



Novartis Pharmaceuticals AG Selects Veeva CRM for Global Deployments

PLEASANTON, CA — October 19, 2010 – Veeva Systems announced today that Novartis Pharmaceuticals AG, a world leader in the research, development, manufacturing and marketing of products to protect and improve health and well-being, has chosen Veeva CRM® for various global deployments.

Over the past three years, Veeva has quickly become a leading provider of Pharma CRM systems globally. Because of its multi-tenant SaaS architecture, Veeva CRM requires no hardware or software to purchase, scale, or maintain. In addition, all Veeva customers benefit from free, automatic upgrades so users are always on the latest version of the software with the very latest compliance changes and system enhancements.

“We are thrilled to take our Novartis relationship global,” said Peter Gassner, president and CEO of Veeva Systems.

About Veeva CRM

The Veeva CRM suite of applications, comprised of VBioPharma™, VMobile™, and VInsights™, is the biopharma industry’s top SaaS-based CRM solution. As the foundation, VBioPharma offers multiple editions in one CRM product to accommodate the unique needs of various life sciences commercial teams. It is also the only pharma CRM application to come pre-validated for PDMA and CFR Part 11 compliance. The complete Veeva CRM suite gives customers the mobility and reporting solutions needed to drive user adoption and sales effectiveness.

About Veeva Systems

Veeva Systems is the leader in multi-tenant SaaS-based solutions for the global life sciences industry. Veeva has dozens of customers ranging from the world’s largest pharmaceutical companies with thousands of users to emerging biotechs commercializing their first products. Veeva customers achieve the fastest time to value through the deployment of fully functional applications that are flexible, simple to deploy, inexpensive to operate, and provide a superior user experience. Veeva is a privately-held company headquartered in Pleasanton, CA, with offices in Philadelphia, Barcelona, and Shanghai. For more information, visit www.veevasystems.com.

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