



For Immediate Release

## New Sample & Promotional Item Ordering in Veeva CRM Drives Down IT Costs and Improves Marketing ROI for Life Sciences Companies

PLEASANTON, CA — February 15, 2012 – Veeva Systems continues to push the envelope leveraging the power of cloud technology by enhancing Veeva CRM with another high-value capability: sample and promotional item ordering. The new addition enables sales representatives to easily replenish their samples and promotional materials through the same system they already use to manage their customer relationships. Now included in Veeva CRM, sample and promotional item ordering replaces various custom order systems to save life sciences companies hundreds of thousands of dollars in application development, integration and maintenance costs while also helping to control sample and promotional item allocation.

Without a good alternative in the past, most life sciences companies resorted to building custom, difficult-to-use and maintain ordering portals. It was costly and inefficient for both reps and IT. Veeva CRM's built-in ordering functionality eliminates these challenges while providing newfound flexibility. Already, many life sciences companies are taking advantage of Veeva CRM's new functionality simply by 'turning on' the feature – a systems upgrade approach only possible due to Veeva's unique platform.

"This is a good example of the potential power of cloud computing," said Eric Newmark, program director for IDC Health Insights at IDC. "Embedding sample & promotional item ordering in CRM enables greater leverage of existing investments, improves process synergies and affords pharmaceutical companies the ability to further reduce and rationalize their software portfolios."

Built on an inherently flexible, multi-tenant cloud-based platform, Veeva CRM now enables life sciences companies to establish the optimal allocation of samples and promotional items in a variety of ways – all through simple point-and-click administration. Customers can set limits on quantities by product or user, from top-down allocation to allocation by groups of users. In this way, the system helps companies optimize the marketing return on the billions of dollars invested each year on samples and promotional materials.

"Samples and promotional items are costly for pharmaceutical organizations so it's naturally prudent for companies to want to closely monitor their distribution," said Brian Longo, senior director of product management, Veeva. "Veeva CRM's cloud architecture gives customers the maximum flexibility to allocate samples and promotional materials any way that makes economic and strategic sense while also making it easy and inexpensive to administer just one integrated system." And the fact that it is delivered to Veeva CRM customers for no additional cost is an added bonus.

### 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 150 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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