



FOR IMMEDIATE RELEASE

## Veeva Systems and ZS Associates Form Strategic Partnership to Deliver More Effective Multichannel Customer Engagement

*ZS becomes Veeva Data Science partner to power Veeva CRM Suggestions*

*ZS joins Veeva OpenData Partner Program for customer data that's open, easy, and global*

**PHILADELPHIA, PA and EVANSTON III. – June 10, 2015 –** Veeva Systems and ZS Associates today announced a strategic partnership to accelerate the life sciences industry's move to more customer-centric engagement. The companies are joining forces to deliver innovation in customer data and data science for better marketing and sales effectiveness across all channels.

"We are proud to forge a strategic partnership with Veeva, a company that shares our vision for solving the industry's most challenging commercial problems," said Jaideep Bajaj, ZS chairman in his keynote address to an audience of nearly 1,000 industry leaders at Veeva Commercial Summit. "Closer collaboration with Veeva and tighter product alignment of our solutions is a win for the industry. Together, we can offer more innovation faster and with the confidence of trusted partners."

The Veeva and ZS strategic partnership will initially focus in two key areas ripe for innovation:

**Data Science** – ZS has become a Veeva Data Science partner. Powered by data science in ZS's Suggestion Engine, Veeva CRM Suggestions recommends the best actions and channels to reps to improve sales effectiveness. With this partnership, companies can now leverage ZS' leading Orchestrator Rep solution to seamlessly deliver recommendations right within Veeva CRM.

**Customer Data** – ZS has joined the Veeva OpenData Partner Program allowing fast, simple integration of Veeva OpenData healthcare provider, healthcare organization, and affiliations data with ZS' data solutions.

Veeva OpenData is a bold new approach providing life sciences companies with customer data that is open, easy, and global. Veeva OpenData delivers millions of complete customer profiles with consistent standards of quality around the world. It features fair and simple pricing and offers the freedom to use data how and where customers need it, without restrictive contracts or complicated three-party agreements.

"Grappling with an overwhelming amount of disparate information, the life sciences industry struggles to get a complete understanding of the customer and determine the next best actions," added Dharmendra Sahay, technology capability lead and managing principal at ZS. "Armed with complete, up-to-date customer data from Veeva, and integration of our Suggestion Engine solution with Veeva CRM Suggestions, companies finally have the ability to prompt the right interactions and channel mix, and do so with consistency across the entire organization."

"Sales and marketing in the life sciences industry are undergoing a remarkable transformation," said Matt Wallach, president and co-founder of Veeva Systems. "Veeva and ZS' strategic partnership will help customers with the right strategies, skills, and advanced technology to thrive in this new customer centric environment."

Also at its Commercial Summit today, Veeva announced [Veeva CRM Suggestions](#), an upcoming capability in Veeva CRM that leverages data science to recommend the best actions and channels to field reps for greater sales effectiveness. The company also announced two major new Veeva Commercial Cloud products available this July, [Veeva Align](#) for faster, more accurate sales territory

alignments and [Veeva CRM Events Management](#) that will allow companies to better manage all events, and do so with greater compliance.

**Additional Information:**

- For more on Veeva Commercial Cloud, please visit: [www.veeva.com/products/commercial-cloud](http://www.veeva.com/products/commercial-cloud)
- Stay updated on the latest Veeva news on LinkedIn: [www.linkedin.com/company/veeva-systems](http://www.linkedin.com/company/veeva-systems)
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**About ZS Associates**

ZS Associates is a global leader in sales and marketing consulting, outsourcing, technology and software. For more than 30 years, ZS has helped companies across a range of industries get the most out of their sales and marketing organizations. From 21 offices around the world, ZS experts use analytics and deep expertise to help companies make smart decisions quickly and cost effectively. ZS comprises multiple affiliated legal entities. Learn more at [www.zsassociates.com](http://www.zsassociates.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 275 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](http://www.veeva.com).

**Forward-looking Statements**

This release contains forward-looking statements, including the market demand for and acceptance of Veeva's products and services, the results from use of Veeva's products and services, the results from Veeva's alliance with ZS, and general business conditions, particularly in the life sciences industry. Any forward-looking statements contained in this press release are based upon Veeva's historical performance and its current plans, estimates, and expectations, and are not a representation that such plans, estimates, or expectations will be achieved. These forward-looking statements represent Veeva's expectations as of the date of this press announcement. Subsequent events may cause these expectations to change, and Veeva disclaims any obligation to update the forward-looking statements in the future. These forward-looking statements are subject to known and unknown risks and uncertainties that may cause actual results to differ materially. Additional risks and uncertainties that could affect Veeva's financial results are included under the captions, "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in the company's filing on Form 10-Q for the period ended April 30, 2015. This is available on the company's website at [www.veeva.com](http://www.veeva.com) under the Investors section and on the SEC's website at [www.sec.gov](http://www.sec.gov). Further information on potential risks that could affect actual results will be included in other filings Veeva makes with the SEC from time to time.

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