



For Immediate Release

## Proton Pharma and Rottapharm Switch to Cloud-Based Veeva CRM for its Flexibility to Meet Unique Local Needs in Greece

**BARCELONA, Spain – 6, September 2012** – This month, two Greek pharmaceutical companies joined the many life sciences organisations worldwide that have already traded in traditional client/server based CRM technology for the cloud. Rottapharm and Proton Pharma have each gone live on Veeva CRM, with Veeva iRep for the Apple iPad. The companies each cite the flexibility of Veeva’s multitenant, cloud-based platform as one of the primary drivers for making the switch. The platform is easily configurable to meet the companies’ growing needs without additional costs, and it can be seamlessly adapted to meet Greece’s specific regulatory and process requirements.

“Our old CRM system had grown static and stopped evolving to meet our changing needs,” explained Babalis Costas, general manager for Rottapharm, which now has nearly 40 Veeva CRM users in Greece. “We were ready for a higher-performing and more moldable system that would provide new levels of freedom of access and analysis in a rapidly changing market environment. Veeva CRM’s cloud-based platform offered us this flexibility as well as fast speed and unmatched usability all within an affordable pricing model.”

Built on an inherently flexible, multitenant cloud-based platform, Veeva CRM offers small to mid-sized life sciences companies like Rottapharm and Proton a significantly more affordable per-user pricing model while still providing access to the same world-class hardware and software leveraged by Top 20 Pharma. The cloud enables growing life sciences organisations to quickly and efficiently scale up or down to meet demand. Changes can be made in minutes using simple point and click configuration without vendor intervention or the resulting expense. Regular system upgrades occur transparently without any user disruption. And, system functionality can be easily extended through free integrations with outside applications and data sources.

Proton Pharma, a Greek pharmaceutical company that provides a broad spectrum of treatment alternatives for diseases such as Anemia, Schizophrenia, Bipolar Disorder, Depression, Epilepsy, GERD, Ulcer and Hypertension, also has close to 40 Veeva users in Greece. “As a new and growing company, we needed a system that would cover our immediate needs and grow with us into the future,” said Georgia Anastasopoulou, Proton’s General Manager. “It was important that our new CRM have the right functionality for our country and company as we want the salesforce to recognise the system as a working tool, rather than an imposed program.”

Increasing complexity in the Greek pharmaceutical market and pressures to operate more cost effectively has driven many companies to explore multichannel customer-centric models to improve customer relationships. “While the majority of sales rep interactions with HCP customers occur either through face-to-face calls or at congresses today in Greece, more and more pharmacos are developing multichannel strategies to enhance customer interaction at every touchpoint,” said Dionisis Nikolopoulos, general manager at Aqurance – a leading IT consultancy in Greece and a regional implementation partner of Veeva. “iRep, Veeva’s CRM application for the Apple iPad, is integrated with closed loop marketing (CLM) functionality so it not only enables more interactive customer detailing but it also reveals actionable insight on how well marketing messages resonate with customers to further refine customer interactions. It’s the best of two worlds intrinsically aligned on one sleek device.”

“Veeva CRM’s user-friendly environment coupled with the ease and speed of access through iRep for the iPad made this solution stand out during our selection process,” added Costas. “iRep is

already improving sales productivity by enabling our reps to easily edit and complete call reports while they are waiting to see the next HCP. There's no more wasted time. The ability to leverage the iPad's rich multimedia capabilities through iRep offers a great way to capture physicians' interest when presenting key messages."

Echoing the same sentiment, Proton's Anastasopoulou added "iRep enables increased productivity and sales force efficiency. It allows reps to make more efficient use of 'waiting time' in the field and for real-time feedback from the field to management without any delays which has led to overall improvements in effectiveness. It's still early, but we expect a major return on our investment in Veeva CRM," concluded Costas.

### **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, 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  
Marketing Director, Europe  
Veeva Systems  
+34 93 1870200  
[selma.nawaz@veevasystems.com](mailto:selma.nawaz@veevasystems.com)

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