



For Immediate Release

Veeva Systems Selected by AlwaysOn as 2013 OnDemand Top 100 Winner

Recognized for creating new opportunities in on-demand software, cloud computing and SaaS

PLEASANTON, CA — May 31, 2013 – Veeva Systems has been chosen for the second consecutive year by AlwaysOn as one of its OnDemand Top 100 private companies, specifically winning the OnDemand Software category, Customer Relationship Management. Inclusion in the 2013 OnDemand 100 signifies leadership amongst its peers and game-changing approaches and technologies that are likely to disrupt existing markets and entrenched players. This year's OnDemand 100 companies were selected based on a set of five criteria: innovation, market potential, commercialization, stakeholder value and media buzz.

Veeva, along with other OnDemand Top 100 companies, was honored at AlwaysOn's OnDemand event on May 20, at Hewlett-Packard's Executive Briefing Center in Palo Alto, Calif. The two-day exclusive event treated attendees to high-level debate and discourse on top trends and opportunities in the SaaS, cloud, on-demand and mobile enterprise sectors.

"The world of the cloud is beginning to live up to its promise of expanding and enhancing almost every sector of the technology world. Public, private, and hybrid, the cloud infrastructure companies that can provide the most robust, always-on performance are the ones that are propelling us into a completely new digital age," said Tony Perkins, founder and editor of AlwaysOn. "This year's OnDemand 100 winners represent the companies that are not only providing the space to develop daring, indispensable applications for a growing and increasingly mobile universe, they're making sure that everyone has their information, data, media, and apps whenever and wherever they happen to be."

Veeva was selected from among hundreds of other technology companies that were nominated by investors, bankers, journalists and industry insiders. The AlwaysOn editorial team conducted a rigorous three-month selection process to finalize the 2013 list.

In just six years, Veeva has grown from a small start-up to the leader in cloud software for the life sciences industry, delivering powerful enterprise-level Customer Relationship Management (CRM) and content management applications to customers of all sizes. Most of the world's top pharmaceutical companies benefit from Veeva's multitenant cloud-based applications along with hundreds of specialty and emerging biotechs. Most recently, the company made headlines with its new mobile CRM and closed loop marketing solution built specifically to run on the touchscreen-ready, Windows® 8 operating system.

"Veeva is committed to product innovation and excellence, and our multitenant cloud technologies deliver life sciences companies fully functional applications that lead to success," said Matt Wallach, Veeva's Chief Strategy Officer and Co-founder. "We are honored to be recognized again this year by AlwaysOn."


For the complete list of all of the OnDemand 100 winners, visit <http://aonetwork.com/announcing-the-2013-ondemand-100-top-private-companies>.

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, London, Paris, Beijing, Shanghai and Tokyo. For more information, visit www.veeva.com.

About AlwaysOn

AlwaysOn is the leading business media brand connecting and informing the entrepreneurial community in



the Global Silicon Valley. Founded by Red Herring founding editor, Tony Perkins in 2003, AlwaysOn's mission is to continue to lead the industry by empowering its readers, event participants, sponsors, bloggers, and advertisers like no other media brand.

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