



For Immediate Release

## Analyst Study Concludes Veeva Systems is the Leading CRM System Provider to the U.S. Pharmaceutical Industry

**PLEASANTON, CA — August 1, 2012** – Upon the conclusion of a 6-month study of the global pharmaceutical CRM landscape, IDC Health Insights asserts that Veeva Systems is now the leading CRM provider to the U.S. pharmaceutical industry based on active users and predicts that if current growth rates continue at the same rate, Veeva will become the global CRM leader in the next few years. IDC Health Insights makes this assertion based on Veeva's steady, rapid growth in both 2011 and 2010, when its customer list, user base and professional services revenue all skyrocketed 100% each year. Veeva now supports 160 customers and over 60,000 users worldwide, which includes over 80 deployments of Veeva iRep, Veeva's integrated CRM/CLM application for the Apple iPad.

According to the IDC Health Insights Report, [Perspective: The Changing Face of Pharma CRM \(H1235504\)](#), "No CRM vendor has capitalized on the transition away from client/server software and laptop-driven technology to cloud-based software and tablet-driven field technology better than Veeva."

In addition to rising to the top of the U.S. pharmaceutical CRM market, Veeva has also aggressively pursued growth strategies in various regions around the world. The company currently has over 10,000 users in Europe and emerging markets, 5,000 users in China and over 1,000 in Japan in its newly opened Asia.

"As more and more pharmaceutical companies experiment with different ways to cut costs while boosting productivity, the industry is seeing the advantages of cloud-based technologies and leaning heavily on them as a key part of the solution," said Eric Newmark, program director for IDC Health Insights and author of the latest report. "When it comes to CRM systems, cloud technology is growing rapidly not only the U.S. pharmaceutical industry, but across all markets worldwide."

Veeva's newest product line, [Vault PromoMats](#) a cloud-based solution for promotional materials management, was also mentioned in IDC Health's report. Vault PromoMats, launched 9 months ago, now has more than 16 life sciences customers that range from global pharmaceutical organizations to specialty life sciences companies. Vault PromoMats is the first of several applications that comprise Veeva Vault, the first cloud-based regulated content management solution for the life sciences industry.

### 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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