



FOR IMMEDIATE RELEASE

## HighPoint Solutions and Veeva Systems Team Up to Deliver Industry-specific Master Data Management to Life Sciences Companies

*Longstanding partnership expands to bring Veeva Network Customer Master to HighPoint customers*

**EAST NORRITON, PA and PLEASANTON, CA – August 6, 2015** – Veeva Systems and HighPoint Solutions are expanding their partnership beyond Veeva CRM to bring Veeva Network Customer Master to more life sciences companies. HighPoint, which has a long and successful track record implementing master data management (MDM) systems, will now offer its customers implementation services for Veeva Network, the only MDM application developed exclusively for the life sciences industry.

Before Veeva Network, the life sciences industry was limited to one-size-fits-all MDM toolkits, requiring custom development and complex integrations. Veeva Network Customer Master offers a purpose-built application that is tailored to the specific needs of life sciences companies. Without the need for heavy customization, it's quick to deploy and easy to use. And, its multitenant cloud architecture ensures customers always benefit from new capabilities Veeva continually delivers, keeping them ahead of changing business needs and compliance requirements.

“Since 2007, our partnership with Veeva has enabled us to deliver the most innovative, industry-specific solutions available to our clients and backed by the company’s commitment to customer success,” said Chris Colapietro, HighPoint’s executive vice president of technology. “We are pleased to expand our relationship with Veeva’s customer master solution. Veeva Network offers a single system for harmonized processes and worldwide visibility plus the flexibility to meet local market needs, making it the optimal solution for life sciences.”

Compiling accurate customer master data has been a constant struggle for life sciences companies. While some have deployed custom MDM systems in silos by country, others make do with spreadsheets and manual processes that increase complexity and risk. Veeva Network cleanses, standardizes, and de-duplicates healthcare professional and healthcare organization data from multiple systems and data sources globally to arrive at a single, consolidated customer master record. A global data model with country-level configuration provides both central control and local flexibility, eliminating the need to deploy and manage separate systems. It’s part of Veeva Commercial Cloud and fully integrated with Veeva CRM, ensuring that critical customer information is always available to sales and marketing users when they need it most.

“Well-recognized and experienced in MDM solutions consulting, HighPoint has been helping life sciences organizations address the challenge of maintaining a single, complete customer view for nearly a decade,” said Dan Goldsmith, Veeva’s chief strategy officer. “The company brings a strong vision and the depth of industry and technical expertise companies need.” Eric Letts, HighPoint’s vice president of MDM Solutions added, “Veeva Network is a next-generation MDM solution that’s not only powerful but also easy to use and implement.”

HighPoint customers range from top 10 pharmaceutical companies to biotechs and include Allergan, Bayer, GSK, Johnson & Johnson, Novartis, Pfizer, Shire, Teva, Vertex, and Zoetis. The company has already started working with its clients to adopt Veeva Network Customer Master globally.

### **Additional Information:**

- For more on Veeva Network, visit: [veeva.com/customermaster](http://veeva.com/customermaster)
- 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 HighPoint Solutions**

HighPoint Solutions is a premier, global provider of specialized IT services with vertically-focused business consulting, system integration, professional service, and managed hosting solutions for life sciences and healthcare companies. Since 2000, our 650+ consultants have provided business consulting and technology solutions that continue to deliver business value and competitive advantage to more than 170 clients globally.

### **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, 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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