



For Immediate Release

Salesforce.com and Veeva Systems Announce Expanded Alliance to Serve the Global Pharmaceutical and Biotechnology Industry

Veeva Systems generating business success worldwide delivering Pharma CRM on Force.com

SAN FRANCISCO and PLEASANTON, October 13, 2010 – Veeva Systems and salesforce.com, [NYSE: CRM] the enterprise cloud computing company, today announced an expanded alliance to accelerate the delivery of the market-leading Veeva CRM applications to the global pharmaceutical and biotechnology industry. Utilizing Force.com, salesforce.com's enterprise cloud computing platform, Veeva has quickly become a market leader for Pharma CRM. Industry leaders, including three of the world's largest five pharmaceutical companies, have selected Veeva CRM running on Force.com to power their commercial operations.

Jazz Tobaccowalla, SVP of Worldwide Biopharmaceutical Businesses, Business Technology, Pfizer stated, "I am excited to see the expanded partnership between Veeva and salesforce.com. Together they are bringing enterprise cloud computing to our industry."

"Building on top of Force.com provides Veeva a leg up on our competition in the Pharma CRM market," explained Peter Gassner, CEO of Veeva Systems. "Veeva is now salesforce.com's premier Independent Software Vendor (ISV) partner for sales force automation in the pharmaceutical and biotechnology segment. This expanded partnership will further fuel our success."

"Veeva's success is a clear demonstration of ISV success with the Force.com cloud platform," said George Hu, executive vice president, platform and marketing, salesforce.com. "Force.com is a proven enterprise platform that powers the most sophisticated apps in highly specialized industries, such as pharma. The expansion of our work with Veeva will accelerate pharma customer success with cloud computing."

Product Key Features

Veeva and salesforce.com are collaborating to offer true, integrated multi-channel CRM applications delivered via the cloud to the global pharmaceutical and biotech industries.

Veeva CRM is the only Pharma CRM solution that combines complete functionality for [specialty care](#), [primary care](#), [managed markets](#), and [KOL management](#) in a single application, empowering teams to integrate their strategies for optimum success. Veeva CRM is in use by over 50 biopharmaceutical companies worldwide, running on multiple mobile devices such as Apple iPhone, Apple iPad, BlackBerry Smartphones, Windows Mobile, and Tablet PCs. Benefits of Veeva CRM include:

- [Flexibility](#) on the fly
- [Easy](#) system administration
- [High](#) user adoption
- [Unequaled](#) time to value
- [Lowest](#) total cost of ownership
- [Easy](#), behind the scenes upgrades
- [Unparalleled](#) service delivery

Additional Information:

- Available at <http://www.veevasystems.com/>
- Please visit [Veeva on AppExchange 2](#) for a demo and more information
- Here's a video on how to get started building apps on Force.com:
<http://www.youtube.com/user/sfdcMktg#play/uploads/24/QkRbzd3vxHU>
- Follow salesforce.com on Twitter@salesforce

Force.com - the Industry's Leading Enterprise Cloud Computing Platform:

- Force.com is salesforce.com's enterprise [cloud computing platform](#) (<http://www.salesforce.com/platform/cloud-platform/>).
- Force.com provides everything companies need to quickly build and deliver business applications in the cloud, including the database, unlimited real-time customization, powerful analytics, real-time workflow and approvals, programmable cloud logic, integration, real-time mobile deployment, programmable user interface and Web site capabilities.
- Customers and partners have built more than 170,000 custom applications on Force.com to run their businesses, including, supply chain management, compliance tracking, brand management, accounts receivable, claims processing, time-off applications and much more.
- Force.com enables companies to build and deliver applications 5 timesⁱ faster, at about ½ the costⁱⁱ of traditional client/server software platforms. For case studies, analyst reports and white papers please visit <http://www.salesforce.com/platform/tco>.
- The Force.com business case calculator is now available to help estimate the time and costs of custom application development projects:
<http://www.salesforce.com/platform/tco/calculator.jsp?d=70130000000EfON&internal=true>.

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 with offices in Philadelphia, Barcelona, and Shanghai. For more information, visit www.veevasystems.com.

About salesforce.com

Salesforce.com is the enterprise [cloud computing](#) company. Based on [salesforce.com's](#) real-time, multi-tenant architecture, the company's platform and [CRM](#) applications (<http://www.salesforce.com/crm>) have revolutionized the way companies collaborate and communicate with their customers, including:

- The Sales Cloud, for [sales force automation](#) and [contact management](#)
- The Service Cloud, for [customer service and support solutions](#)
- Chatter, for [social collaboration](#)
- The Force.com platform, for [custom application development](#)
- The AppExchange, the world's leading marketplace for enterprise [cloud computing applications](#)

Salesforce.com offers the fastest path to customer success with cloud computing. As of July 31, 2010, salesforce.com manages customer information for approximately 82,400 customers including Allianz Commercial, Dell, Japan Post, Kaiser Permanente, KONE, and SunTrust Banks.

Any unreleased services or features referenced in this or other press releases or public statements are not currently available and may not be delivered on time or at all. Customers who purchase salesforce.com applications should make their purchase decisions based upon features that are currently available. Salesforce.com has headquarters in San Francisco, with offices in Europe and Asia, and trades on the New York Stock Exchange under the ticker symbol "CRM." For more information please visit <http://www.salesforce.com>, or call 1-800-NO-SOFTWARE.

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Media Contact

Lisa Barbadora
Veeva Systems, Inc.
610-420-3413
pr@veevasystems.com

Katie Duffy
salesforce.com
Kduffy@salesforce.com
415-836-3734

ⁱ "Research Note: Force.com Drives Faster Development", *Nucleus Research*, (May 2009), (sponsored by salesforce.com)

http://www.salesforce.com/assets/pdf/analysts/Nucleus_Force.com_drives_faster_development.pdf

ⁱⁱRandy Perry, Eric Hatcher, Robert P. Mahowald and Stephen Hendrick, "Force.com Cloud Platform Drives Huge Time to Market and Cost Savings" *IDC* (September 2009),

http://www.salesforce.com/assets/pdf/analysts/IDC_Force.com_Business_Case.pdf