



For Immediate Release

Growing Number of Life Sciences Leaders Plan Investment in Veeva Systems' Industry Cloud Solutions in 2014

PLEASANTON, CA – Feb. 20, 2014 – For the second year, Veeva Systems has been ranked by life sciences leaders as one of the top preferred software providers to the industry, based on the *Leading Indicators in Life Science IT Spending Survey*¹ released by IDC Health Insights. The 2014 [report](#) shows Veeva was the only software provider to increase its position, climbing four places, and is now fourth ranked overall.

The only industry cloud vendor to be named, Veeva delivers cloud-based software solutions specifically designed to help life sciences companies achieve their most strategic objectives – bringing drugs to market faster and more efficiently, maximizing revenues, and maintaining compliance with government regulations.

The results of this industry-wide survey follows the IDC MarketScape, conducted by IDC Health Insights, naming Veeva a leader in its [2013 assessment](#) of life sciences CRM solution providers². The IDC MarketScape noted Veeva CRM's user interface, ease-of-use, and breadth of functionality as “among the best in the industry.”

“The company's sole focus on the life sciences industry boosts Veeva's unique understanding of market wants and needs,” the IDC MarketScape report continued. “This was echoed by the firm's customers, which gave Veeva's life science market expertise extremely high marks.”

Life sciences companies are increasingly relying on Veeva's cloud-based technology solutions – spanning from commercial to clinical. Veeva's Commercial Suite, including Veeva CRM, Veeva Network, and Veeva Vault, enables life sciences companies to create a complete, up-to-date view of the customer, deliver and manage compliant content, and engage customers across communication channels. Veeva's Development Suite of content management applications provides life sciences companies unparalleled visibility and control over complex document processes. By connecting business applications for clinical trial documents, regulatory submissions content, and quality documentation, the Development Suite helps companies work more efficiently while collaborating globally and strengthening compliance.

IDC Health Insights' 1Q14 *Leading Indicators in Life Sciences IT Spending Survey* is a biannual budget tracking survey of several hundred life science companies. The survey, which received responses from 107 companies on planned IT budgetary spend, technology priorities, and vendor preferences, asked participants to identify which vendors servicing the life sciences market they expect to spend money with on software, hardware, and IT services during 2014.

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 more than 170 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. Founded in 2007, Veeva is headquartered in the San Francisco Bay Area, with offices in Philadelphia, Columbus, Toronto, Barcelona, Budapest, London, Paris, Beijing, Shanghai, Osaka, Tokyo, Sydney, and Singapore. For more information, visit www.veeva.com.

¹ IDC Perspective: IDC Health Insights' Top Preferred Life Science Technology Vendors for 2014, doc #HI246612, February 2014.

² IDC MarketScape: Worldwide Life Science CRM Software 2013 Vendor Assessment, doc #HI242172, July 2013.

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