



Veeva Systems Launches First Integrated Pharma CRM and CLM Solution Designed for the Apple iPad

New Veeva iRep application satisfies the pharmaceutical industry's appetite for the fastest growing computing device in history

PLEASANTON, CA — January 11, 2011 – Today Veeva Systems unveiled Veeva iRep, the pharmaceutical industry's first complete customer relationship management (CRM) and closed loop marketing (CLM) solution built exclusively for the iPad. The new solution leverages the best of the iPad to drive efficiency through elegant CRM functionality, effectiveness via dynamic presentation of HTML5 content, and enhanced customer relationships with mobile internet connectivity. The company announced the solution to the media and customers this morning at the Four Seasons Hotel in Philadelphia along with its partners Apple, Accenture, Cognizant, HighPoint Solutions, Intouch Solutions, Mavens Consulting, and salesforce.com.

A significant number of global pharmaceutical and biotech companies have already started using the iPad in their sales and marketing organizations, citing its ideal size, long battery life, instant-on, and ease of use. Over the next few months, executives at five leading pharmaceutical organizations in the United States and Europe will hand out thousands of iPads installed with Veeva iRep to create competitive advantage in the market.

"The iPad arrived just in time for pharma," said Matt Wallach, chief strategy officer at Veeva Systems. "Reps are under pressure to represent more products against more competition while physicians give them less face time to do so. iRep allows them to be more efficient, more effective, and more connected. The real-time rep has truly arrived."

By combining CRM and CLM functionality on the iPad, Veeva iRep opens new possibilities for pharmaceutical companies. In addition to Veeva's market-leading CRM functionality, iRep includes a sophisticated content viewer that enables users to quickly present e-detail materials, deliver interactive presentations, and show visual data and video content on the iPad's beautiful screen. Plus, company representatives will be always connected to the internet, giving them real-time access to additional resources to further enhance customer interactions.

Veeva is partnering on the launch with Intouch Solutions, a leading interactive pharmaceutical marketing agency. As the inaugural Veeva Web Content Provider, Intouch Solutions will be providing custom creative content for iRep customers, including copy, visuals, video, and other interactive components. "We are excited to work with Veeva on the launch of iRep, which we believe will be the perfect platform for us to deliver compelling content," said Faruk Capan, CEO of Intouch Solutions. "Our customers are excited to leverage HTML5 and other dynamic technologies on a device that is nothing short of amazing."

"It is now abundantly clear that everyone loves the iPad, from pharma end users to the CFO to physicians themselves," explained Peter Gassner, CEO of Veeva Systems. "Designed specifically to take advantage of the iPad's most remarkable aspects, iRep is a strategic solution for our customers and Veeva will invest heavily to guarantee their success."

Veeva iRep will be available in February 2011, for more information [visit our website](#).

About Veeva CRM

The Veeva CRM suite of applications, comprised of VBioPharma, VMobile, VInsights, and now iRep, is the life sciences industry's top cloud-based CRM solution. As the foundation, VBioPharma offers multiple editions in one CRM product to accommodate the unique needs of various pharma and biotech commercial teams. It is also the only pharma CRM application to come pre-validated for PDMA and 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 cloud-based solutions for the global life sciences industry. Committed to innovation, product excellence, and customer success, Veeva has over 50 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. Founded in 2007, Veeva is a privately-held company headquartered in the San Francisco Bay Area, with offices in Philadelphia, Barcelona, Beijing, and Shanghai. For more information, visit www.veevasystems.com.

About Intouch Solutions

Founded in 1999, Intouch Solutions® Inc. is a privately held, full-service digital marketing communications agency headquartered in the Kansas City area with a second location in Chicago. Intouch specializes in custom digital solutions for the pharmaceutical and health care industries, including many top-20 pharma companies. Contact Intouch at getintouch@intouchsol.com or visit www.intouchsol.com.

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Media Contact

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