



For Immediate Release

New Order Management Functionality on Veeva iRep Brings Pharmacy Sales Teams the First Complete, Feature-Rich Selling Tool on the Apple iPad

BARCELONA, SPAIN — 4, October, 2012 – Today’s pharmacists now have a tremendous degree of influence on patients, triggering life sciences company’s pharmacy and over-the-counter (OTC) sales teams to focus on this important group. Veeva iRep now fully supports the modern pharmacy sales rep with a single solution that brings together all of the tools they need to be successful, including Customer Relationship Management (CRM), Closed Loop Marketing (CLM), inventory monitoring, signature capture and order management – all integrated and available on the Apple iPad.

Globally, pharmacists’ influence on consumer’s healthcare decisions has grown exponentially, especially considering the choices now available with the influx of generics. “Pharmacists today are often the first ports of call for patients to get advice. They are trusted by the community to offer professional advice and therefore can either drive adherence to a certain drug brand or encourage a swap – which also might be driven by obligatory generic substitution (aut idem) legislation,” said Arno Sosna, Veeva’s Director of Product Management, Europe. Veeva’s upgrades are seamless, frequent and transparent with no additional cost to the customer to ensure that reps have the latest tools available in this rapidly changing industry.

Pharmaceutical companies have responded to this trend by ramping up their pharmacy and OTC sales teams. With Veeva iRep, these unique sales teams now benefit from a complete solution that supports pharmacy-specific processes including order management. New features include a powerful pricing engine that is fully compatible with ERP-driven pricing schemes and able to support complex pricing rules, inventory monitoring capabilities, touch-entry user interface, CLM functionality and electronic signature capture.

Veeva iRep lays the groundwork for pharmaceutical companies experimenting with burgeoning hybrid sales teams. “The global pharma market is evolving rapidly, even experimenting with a new sales model where the same rep calls on both pharmacists and physicians,” explained Sosna. “Advanced order management functionality built in to Veeva iRep enables success with both groups.”

To date, Veeva CRM has been deployed by more than 150 customers across 35+ countries including 17 of the 20 largest in the world. Many companies are already set to roll out iRep with enhanced order management functionality to their pharmacy and OTC sales teams throughout Europe.

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.

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