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MEDIA ALERT: Eli Lilly in the News

Eli Lilly's global 16,000-strong sales force empowered with data from cloud-based technology

Who: Michael Meadows, chief technology officer, Eli Lilly

What: Technology Success Story, "Eli Lilly's Field Reps: Armed With Data," as reported by [InformationWeek](#)

Inflexibility, lack of mobility, and siloed data caused by disparate legacy systems – all barriers to company goals – drove Eli Lilly to move to a more centralized multichannel CRM in the cloud. Lilly executives turned to Veeva Systems' cloud-based, mobile-friendly CRM product built on salesforce.com. Lilly's 16,000 reps now use Veeva on their iPads to plan calls, record and report on conversations, and analyze trends, letting them interact with doctors, nurses, and administrators in a more customer-friendly way.

The article states: "Using Veeva and the cleaned-up master data, field reps can call up Lilly's interaction history with customers to tailor their presentations, Meadows says, and the company can identify customers with similar profiles who should receive similar messaging."

He says the initiative's success is the result of close partnerships among Lilly's commercial IT team, other IT groups, and the company's sales operations team. The standardization provides the potential for integration with public data, he says, which could lead to insights into prescribing trends and healthcare spending across different demographics."

When: The initiative began in early 2012 and continues to expand with Veeva Network – Veeva's complete customer master solution that includes continuously updated data, reliable stewardship services, and cloud-based management software fully integrated with Veeva CRM.

Veeva CRM and Veeva Network are part of [Veeva's Commercial Suite](#) for life sciences, which provides the accurate customer data and compliant content required for more effective customer engagement across multiple communication channels.

Where: Eli Lilly, North America and followed by Eli Lilly, China

How to Get More: For additional commentary on this news from experts, email pr@veeva.com.

About Veeva Systems

Veeva Systems Inc. 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 190 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. Veeva is headquartered in the San Francisco Bay Area, with offices in Europe, Asia, and Latin America. For more information, visit www.veeva.com.

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