's continued commitment to the technology advances in the world of cloud computing where business spending on SaaS/Cloud applications is expected to rise 22% this year to \$9.6 billion, according to Gartner [<http://blogs.zdnet.com/BTL/?p=17662>]. All of PDI's managed sales forces across various dedicated sales teams plus its 'pulsing' sales teams will go live with Veeva CRM by the end of 2009 to completely replace its former sales force automation system.

"With Veeva, we can now extend SaaS benefits to meet biopharma needs. Veeva allows us to provide life sciences companies with tailored solutions without delay. This flexibility is critical to our success and why we decided to upgrade from our current CRM application to a highly flexible SaaS system that could keep up with the steady ebbs and flows of change our customers encounter in this industry. We now have the ability to make changes to our SFA system quickly and with less cost and operate within a hardware agnostic environment," said Jo Ann Saitta, senior vice president, information technology at PDI.

Veeva's customizable CRM system for life sciences companies hits right at the heart of PDI's value proposition: "flexibility to deploy sales and marketing resources where they will have the greatest impact, and quickly redeploy, reconfigure and/or disband as business conditions dictate." PDI has been utilizing other SaaS technologies for over five years with great success. After several years scrutinizing other CRM options, PDI signed with Veeva.

According to Veeva's Executive General Manager & Vice President, Matt Wallach, "Veeva CRM is a perfect fit for organizations like PDI that need to deploy various sales teams across the country, at different intervals, in different sizes, and for different needs."

"To date, feedback from the team has been very positive," concluded Saitta. "The functionality is on target, the architecture has already allowed us to deploy multiple hardware types and make quick system changes to meet our needs. And, the field is very positive about the mobility feature for its incredible efficiencies. Our new SFA is not about a computer or a system; rather, it's about enabling the sales force to be efficient, effective, and exceptional!"

About Veeva CRM

The Veeva CRM suite of applications, comprised of VBioPharma™, VMobile™, and VInsights™, is the life sciences industry's top multi-tenant SaaS-based CRM solution. As the foundation, VBioPharma offers multiple editions in one CRM product to accommodate the unique needs of various life sciences commercial teams. It is also the only Pharma CRM application to come pre-validated for PDMA and 21 CFR Part 11 compliance. The complete Veeva CRM suite gives customers the mobility and reporting solutions needed to drive user adoption and sales effectiveness.

About Veeva Systems

Veeva Systems is the leader in multi-tenant SaaS-based solutions for the global life sciences industry. Veeva has dozens of customers ranging from the world's largest pharmaceutical companies with

thousands of users to emerging biotechs commercializing their first products. Veeva customers achieve the fastest time to value through the deployment of fully functional applications that are flexible, simple to deploy, inexpensive to operate, and provide a superior user experience. Veeva is a privately-held company headquartered in Pleasanton, CA. For more information, visit www.veevasystems.com.

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