

For Immediate Release

Auxilium Pharmaceuticals Streamlines Copy Approval Process with Vault PromoMats, Veeva Systems' Cloud-Based Content Management Application

PLEASANTON, CA — January 8, 2013 – Auxilium Pharmaceuticals (NASDAQ: AUXL) deploys Vault PromoMats, Veeva Systems' cloud-based content management application to corral promotional and medical affairs content across the enterprise. The product will streamline a previously time-consuming copy approval process. Auxilium's selection committee cited Vault's intuitive web 2.0 interface, easy accessibility for both internal and external stakeholders and low maintenance as key reasons for selecting Vault over other competitors.

Auxilium's brand teams had been using a complicated and inefficient paper-based copy approval process that involved more than 20 external partners, including marketing agencies and consultants. There had been a complex audit trail, no efficient way to collaborate with agencies or traveling employees and no easy way to make content changes. With major growth on the horizon, Auxilium searched for a more proficient system. The company considered customizing a traditional content management system, but found it was more cost-effective to implement a solution designed to truly meet the unique needs of the life sciences industry.

"It really came down to the familiar, Amazon-like user interface in Vault PromoMats," explained Kathy Junod, director of IT for Auxilium. "Marketing and Medical Affairs teams work with so many external partners that we needed our system to be highly intuitive and easy to learn how to use. Vault PromoMats met all of our other criteria and absolutely knocked it out of the park in terms of usability."

Junod added, "We also liked that Vault PromoMats offered the benefits of being in the cloud. We just went through our first upgrade and it was simple, painless and completely non-disruptive to users. Maintenance is easy, too – I don't even need a dedicated person on staff to support the system."

Vault PromoMats is built on the Vault Platform, a cloud-based multitenant architecture that has been created from the ground up to meet the life sciences industry's regulatory and validation requirements. It solves the complex content management challenges facing many life sciences organizations today by combining streamlined functionality for compliance and collaboration with the flexibility of a cloud solution. And, because Vault PromoMats is in the cloud, there's no software to install, hardware to maintain or costly updates to deploy. All users automatically run on the most recent version, allowing them to enjoy the latest system features while ensuring they remain up-to-date on compliance changes.

Vault PromoMats is part of Veeva Vault, the only complete suite of business-process-specific content management applications integrated for enterprise-wide regulated content management in the cloud.

"Veeva has such a great reputation in the life sciences CRM space that we felt comfortable working with them as a new market entrant in content management," Junod concluded. "Fortunately, our decision has been substantiated. Users are very happy with Vault, the copy approval process has been dramatically streamlined and it's much easier to collaborate."

Since a successful Vault PromoMats implementation in Marketing, Auxilium recently added its Medical Affairs team to the system as well. According to Junod, Auxilium expects to continue to expand its use of the system as the company adds to its own growing portfolio of pharmaceutical products.

About Veeva Systems

Veeva Systems is a leader in cloud-based software 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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