



For Immediate Release

Boehringer Ingelheim Standardizes All Prescription Medicine Commercial Teams Worldwide on Cloud-Based, Veeva CRM and iRep

PLEASANTON, CA — April 25, 2012 – Boehringer Ingelheim, a Top 20 global pharmaceutical company has selected Veeva CRM, including iRep for the iPad, for global deployment supporting its prescription medicine commercial and medical teams. Boehringer Ingelheim is headquartered in Germany, and operates globally with 145 affiliates and more than 42,000 employees. Over 13,500 users in 60 markets worldwide will go live on Veeva’s cloud-based solution over the next two years; 650 users in Russia are already live on Veeva CRM. Boehringer Ingelheim executives conducted a thorough review of the major CRM providers, narrowing it down to three, followed by a three-month pilot of two solutions before locking on Veeva CRM.

Prior to making the switch, Boehringer Ingelheim had been using a CRM system built on a client/server platform. Boehringer Ingelheim wanted a flexible, industry-specific solution that would not require expensive customization for use by its teams who work with customers around the world.

“Veeva proved throughout the pilot that they not only had the better solution but also had the people in place globally to support Boehringer Ingelheim’s changing business. Veeva will enable our company to successfully apply the philosophy of CRM and not just the tool,” said Andrew Fuchs, Head of Global CRM Program at Boehringer Ingelheim.

Built on an inherently flexible, multitenant cloud-based platform, Veeva CRM enables life sciences companies to make changes with simple point-and-click configuration while also providing ongoing updates transparently that customers can “turn on or off” as needed. The complete suite delivers rich functionality that supports the unique needs of various commercial teams in a single solution – precisely what Boehringer Ingelheim executives were searching for in a global CRM solution. Veeva CRM also empowers customers with advanced reporting capabilities as well as anytime, anywhere access with iRep. iRep has quickly become the industry’s choice for comprehensive CRM and CLM on the iPad with the largest installed base worldwide, according to recent numbers.

Boehringer Ingelheim expects that Veeva CRM will:

- Decrease complexity (application, maintenance, change process) to significantly reduce costs;
- Create a global CRM capability framework to drive global synergies;
- Establish a flexible technology platform that can quickly adjust to changing business needs as well as market-specific (local/regional) requirements;
- Improve salesforce effectiveness.

“Veeva will provide Boehringer Ingelheim with a flexible, cost effective, global CRM platform to better enable our customer-facing organizations, reduce development costs and allow our Information Systems group to rapidly adapt to changing customer needs,” added Scott Morrison, vice president, Information Systems at Boehringer Ingelheim Pharmaceuticals, Inc.

“We are delighted that Boehringer Ingelheim has selected Veeva as their CRM provider globally. Boehringer Ingelheim’s focus on speed, innovation and meeting the needs of the local markets is consistent with Veeva’s philosophy. Combined with Boehringer Ingelheim’s strong global leadership team this creates an amazing force for both execution and competitive differentiation in the industry,” concluded Dan Goldsmith, general manager, Europe, Veeva Systems.

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.

Media Contacts

Lisa Barbadora

Veeva Systems, Inc.

610-420-3413 pr@veevasystems.com

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