



For Immediate Release

## Group DCA Digital Detailing Platform Now Integrated with Veeva CRM

*Integrated Solution Enables Powerful Multichannel Selling with Single View of the Customer*

**PLEASANTON, CA — January 4, 2012** – Veeva Systems’ industry-leading Veeva CRM and Group DCA’s popular digital detailing platform combine to deliver a new multichannel selling solution with a single, integrated view of the customer. The new integration enables seamless synchronization of insights gained from all interactions with the customer – from traditional channels such as one-on-one details to the latest interactive channels including self-directed, online educational details – all accessible within Veeva CRM. The result is better coordination across channel and, as research suggests, improved sales performance versus personal promotion alone.

Group DCA, a pharmaceutical marketing agency now part of PDI, a leading provider of outsourced Pharmaceutical commercial services, created a comprehensive Digital Detailing solution for healthcare providers to access relevant product information anytime, through any browser. The Group DCA eDetailing solution currently includes almost 200,000 physicians who have ‘opted in’ to receive relevant eDetails. The solution, in use by more than 75 brands in the United States, delivered 100,000 eDetails in 2011.

“At Group DCA’s portal, physicians had been spending an average of seven minutes watching eDetails,” commented Jo Ann Saitta, chief information officer, PDI and general manager, Group DCA. “That’s truly amazing, especially considering that most reps barely get more than two minutes of a physician’s time during visits. Clearly, here was another channel that physicians were using and that pharmaceutical companies need to be embracing. In fact, research shows that combined eDetail and rep detailing increases sales effectiveness as much as 60%!” (*Customer & Market Insights, Relistor Message Recall Study (Wave 2), January/February 2009.*)

Cloud-based, Veeva CRM’s multitenant architecture is designed to easily integrate with any outside system for unlimited extensibility of the platform. Specifically, the Group DCA integration falls directly in line with Veeva Systems’ strategy to enable a seamless dialogue across all customer engagement channels while empowering pharmaceutical companies with the full gamut of multichannel selling capabilities. “Veeva will continue to embrace multichannel innovation with both internal development and through collaboration with leading partners such as Group DCA,” added Paul Shawah, vice president, Product Marketing, Veeva Systems.

Recently, 600 PDI field sales users went live with Veeva CRM integrated with Group DCA HCP web portals. These sales reps now have visibility into HCP self-directed information inquiries and digital interactions from Group DCA’s digital detailing channel as it is funneled through the company’s Veeva CRM system. Additionally, sales reps are able to trigger marketing activities from the Veeva platform to drive and support physician engagement efforts.

“Digital promotion is no longer a novelty tactic; it has become a first-line tool for reaching physicians, particularly when and where a sales call is impossible or impractical. Combining digital efforts with field-based work amplifies the effectiveness and impact of both approaches making integration key,” noted Ron Scalici, chief innovations officer, Group DCA.

“Veeva CRM is not about a computer or an application. Rather, it is about enabling the sales force to be more efficient, effective and exceptional. And, most recently, Veeva has been a key component of PDI’s optimized field force and multichannel mission, bringing our solutions to a whole new level that makes the real time Sales Rep concept a reality,” concluded Saitta.

#### **About PDI, Inc.**

PDI (NASDAQ: PDII) is a leading health care commercialization company providing superior insight-driven, integrated multi-channel message delivery to established and emerging health care companies. The company is dedicated to enhancing engagement with health care practitioners and optimizing commercial investments for its clients by providing strategic flexibility, full product commercialization services, innovative multi-channel promotional solutions, and sales and marketing expertise. For more information, please visit the company's website at <http://www.pdi-inc.com>.

#### **About Veeva Systems**

Veeva Systems is the leader in cloud-based business 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, Paris, Beijing, Shanghai and Tokyo. For more information, visit [www.veevasystems.com](http://www.veevasystems.com).

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