



## Stallergenes Moves to the Cloud with Veeva CRM

### *Leading Specialty Pharmaceutical Company Consolidates Four On-Premise CRM Systems into One*

**BARCELONA, SPAIN – 11 October, 2011** – Stallergenes, the world leader in sublingual immunotherapy, has selected Veeva CRM to replace its existing conventional on-premise systems to support its worldwide sales force. Veeva CRM is today's #1 selling cloud-based CRM solution for the global pharmaceutical and biotech industry.

Previously, Stallergenes utilised four different Customer Relationship Management (CRM) systems across 14 countries before selecting Veeva CRM. Veeva was chosen from a pool of CRM vendors to support Stallergenes growing international operations and new sales force effectiveness initiative. According to the company, Veeva CRM proved to be the most innovative and robust solution, enabling improved customer targeting, increased understanding of customer behaviour and enhanced coordination of data between the field force, medical affairs and marketing teams.

"We needed a system that could support rapid growth across borders," said Cyril Tavier, vice president, international operations at Stallergenes. "Veeva's cloud-based solution is the gold standard in new, innovative technologies, allowing the high level of flexibility and scalability we need to support our expanding operations globally. Veeva is a perfect match for our company, and supports our mission as an industry innovator."

Thierry Grehaigne, vice president, information technologies at Stallergenes added, "We wanted a single, comprehensive CRM solution that would be intuitive and easy to use for all users across regions and that could keep pace with changing technology. Veeva had it all."

Stallergenes will also be rolling out Veeva's leading iPad application, iRep, to users in major European markets. Veeva iRep is the first integrated CLM/CRM application designed specifically for the Apple iPad. Veeva redesigned its CRM application to leverage the many strengths of the iPad and added closed loop marketing functionality to allow seamless alignment of sales and marketing strategies and execution.

"We are very excited about how iRep will revolutionise our customer interactions by bringing us closer to our customers and being able to respond to their specific needs," added Cyril Tavier. "The integrated CRM and CLM functionality in iRep will allow our teams to tailor marketing and medical messages to micro-segments of the market. And, we'll have a constant feedback loop between the field force and head office."

Over the past four years, Veeva Systems has quickly become a leading provider of CRM solutions to the global pharmaceutical industry. Because of its cloud-based platform, Veeva CRM requires no hardware or software to purchase, scale, or maintain. In addition, all Veeva customers benefit from free, automatic upgrades so users are always on the most current version of the software and benefit from the very latest compliance changes and system enhancements.

"Veeva CRM will play a pivotal role in the speed at which we develop our international operations and deliver on our new sales force effectiveness programme," said Cyril Tavier.

"Forward-thinking pharma companies throughout Europe, like Stallergenes, are realising the value in replacing limited, on-premise applications with Veeva's flexible cloud-based enterprise solution." concluded Dan Goldsmith, general manager of Veeva Europe. "We look forward to working closely with the Stallergenes team as their commercial enterprise grows."

### **About Stallergenes**

Stallergenes is a European biopharmaceutical company dedicated to the treatment of allergy-related respiratory diseases, such as severe rhinoconjunctivitis and rhinitis, as well as allergic asthma, using allergen immunotherapy. The leader in sublingual immunotherapy treatment, Stallergenes devotes almost 20% of its gross turnover to Research & Development and is actively involved in the development of a new therapeutic class, sublingual immunotherapy tablets. In 2010, the company had a turnover of 216 million euros, and more than 500,000 patients were treated with Stallergenes products.

### **About Veeva CRM**

The Veeva CRM suite of applications, comprised of VBioPharma, iRep, VMobile, and VInsights, is the pharmaceutical and biotechnology industry's leading cloud-based CRM solution. In addition, iRep has quickly become the industry's choice for closed loop marketing on the iPad. Only Veeva CRM accommodates the unique needs of multiple commercial teams in a single solution, improving user adoption and sales effectiveness, while reducing cost and complexity. Veeva CRM is now the foundation on which the pharmaceutical industry is adapting its sales and marketing models for the future.

### **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 100 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, Budapest, Paris, Beijing, Shanghai, and Tokyo. For more information, visit [www.veevasystems.com](http://www.veevasystems.com).

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### **Media Contact**

Selma Nawaz  
European Marketing Director  
Veeva Systems  
[selma.nawaz@veevasystems.com](mailto:selma.nawaz@veevasystems.com)  
+34 93 1870200