Veeva

Analyst & Investor Day

September 30, 2015

Agenda

Cloud Innovation	Peter Gassner, Founder & CEO
Veeva 2020	Tim Cabral, CFO
Industry Dynamics	Matt Wallach, Co-founder & President
Break	
Commercial Cloud	Matt Wallach, Co-founder & President
Vault R&D	Avril England, GM, Veeva Vault
Customer Chat	Ed Gemo, VP & CIO, Halozyme
Q&A	

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Safe Harbor

Forward-looking Statements

This presentation contains forward-looking statements, including statements regarding Veeva's future financial outlook and financial performance, market growth, the release dates for and benefits from the use of Veeva's solutions, our partnership plans, our strategies, and general business conditions. Any forward-looking statements contained in this presentation 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 presentation. 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 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, including (i) our limited operating history, which makes it difficult to predict future results; (ii) our expectation that the future growth rate of our revenues will decline, and that as our costs increase, we may not be able to generate sufficient revenues to sustain the level of profitability we have achieved in the past or achieve profitability in the future; (iii) breaches in our security measures, unauthorized access to our customers' data, or system availability or performance problems associated with our data centers or computing infrastructure; (iv) dependence on revenues from our Veeva CRM solution, and the rate of adoption of our new products; (v) acceptance of our applications and services by customers, including renewals of existing subscriptions and purchases of subscriptions for additional users and solutions; (vi) loss of one or more key customers; (vii) adverse changes in general economic or market conditions, particularly in the life sciences industry; (viii) delays or reductions in information technology spending, particularly in the life sciences industry, including as a result of mergers in the life sciences industry; (ix) the development of the market for enterprise cloud services, particularly in the life sciences industry; (x) competitive factors, including but not limited to pricing pressures, industry consolidation, difficulty securing rights to access, host or integrate with complementary third party products or data used by our customers, entry of new competitors and new applications and marketing initiatives by our competitors; (xi) our ability to manage our growth effectively; and (xii) changes in sales that may not be immediately reflected in our results due to the ratable recognition of our subscription revenue.

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 July 31, 2015, which is available on the company's website at www.veeva.com under the Investors section and on the SEC's website at 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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Cloud Innovation

Peter Gassner, Co-founder & CEO

The Leading Provider of Cloud Solutions to the Global Life Sciences Industry

Founded in 2007

$313M FY15 Revenue

1400+ Employees

HQ in Pleasanton, CA

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Vision

Become the Leading Cloud Solutions Provider to the Global Life Sciences Industry

Values

Customer Success
Employee Success
Speed

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Key Highlights

- Well positioned for long-term growth
- Sustainable profitably and cash flow
- Large Commercial Cloud opportunity
- Vault established as second growth engine
- Innovation DNA

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Two Years Since Veeva's IPO

What's changed…

- **Operating at scale**
  - $98M revenue in Q2
  - More than doubled headcount to 1,400
- **Success across multiple product lines**
  - Non-CRM revenue from ~5% to 23% in Q2
- **More products**
  - Significant innovations in each product line
  - Five new products announced
- **Strategic partner to the industry**
  - Driven by industry cloud

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Two years since Veeva's IPO

What hasn't…

- **Industry Cloud model**
  - High growth
  - Non-GAAP operating margins in the 20's
- **Consistent execution**
  - Exceeded topline guidance every quarter as a public company
- **Customer success**
  - World-class revenue retention rates consistently well above 100%
- **Rapid innovation**
  - Three new releases each year across every product line

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Industry Cloud Model



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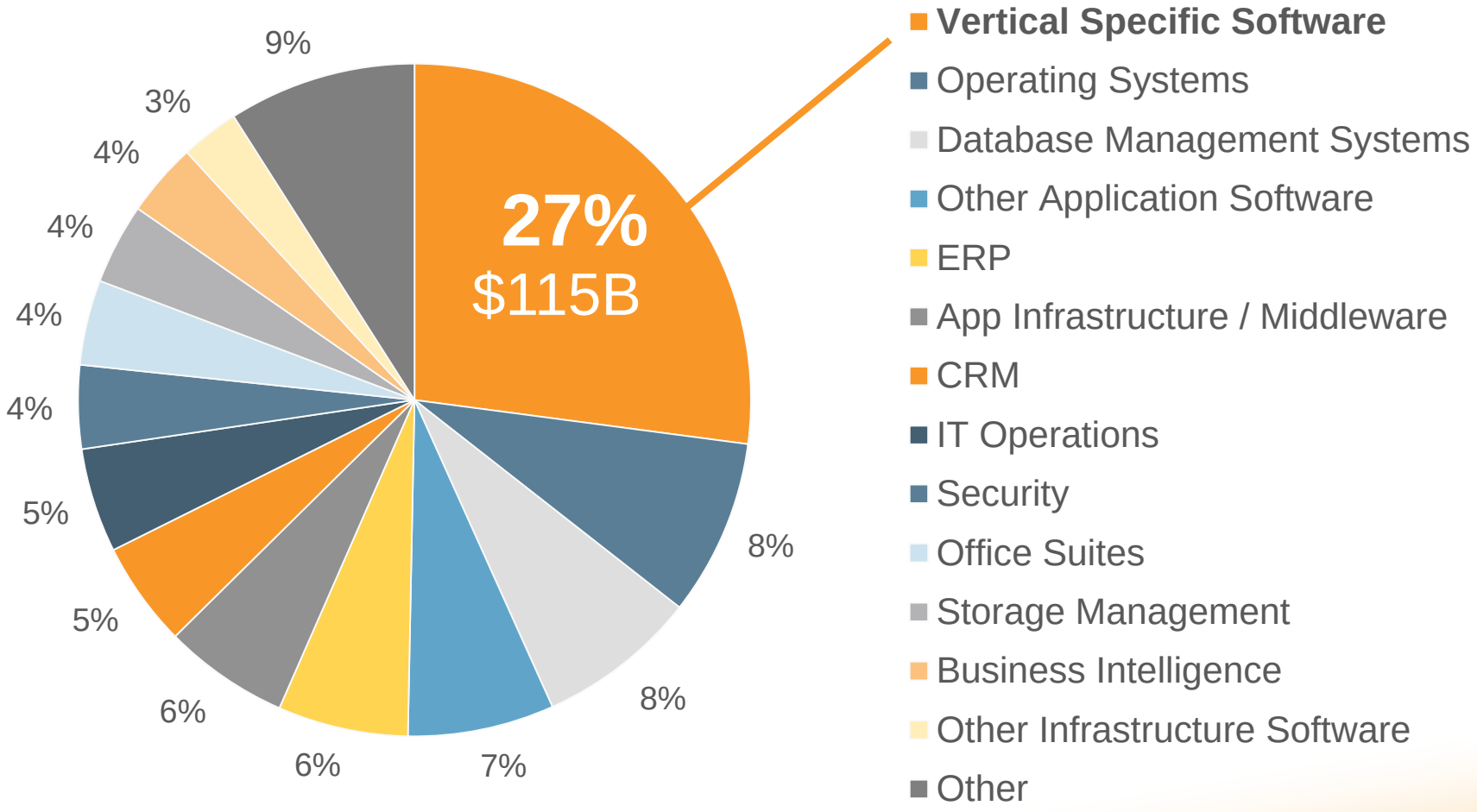
“The real advantage of an industry-specific solution is that it eliminates, or significantly reduces, the need to customize. We can deploy and achieve business results faster. It is about speed to value.”

CIO, Top 30 Pharma

Largest Segment of the Software Market

Total Worldwide Software Market Share, 2014



Source: Gartner, *Market Share: All Software Markets Worldwide 2014*, March 2015

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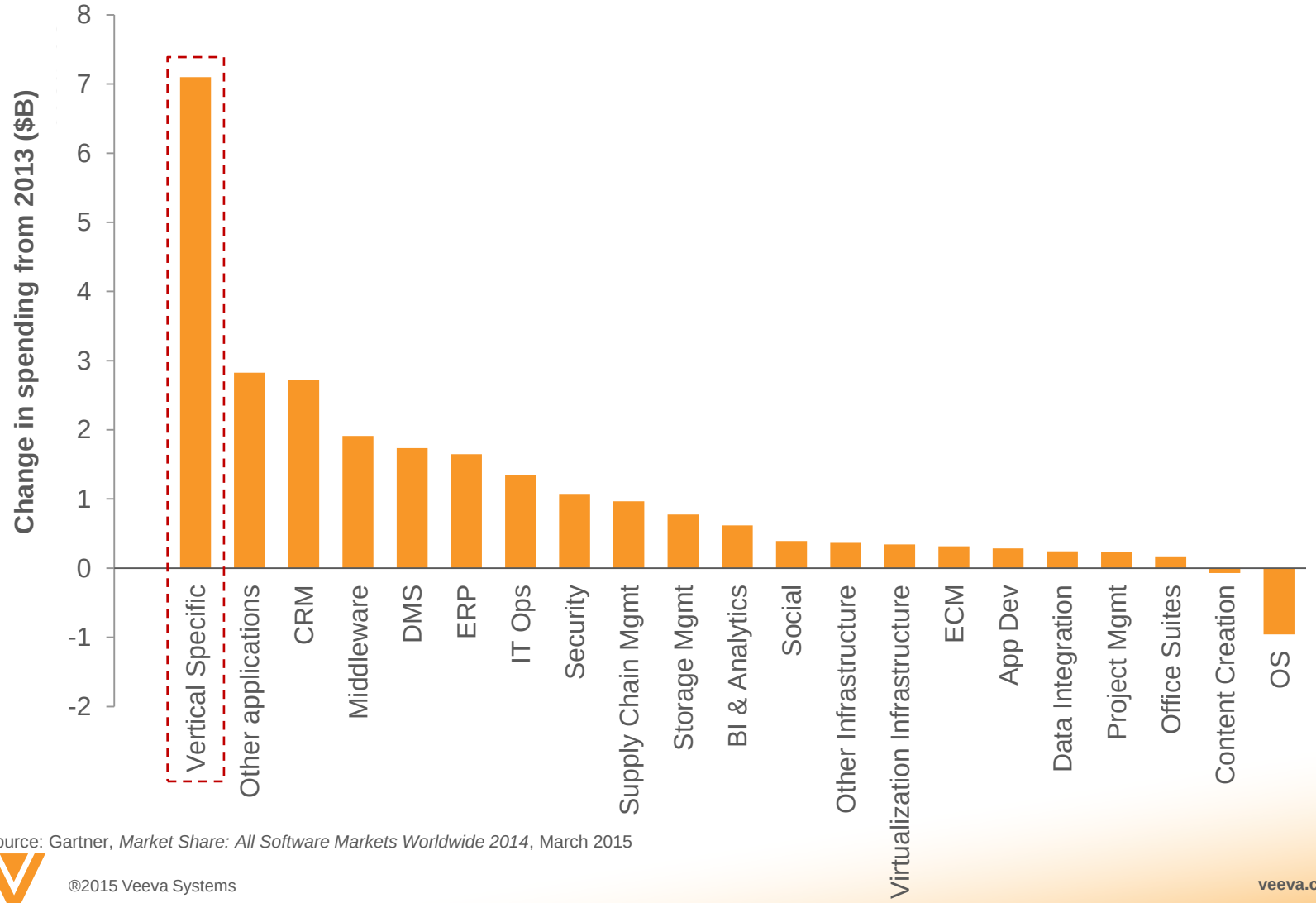
…and with the Most Growth

Dollar Growth by Software Category, Worldwide Software Market 2014



Source: Gartner, *Market Share: All Software Markets Worldwide 2014*, March 2015

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Innovation DNA

- **Product Enhancements**
- **New Applications**
- **More Data**
- **New Product Lines**

- **Veeva Labs**

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Veeva Spans an Entire Life Sciences Company







Research & Development | **Medical** | **Commercial**

Regulatory	Clinical Trials	Quality and Manufacturing	Medical Affairs	Field Medical	Marketing	Sales

Veeva CRM

Align | CRM | CLM | Approved Email | Engage | CoBrowse | Events Management

Veeva Vault

Regulatory Information Management | Investigator Portal | eTMF | QualityDocs | MedComms | PromoMats

Veeva Network

Customer Master

Veeva OpenData

KOL Data & Services | Customer & Compliance Data | Email Services | Data Services

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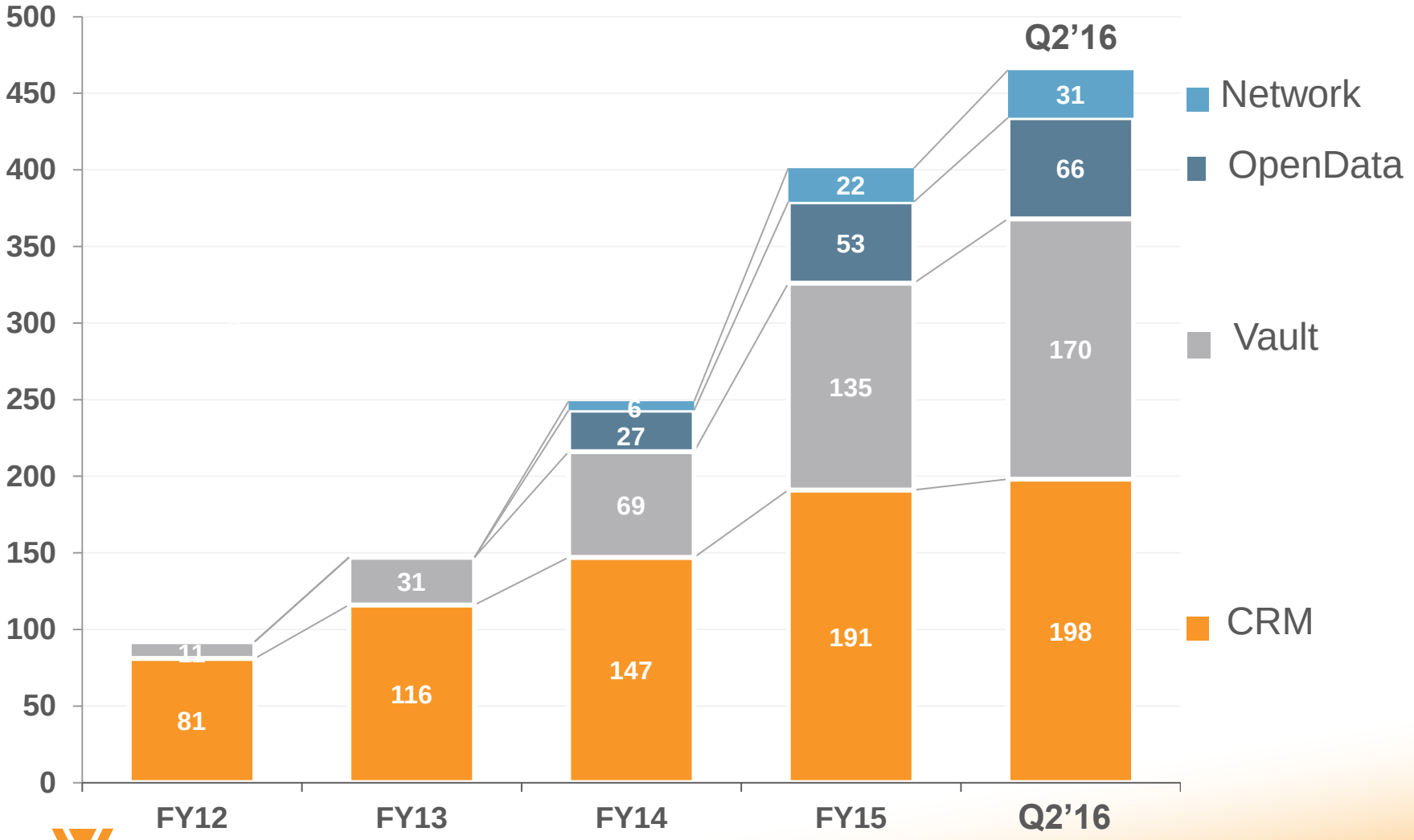
Partner to the Industry

Customer Count by Product Line*



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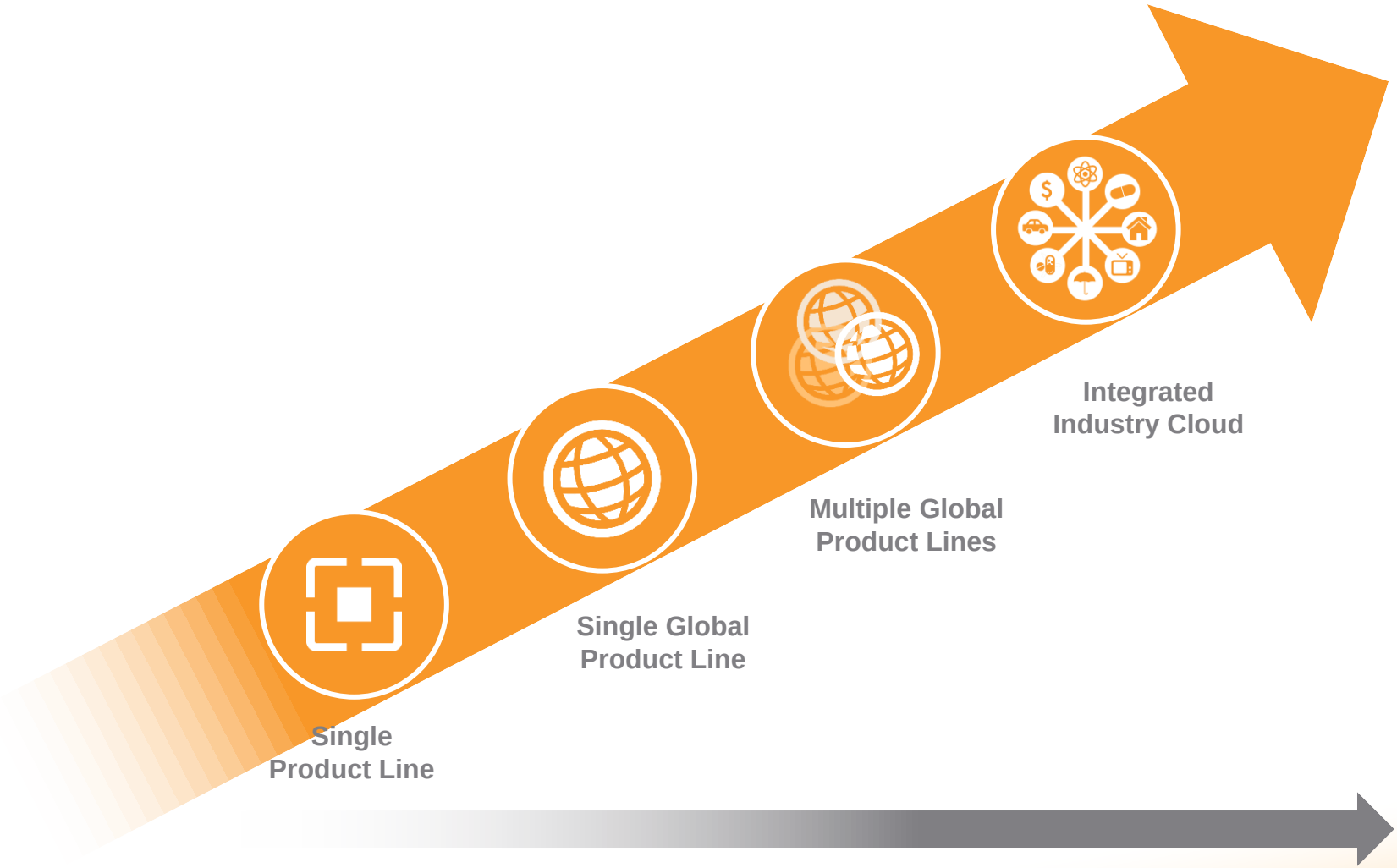
*Not Including Zinc Ahead

Product Evolution



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Strategic Partner to the Industry

From Nowhere to 3rd Most Preferred Life Sciences Software Vendor, IDC Health Insights

Ranking	2015	2014	2013	2012
1	Oracle	Oracle	Oracle	Oracle
2	SAP	SAP	SAP	Apple
3	**Veeva**	Symantec	Symantec	SAP
4	Medidata	**Veeva**	SAS	SAS
5	SAS	SAS	IBM	Microsoft
6	Microsoft	IBM	Microsoft	Symantec
7	Dassault	Microsoft	Apple	IBM
8	Apple	Apple	**Veeva**	

Source: IDC Health Insights' *Top Preferred Life Sciences Technology Vendors for 2015,* May 2015

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Targeting $1B Revenue Run Rate in CY2020

Veeva	Today	CY2020e
Total Revenue	~$400M FY16 Guidance	$1B Revenue Run Rate
Non-CRM Revenue	20%+	~50%
Eight-figure Customers	8	20
Customers	350	500+

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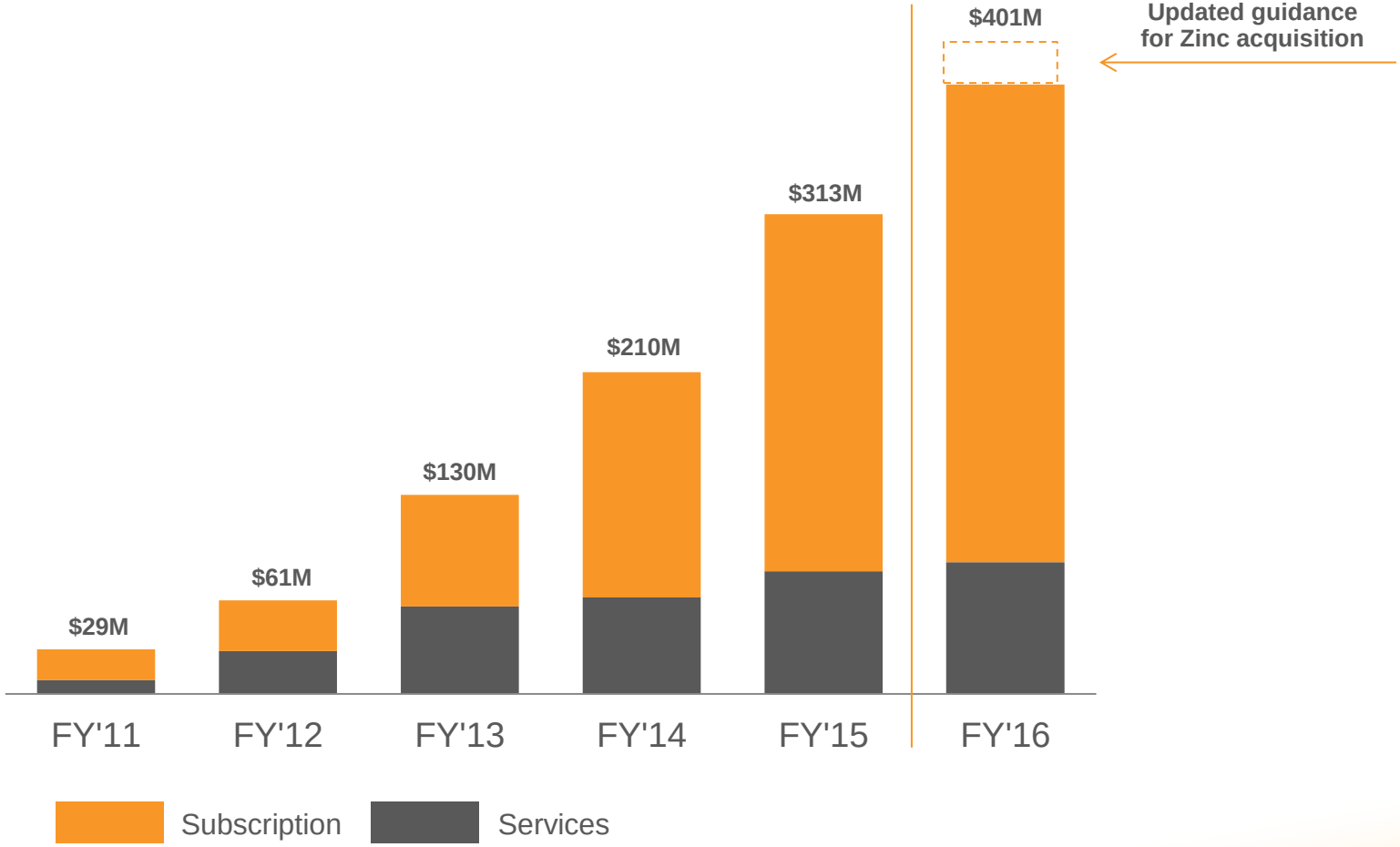
Veeva in 2020

Tim Cabral, CFO

History of Strong Revenue Growth



Note: FY'16 revenue is based on the mid-point of most recently provided guidance

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Targeting $1B Revenue Run Rate in CY2020

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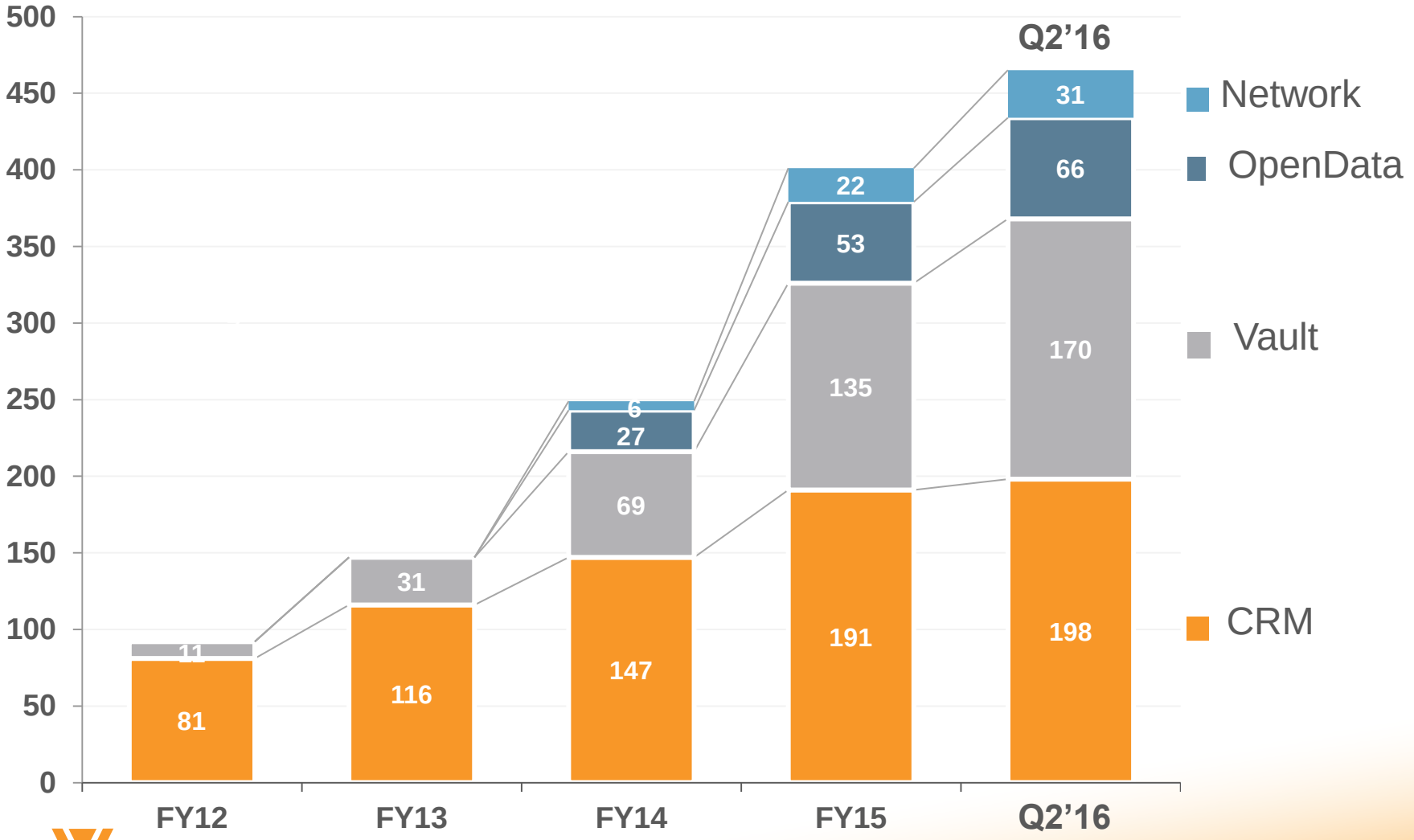
Partner to the Industry

Customer Count by Product Line*



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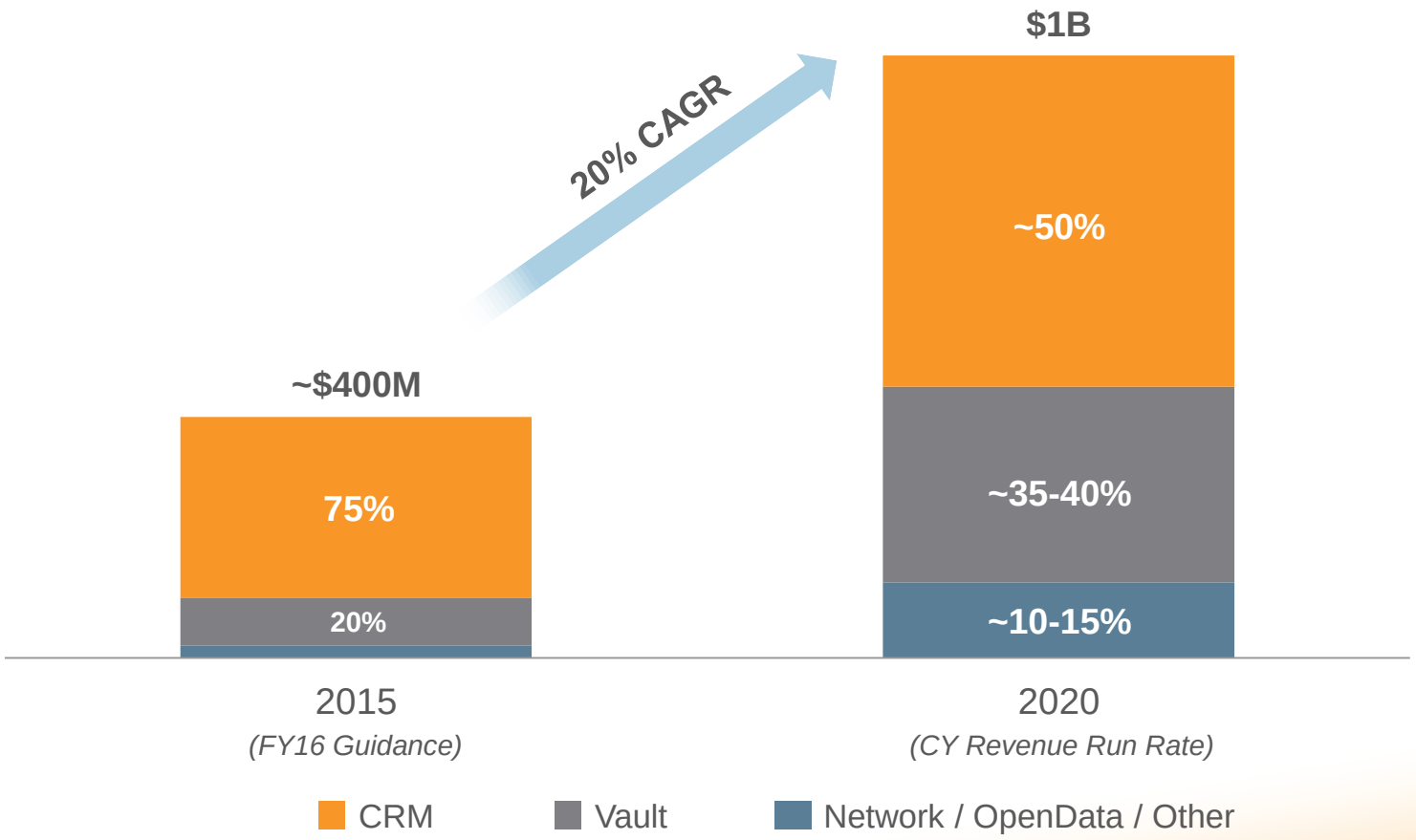
*Not Including Zinc Ahead

Product Line Contribution for $1B Target



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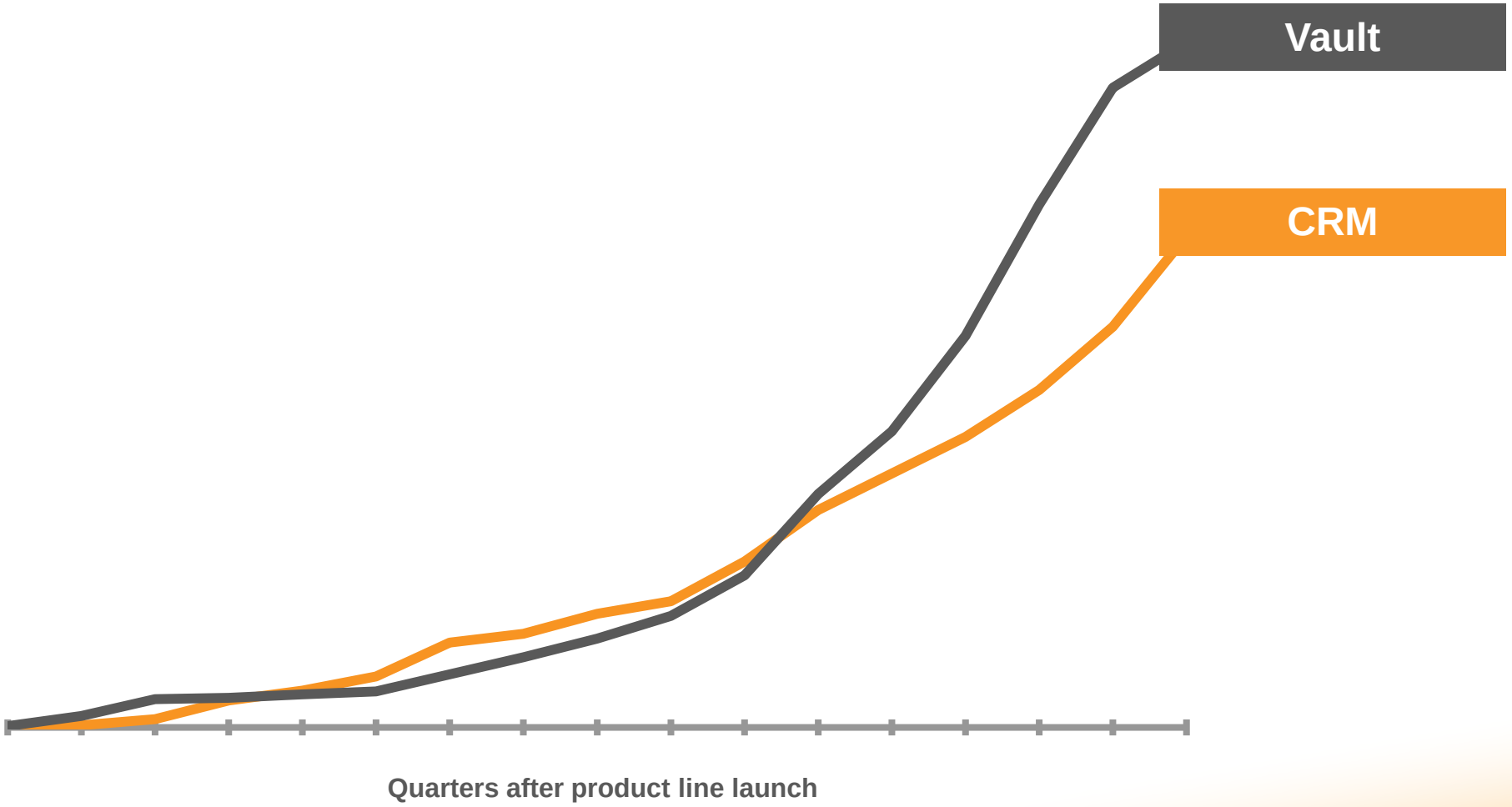
Vault Tracking Ahead vs. Early Days of CRM

Total revenue through first ~4 years of sales by product line



Note: First quarter of sales was Q2'08 for CRM and Q2'12 for Vault

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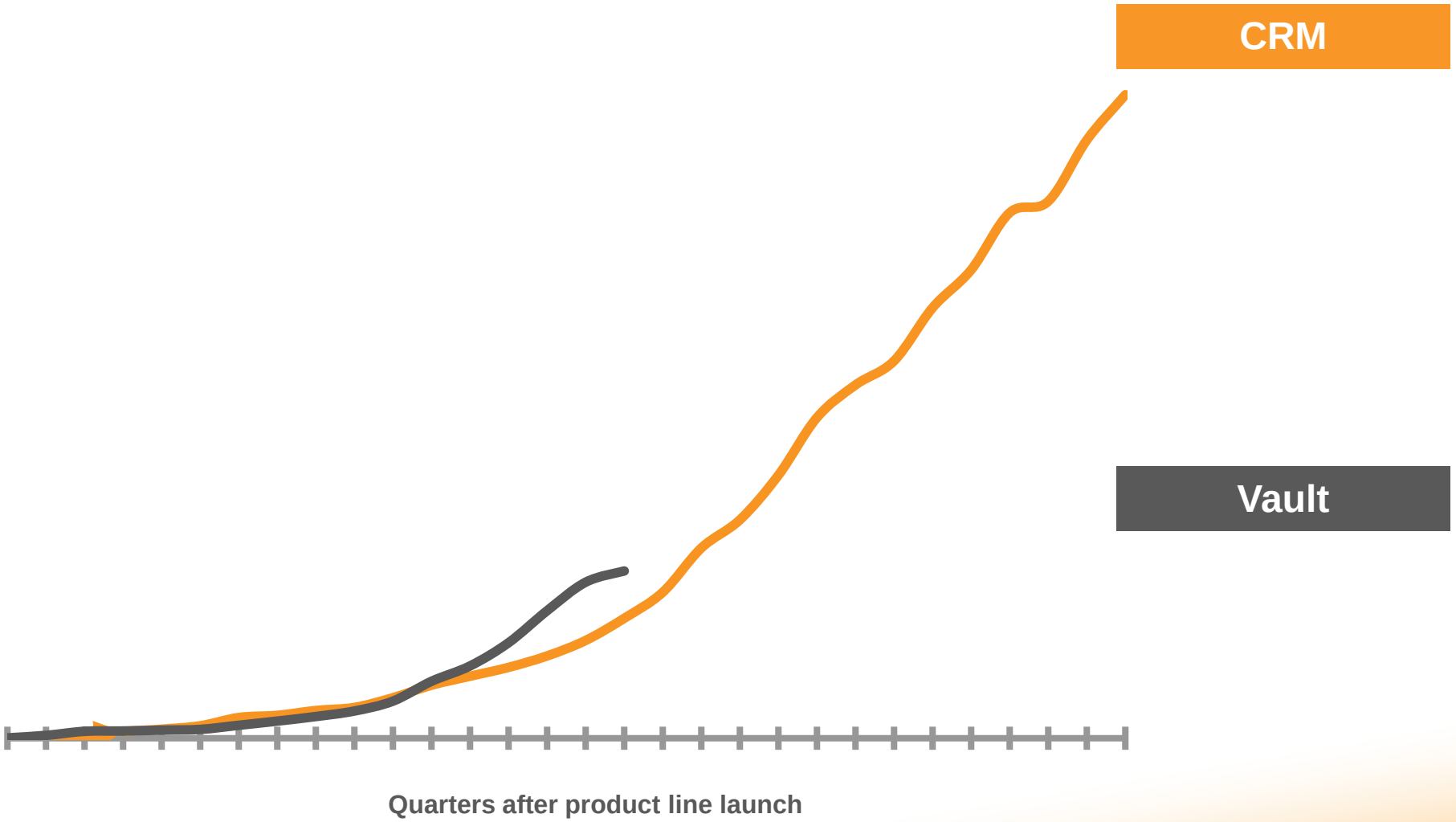
Current CRM & Vault Revenue Trends

Total revenue by product line



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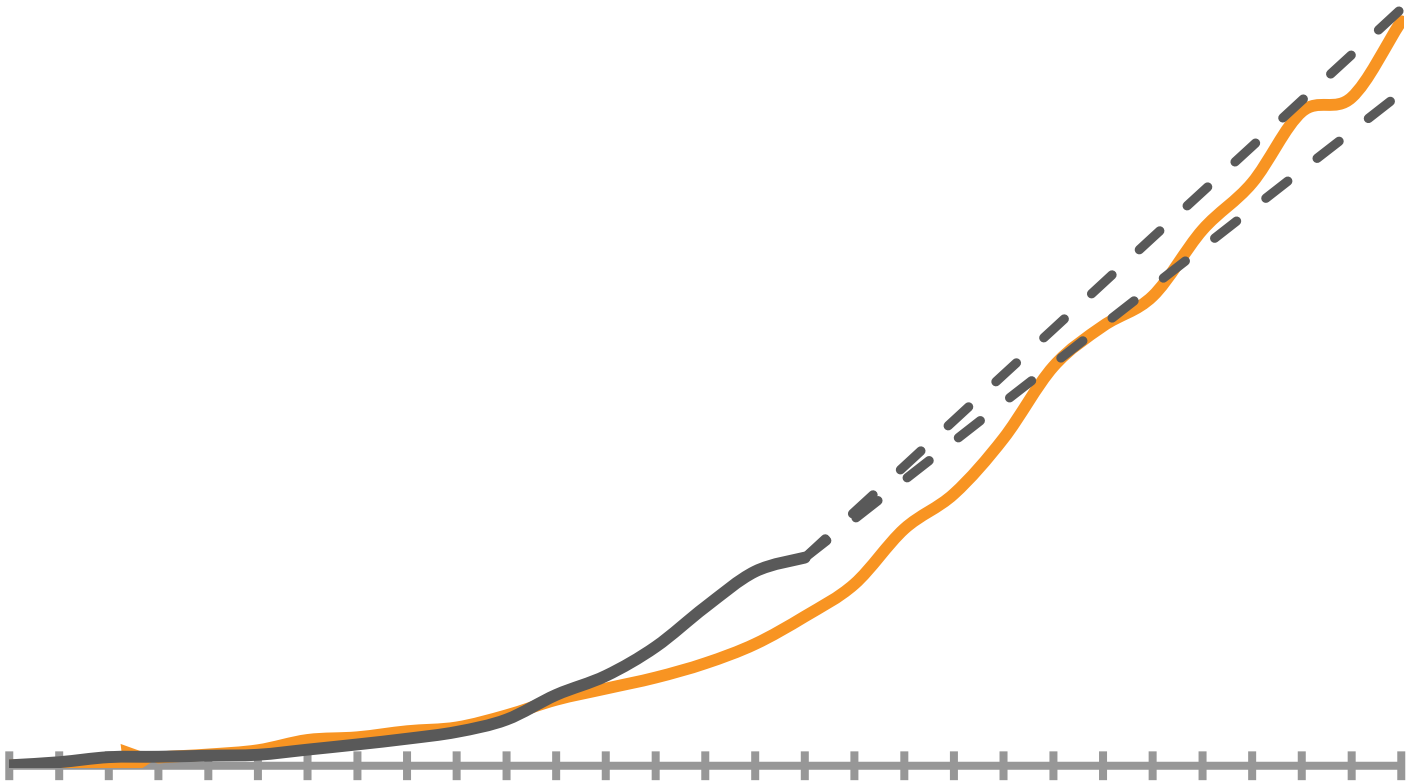
2020 Target Implies Trajectory for Vault Similar to CRM

Implied trajectory of Vault revenue in $1B target



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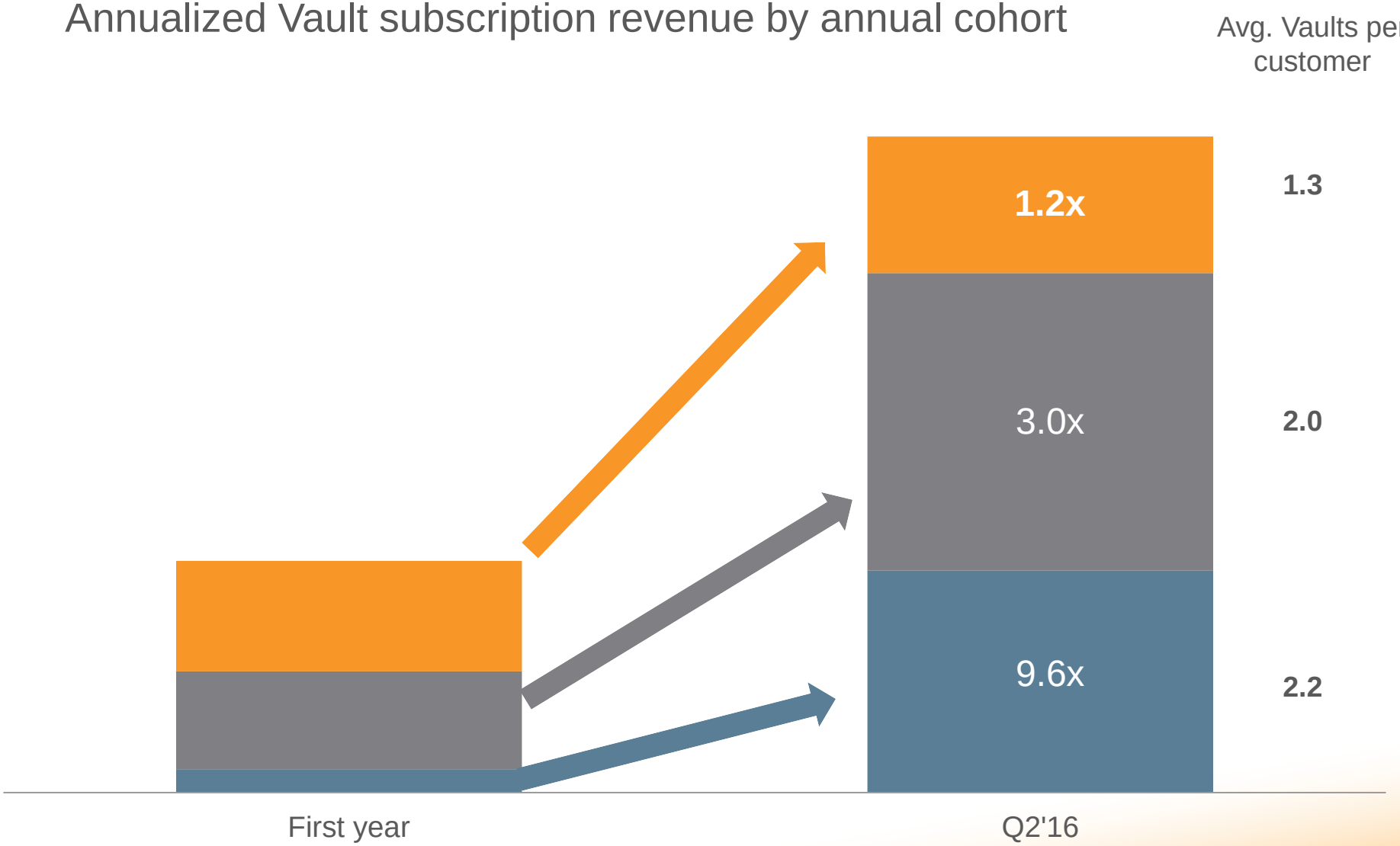
Vault Customers Expand Over Time

Annualized Vault subscription revenue by annual cohort



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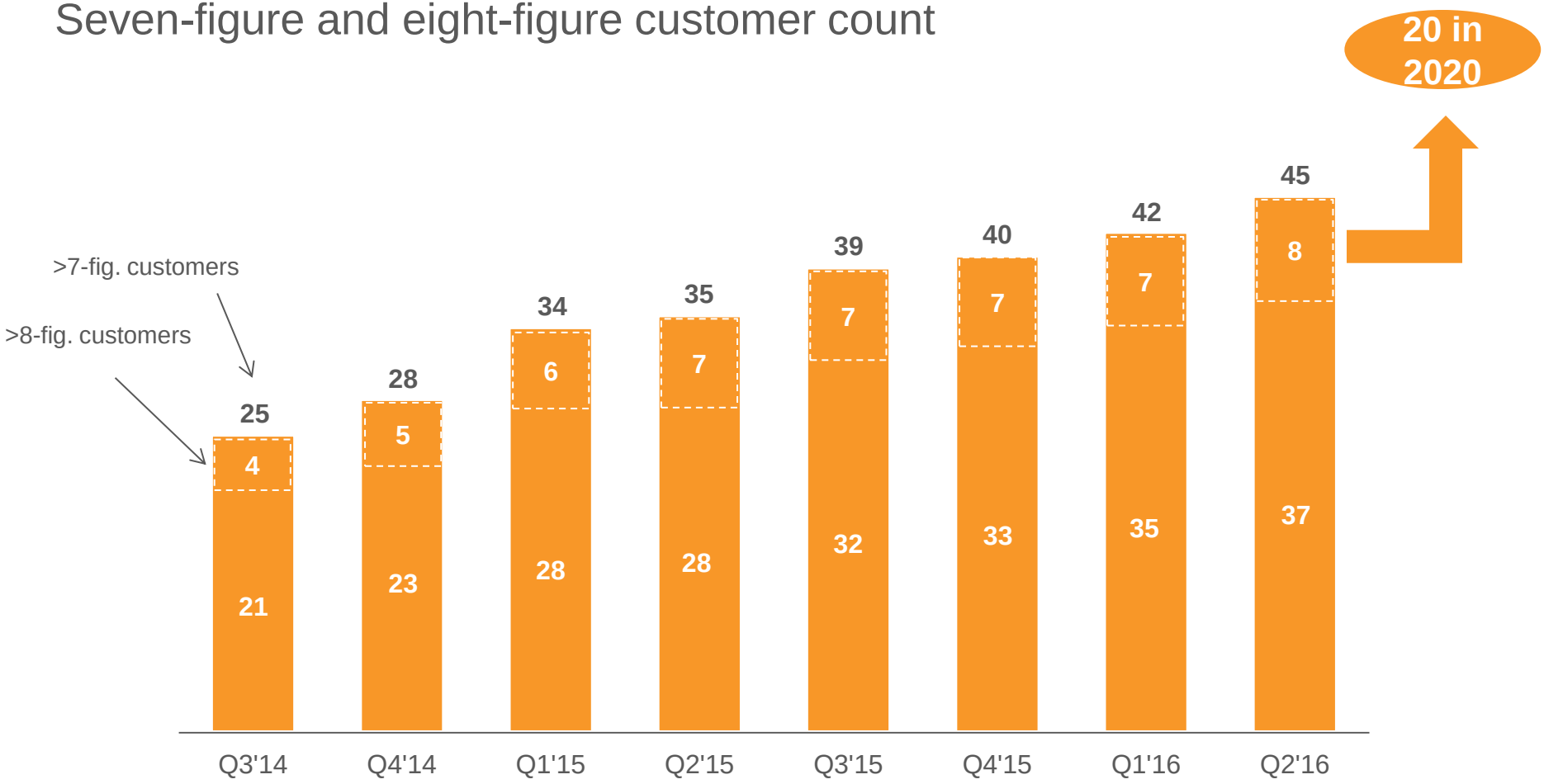
Adding Value to Customers

Seven-figure and eight-figure customer count



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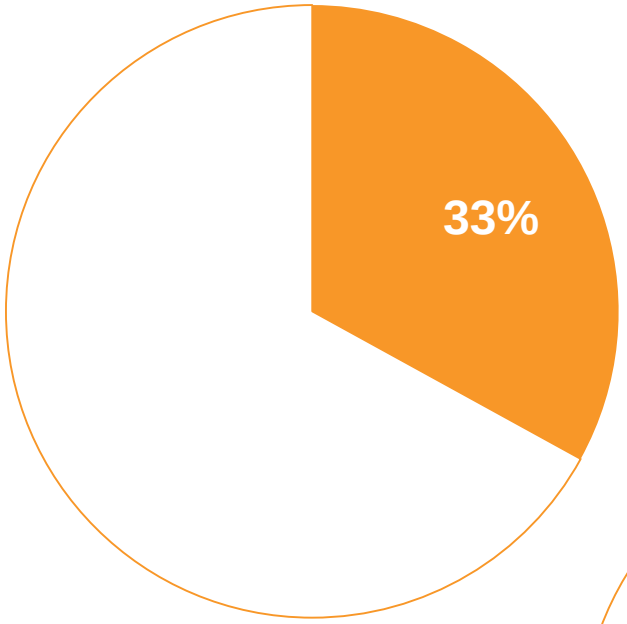
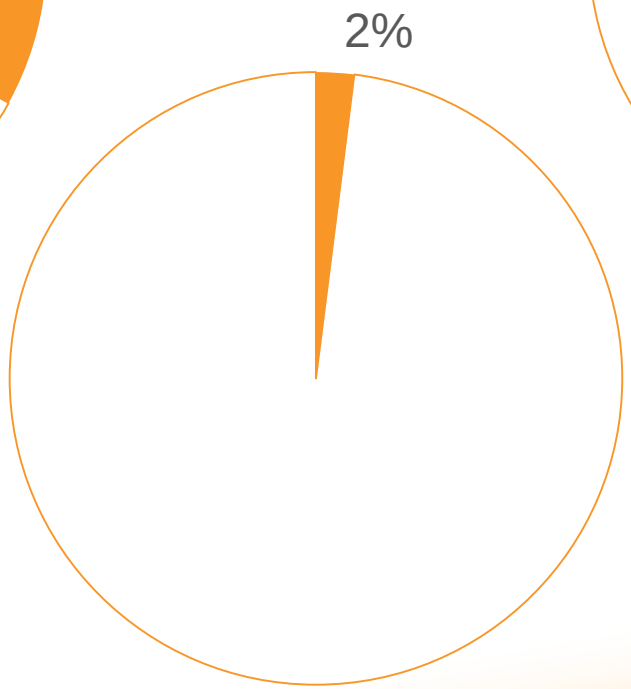
Lots of White Space Remaining

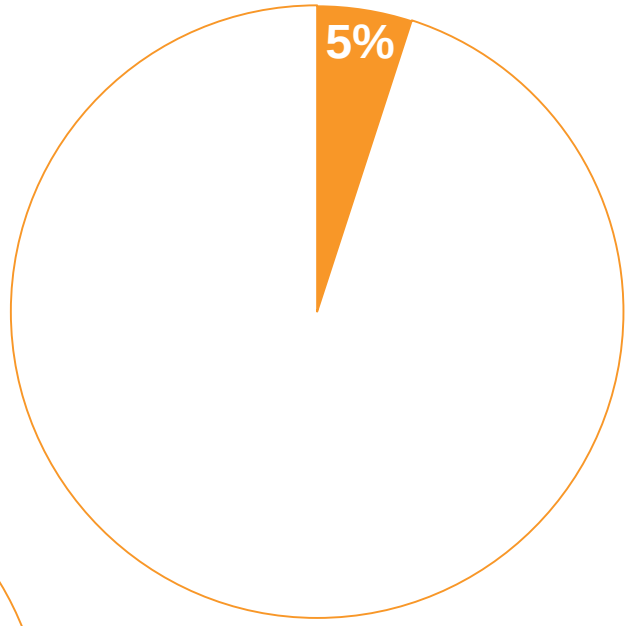
Dollar penetration within large enterprise customers with current products



CRM



Network/OpenData



Vault

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Customer Count Penetration

	Commercial	R&D Only	Total
Life sciences companies	500	2,000	2,500
Customer count today	238*	113	351
Penetration	48%	6%	14%
New customers - last 4 quarters	70	51	121
Projected adds for 2020 goal	~50	~125	+175
Annual target adds	10	25	

*Includes net new customers from Zinc acquisition

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Well Positioned for $1B in CY2020

	CY2020e
Total Revenue	**$1B** Revenue Run Rate
Non-CRM Revenue	**~50%**
Eight-figure Customers	**20**
Customers	**500+**

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Long-term Operating Model

	2015 *(FY'16)*		2020 *(FY'21)*
Gross margin	67-68%	Improved revenue mix Greater non-CRM contribution to revenue	72-73%
S&M % of revenue	17-18%	Scaling of R&D sales team & support Geographic expansion	17-18%
R&D % of revenue	14-15%	New product innovation Investments for future product lines	17-18%
G&A % of revenue	8-9%	Continued scale	7-8%
Operating margin	26-27%		28-32%[1]

[1] Implies an operating cash flow margin of roughly 20-25%

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Billings Deep Dive

New Orders are Billed with Varying Terms

- **Annual**
  - 12 months paid up-front
- **Quarterly**
  - 3 months paid up front
- **Coterminous**
  - 1-11 months paid up front, depending on pre-existing renewal date
  - Followed by a 12-month renewal bill at pre-existing renewal date

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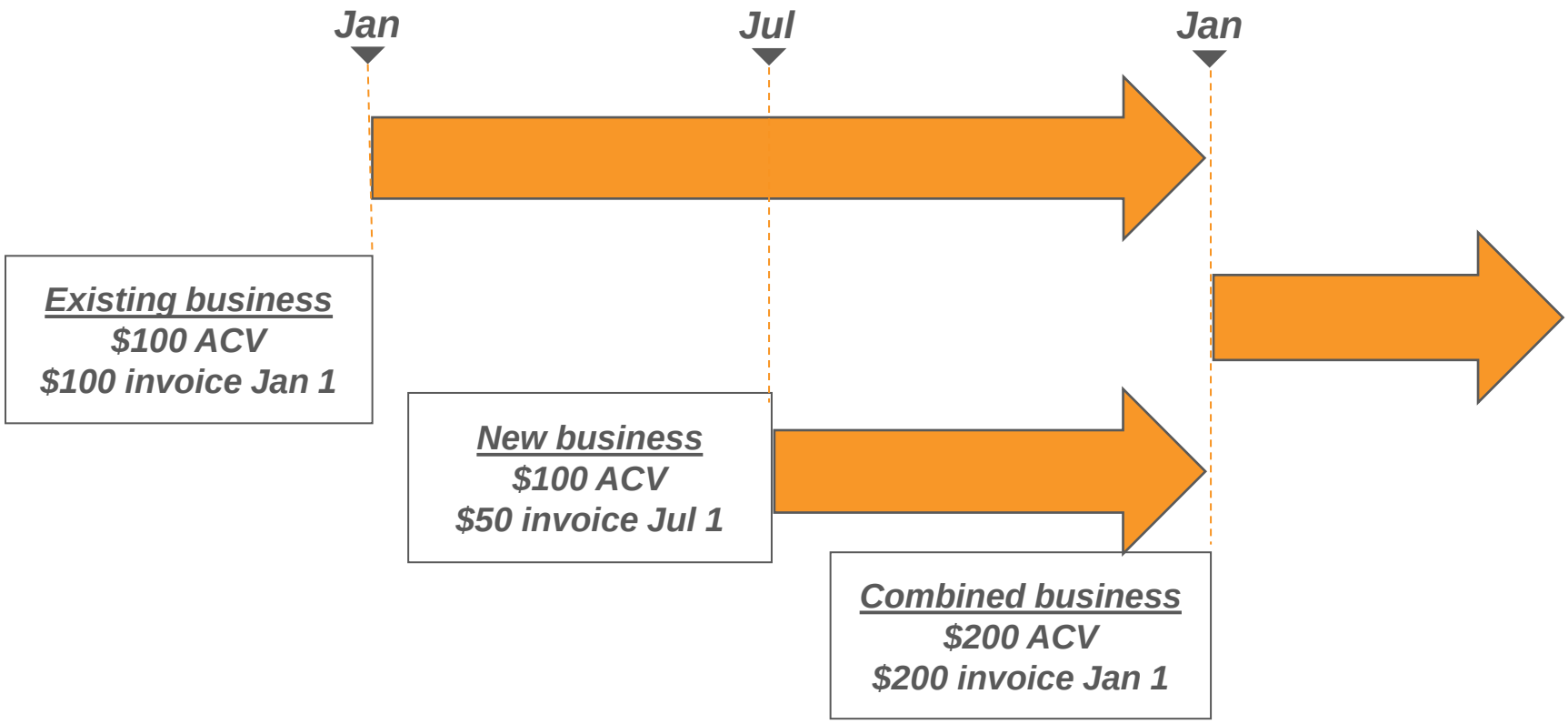
Illustrative Coterminous Order



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Illustrative Impact on Billings

Example: $100 order is signed on July 1st…

	Annual Contract Value (ACV)	Billings in fiscal year	Notes
Annual	**$100**	**$100**	12 months paid up front
Quarterly	**$100**	**$50**	Two quarterly invoices of $25 each
Coterminous[1]	**$100**	**$150**	One stub invoice of $50 followed by an annual bill of $100 on Jan 1

[1]Coterminous scenario assumes a pre-existing renewal date of Jan 1

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FY2016 Billings Growth is Impacted by Two Things

1. **Unusually high billings in FY2015 relative to new ACV booked**

2. **Realignment of two large customer orders**

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1 FY2015 was an Unusual Billings Year

- **Historically, Veeva has billed an average of 70-80 cents for each dollar of ACV booked in a given fiscal year**
- **In FY2015 the average was just over one dollar**
- **As previously discussed, the difference between these two was approximately $30M less**

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2 Two Large Customer Orders Recently Realigned Their Renewal Dates

- **A ~$14M annual renewal was moved from mid-January to early February**
  - In January, we billed that customer for 12 ½ months and will bill them again in February for 12 months as normal
  - This means that ~$14M of billings came out of FY2016
- **A ~$10M annual renewal was moved from September to February**
  - In September, we billed that customer for 5 months and will bill them again in February for 12 months as normal
  - This means that ~$6M of billings came out of FY2016
- **In both cases, the impact to revenue was zero**

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Expect Adjusted Billings Growth of ~30% in FY2016 (organic only[1])

($M)	FY2015
Calculated billings in FY2015	359
Impact of unusually high billings	(30)
Adjusted billings in FY2015	329

($M)	FY2016
Expected actual billings in FY2016	406
% growth	*13%*
Impact of renewal date realignments	20
Adjusted billings in FY2015	426
% growth	*30%*

[1]Excludes the impact of the just announced Zinc acquisition which we expect to add an incremental $13-14 million in billings to FY2016

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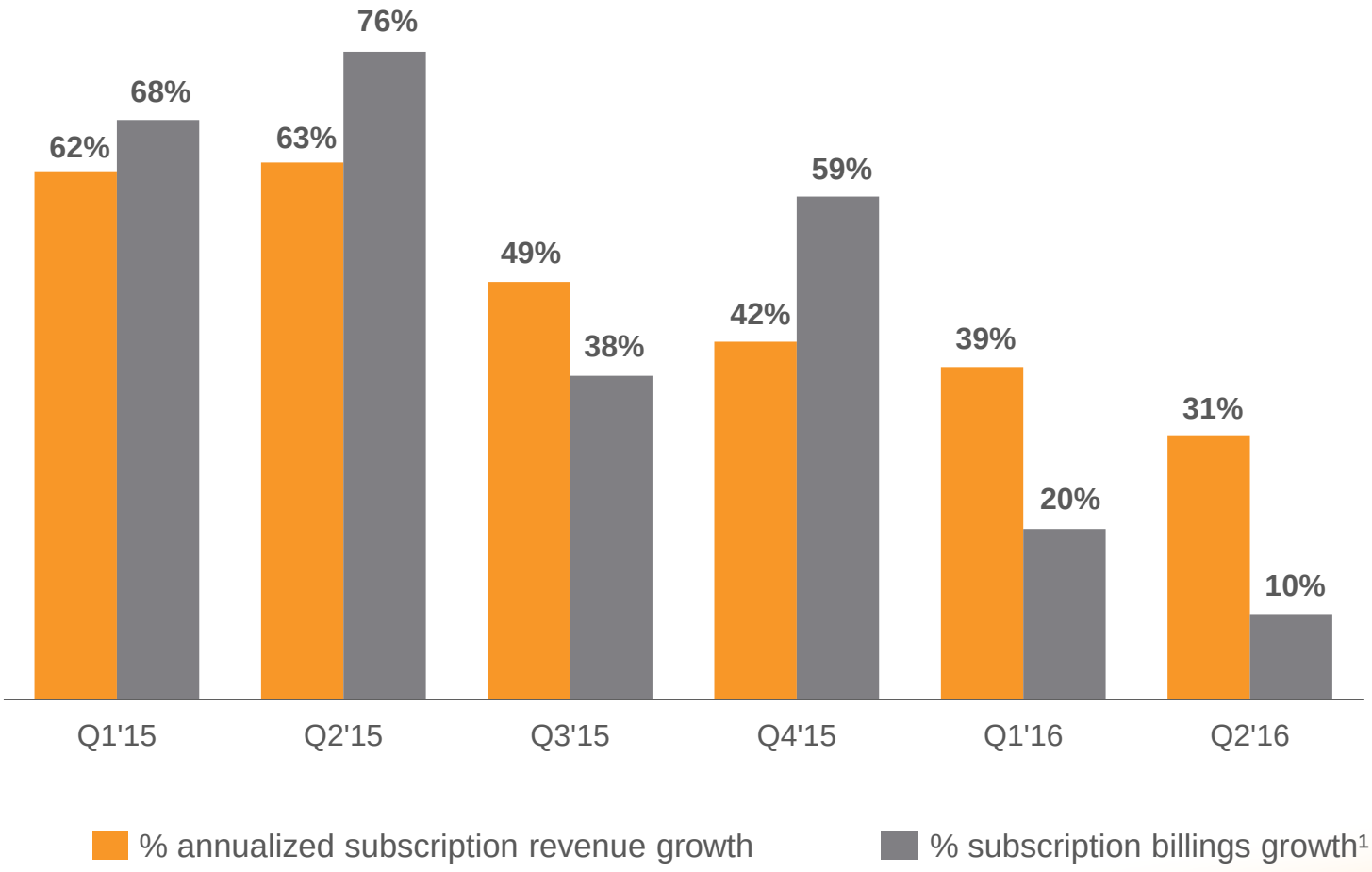
Billings Growth can be Misleading

Comparative y-o-y growth: annualized subscription revenue vs. subscription billings



[1]Subscription billings = change in subscription revenue plus change in deferred revenue

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Investment Highlights

- Industry leading growth and profitability
- Multiple product lines with several complementary growth vectors
- Blue chip global customer base
- Massive white space remaining for current products
- Sustained strong operating model as we continue to innovate and scale
- Well positioned to reach $1B run rate in CY2020

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Veeva

Life Sciences Industry Cloud Market Opportunity

Matt Wallach, Co-founder and President

Life Sciences Industry is Large and Growing



Sources: MarketLine Industry Profile Global Health Care Equipment & Supplies, June 2013, Reference Code: 0199-2067 was published July 2013 (Table 4).
MarketLine Industry Profile Global Pharmaceuticals, Biotechnology & Life Sciences, June 2013, Reference Code: 0199-2357 was published May 2012 (Table 5).

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Annual Life Sciences Spending



$195B

Research & Development



$116B

Sales & Marketing

Sources: *thepharmaletter, "Worldwide pharma industry marketing investment flat in 2013," April 2014*
Battelle/R&D Magazine, 2014 Global R&D Funding Forecast, December 2013

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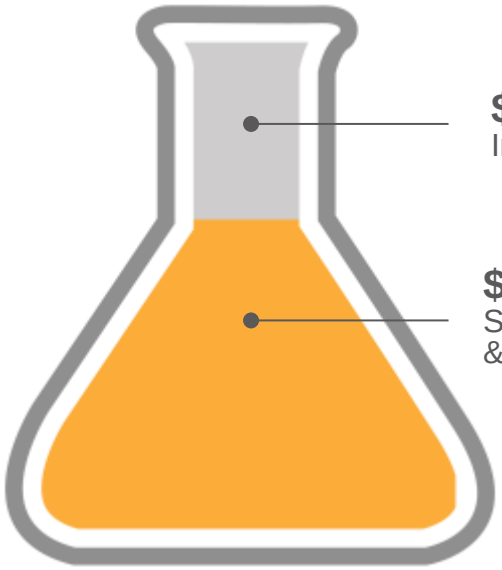
Significant IT Spend and Large Market Opportunity

$52B

Annual Life Sciences IT Spending

$5B+

Current Addressable Market



$2B Sales Productivity & Compliance Tools (CRM)

$1B Master Data Management & Data (Network & OpenData)

$2B Content Management (Vault)

Sources: IDC, *Worldwide IT Spending Guide – Life Science, March 2015; Veeva Systems estimates*

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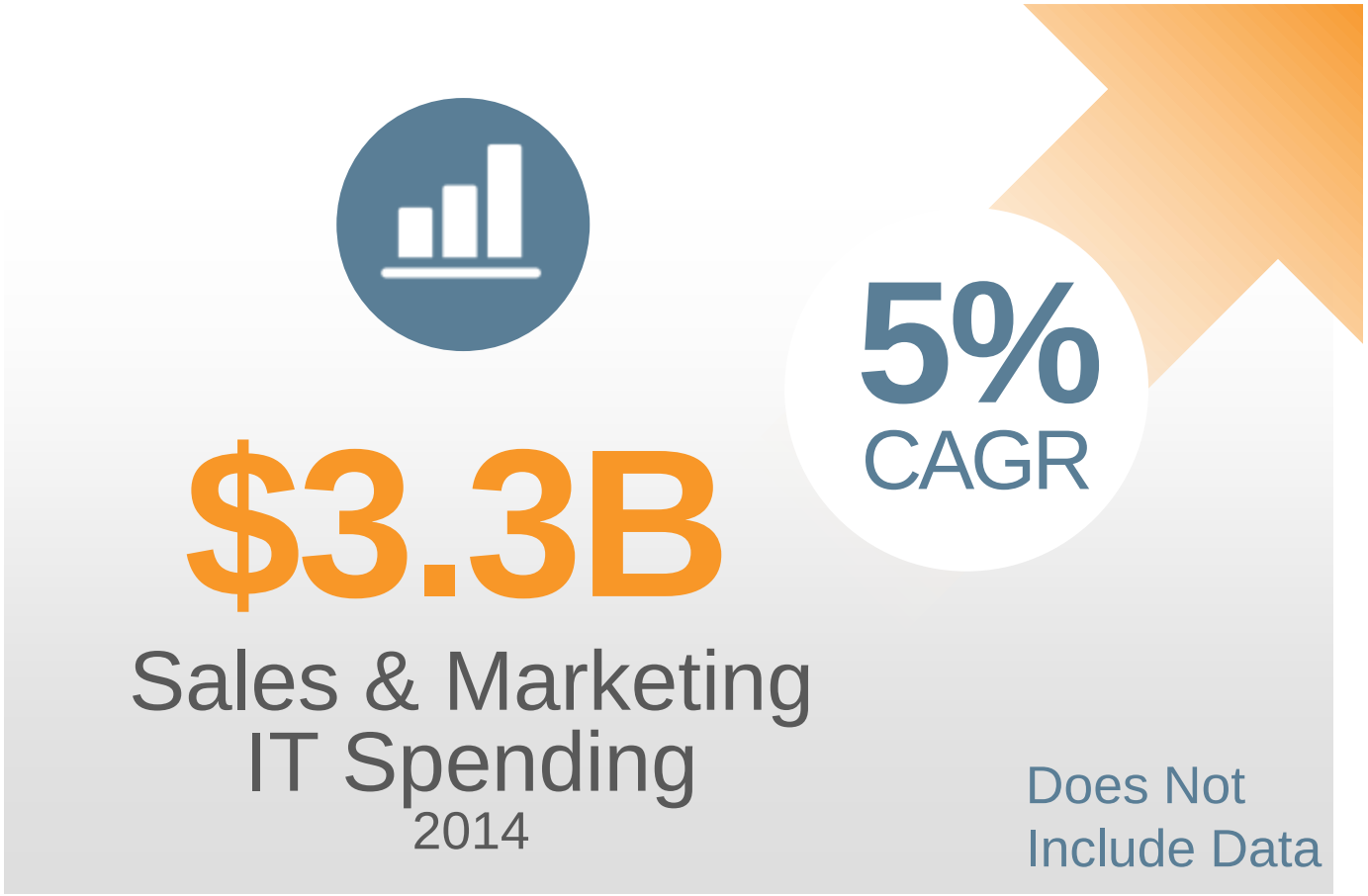
Annual Sales & Marketing IT Spending

Best Practices: 2015 Life Science Sales and Marketing IT Benchmark Guide



Source: IDC, *Best Practices: 2015 Life Science Sales and Marketing IT Benchmark Guide*, July 2015

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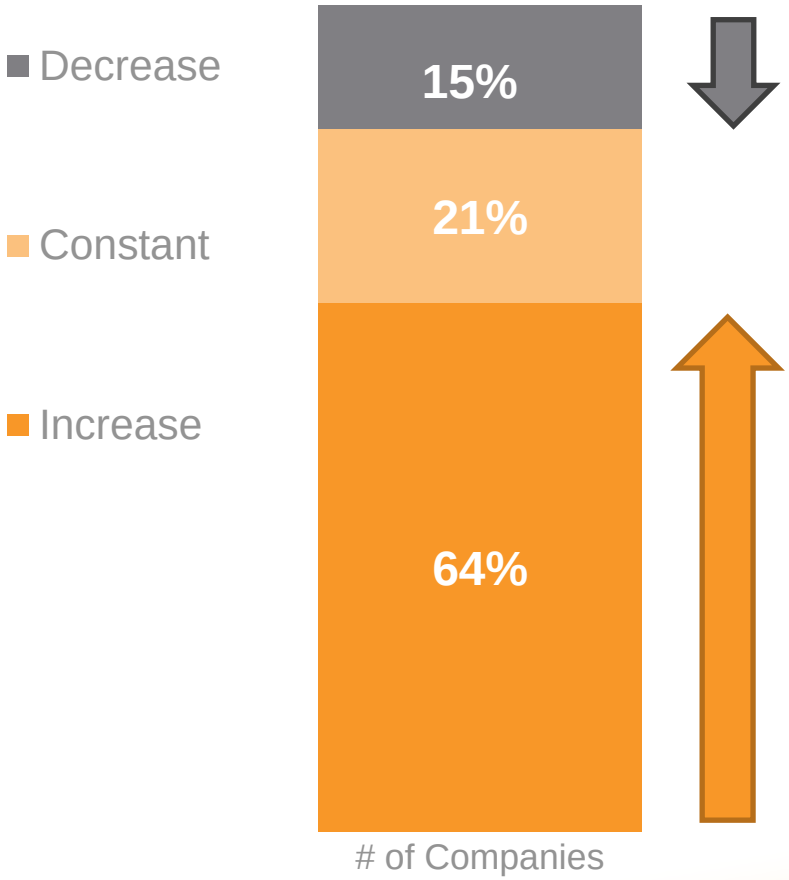
2015 Sales and Marketing IT Spending

Looking forward over the next 12 months, do you anticipate your organization-wide sales and marketing IT budget will increase, stay the same, or decrease?



Source: IDC, *Best Practices: 2015 Life Science Sales and Marketing IT Benchmark Guide*, July 2015

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Veeva TAM in 2007



Potential Future Add-ons

Aggregate Spend

Alignments

Analytics/BI

Closed Loop Marketing

Compliance Management

Consent Management

eDetailing

Events Management

Expense Reporting

Field Email

eLearning

Incentive Compensation

Predictive Modeling

Route Planning

Sample Management

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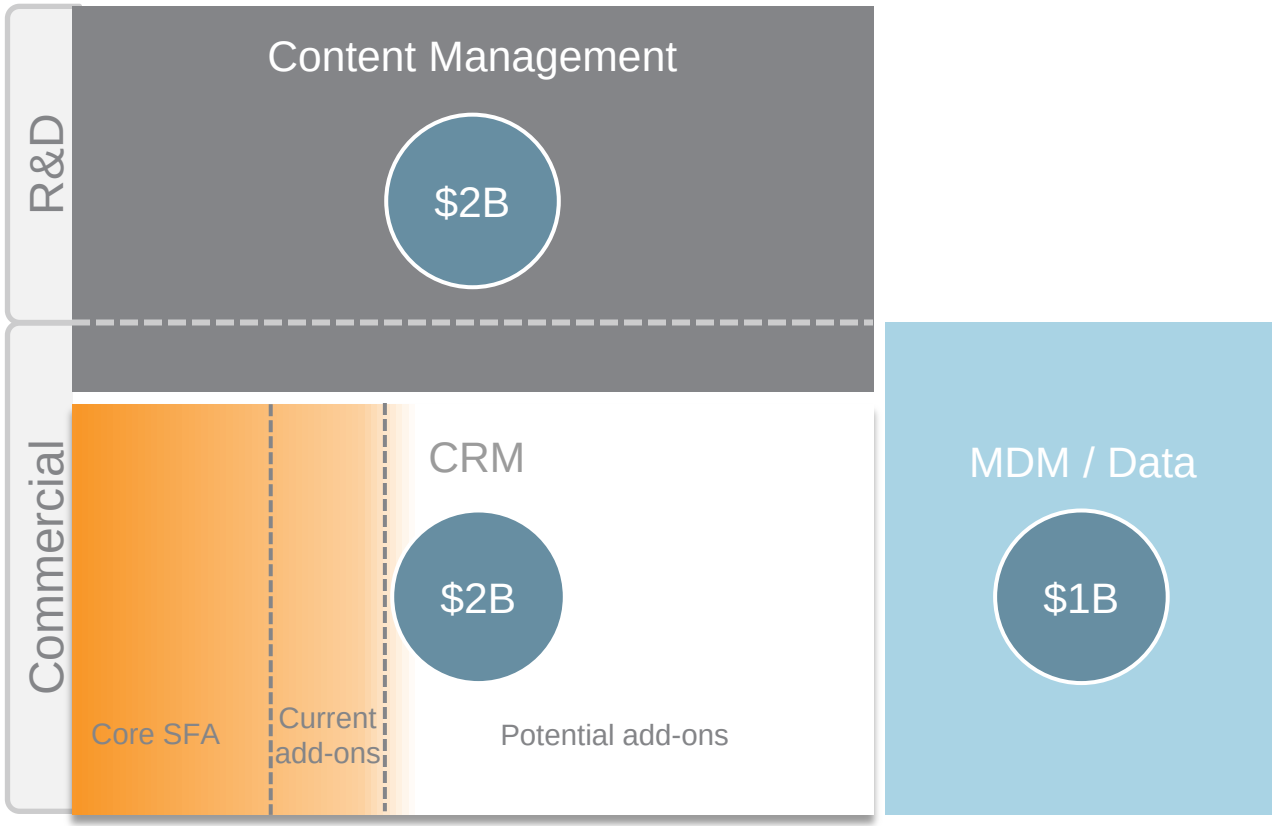
Veeva TAM in Fall 2013



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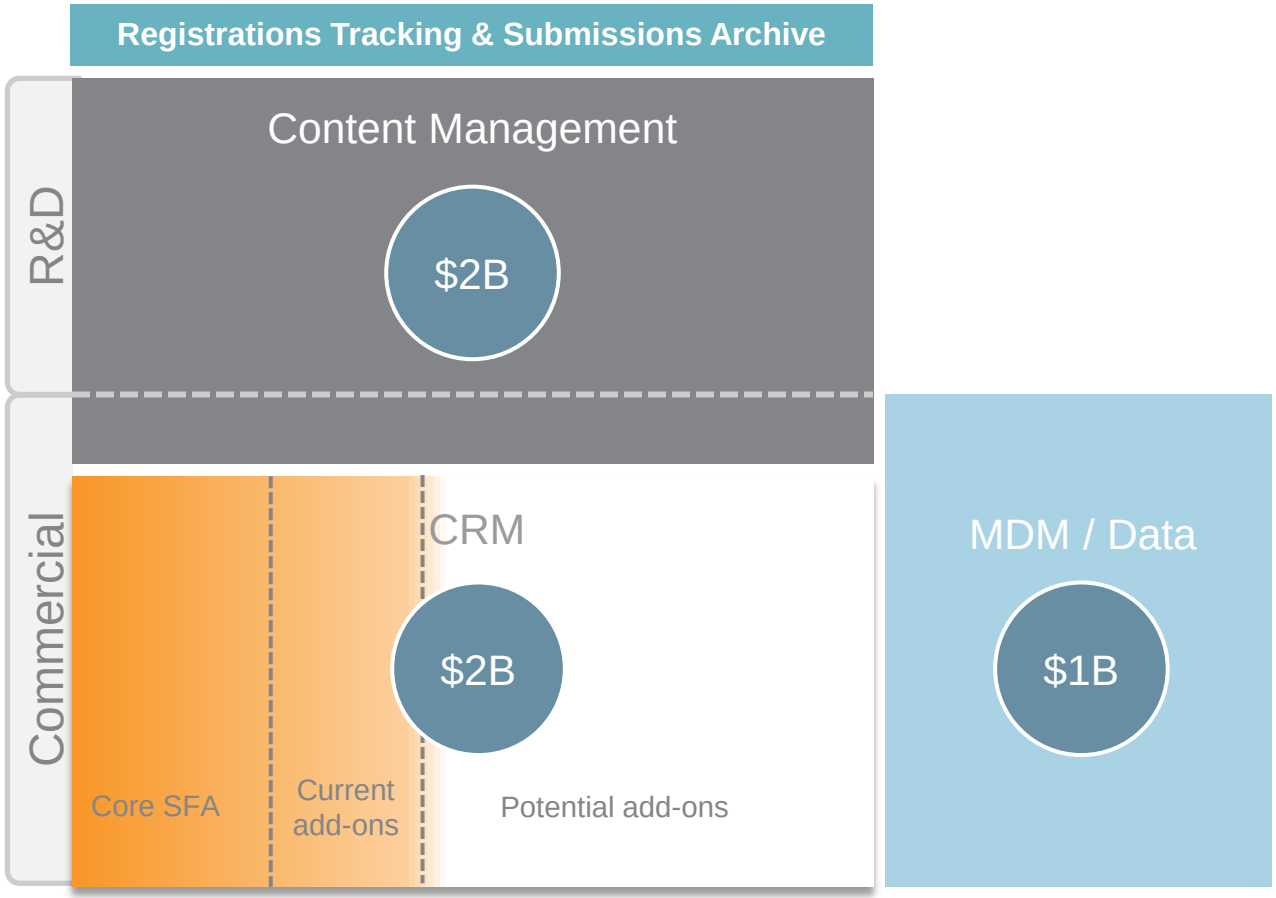
Veeva TAM in September 2015



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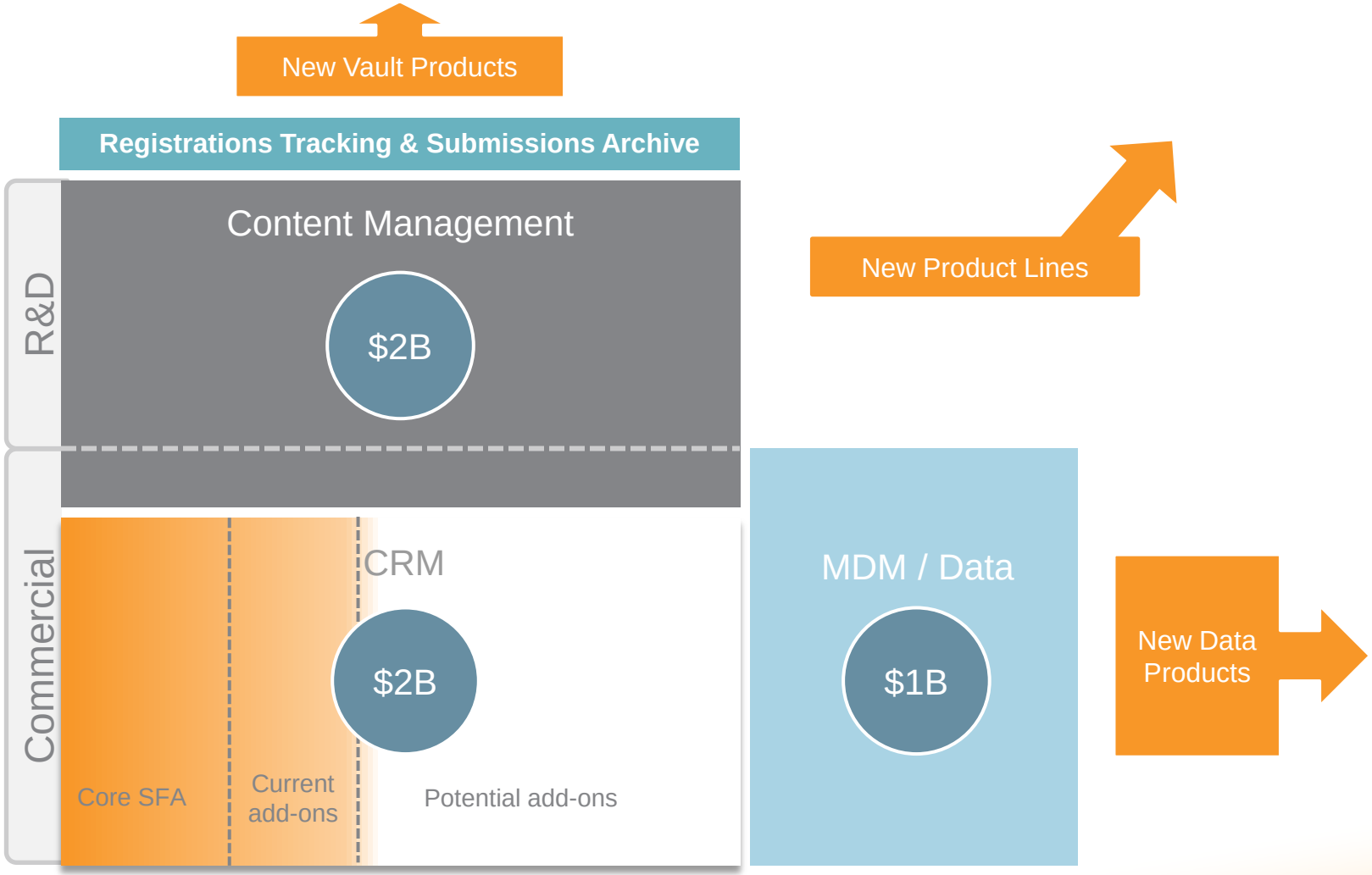
Potential Areas for TAM Expansion



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The Life Sciences Industry Cloud

Life Sciences Industry Dynamics



Margin Pressure



Continued Consolidation



Multichannel Sales & Marketing



Increasing Regulation



Legacy Technology

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Focused on the Industry's Highest Priorities



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Veeva Spans an Entire Life Sciences Company







Research & Development | **Medical** | **Commercial**

Regulatory	Clinical Trials	Quality and Manufacturing	Medical Affairs	Field Medical	Marketing	Sales

Veeva CRM

Align	CRM	CLM	Approved Email	Engage	CoBrowse	Events Management

Veeva VAULT

Regulatory Information Management	Investigator Portal	eTMF	QualityDocs	MedComms	PromoMats

Veeva NETWORK

Customer Master

Veeva OpenData

KOL Data & Services	Customer & Compliance Data	Email Services	Data Services

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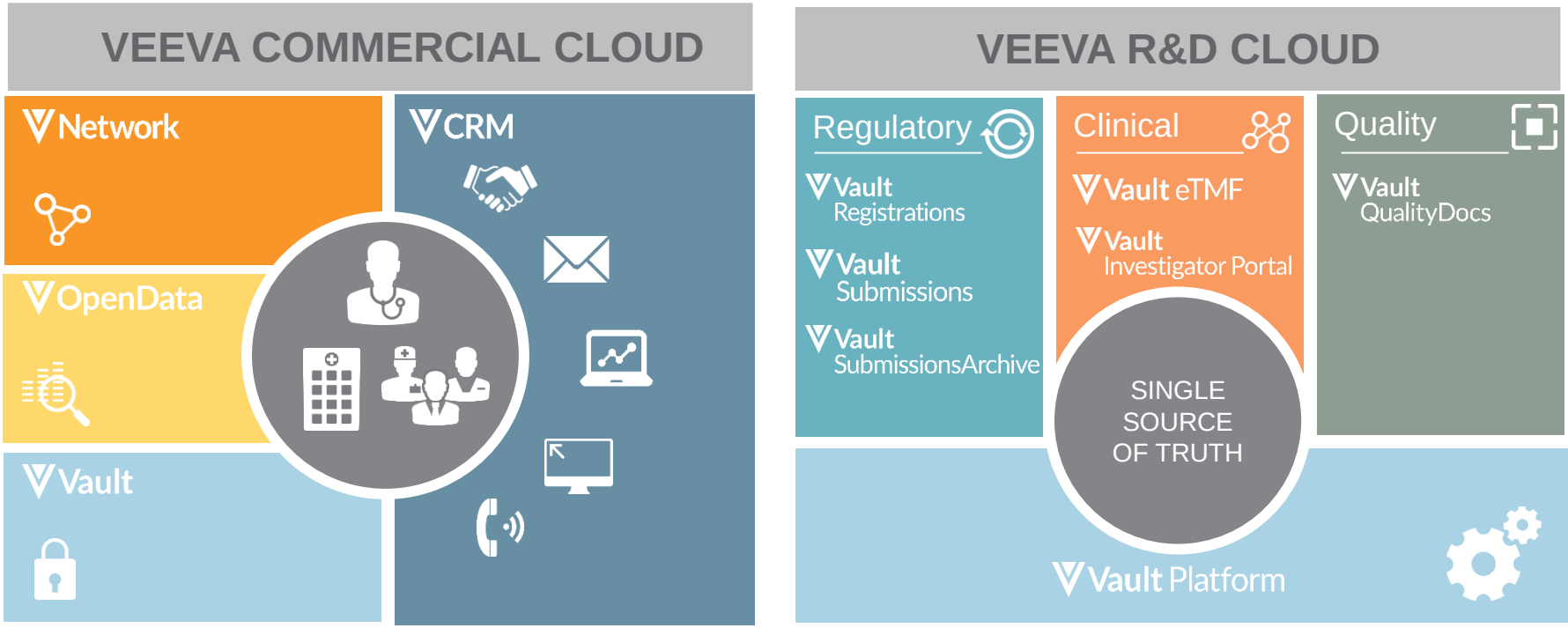
Integrated and Best-of-Breed



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Select Veeva Customers

300+ customers with users in over 80 countries

Enterprise



Emerging Growth



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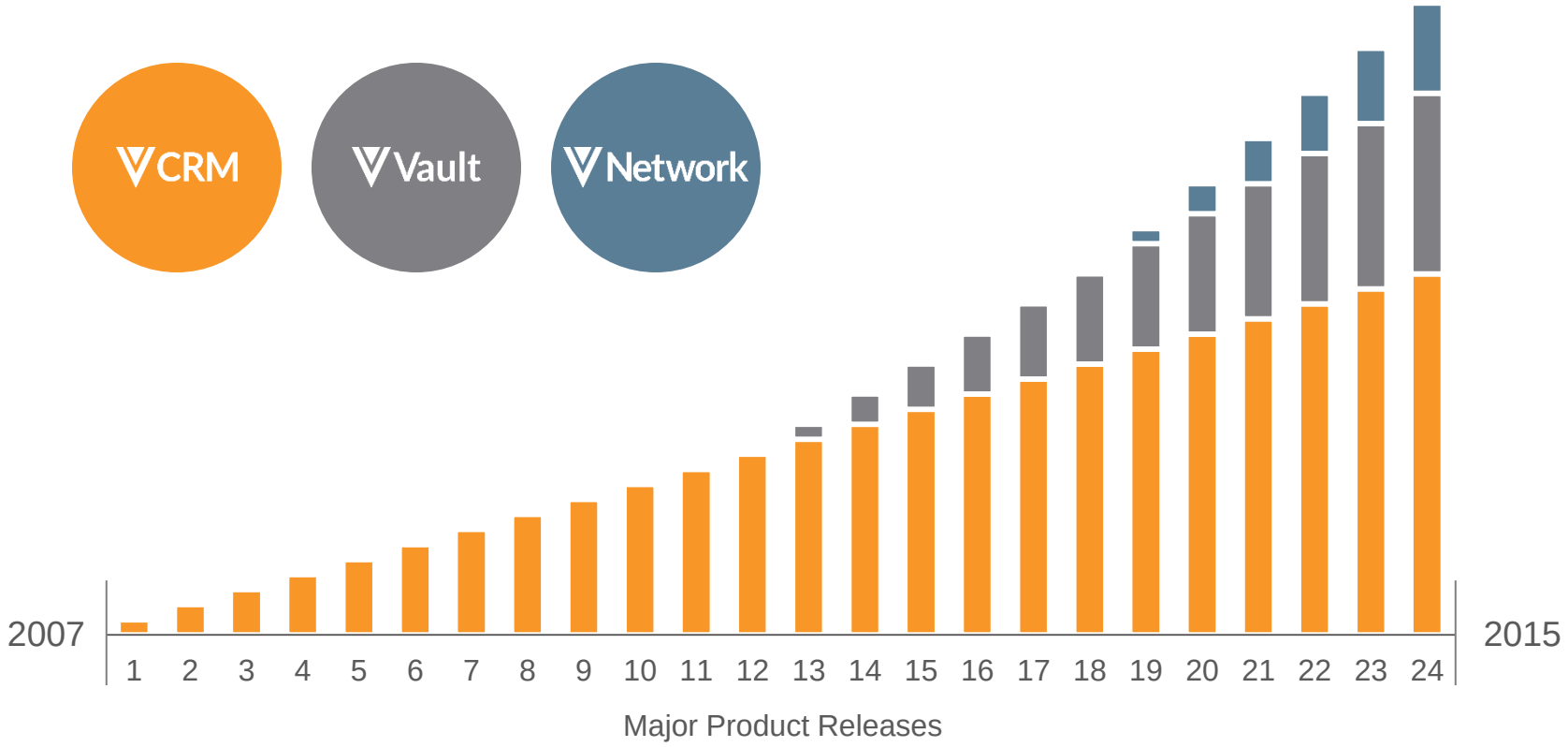
Continued Cloud Innovation

Major Veeva Product Releases



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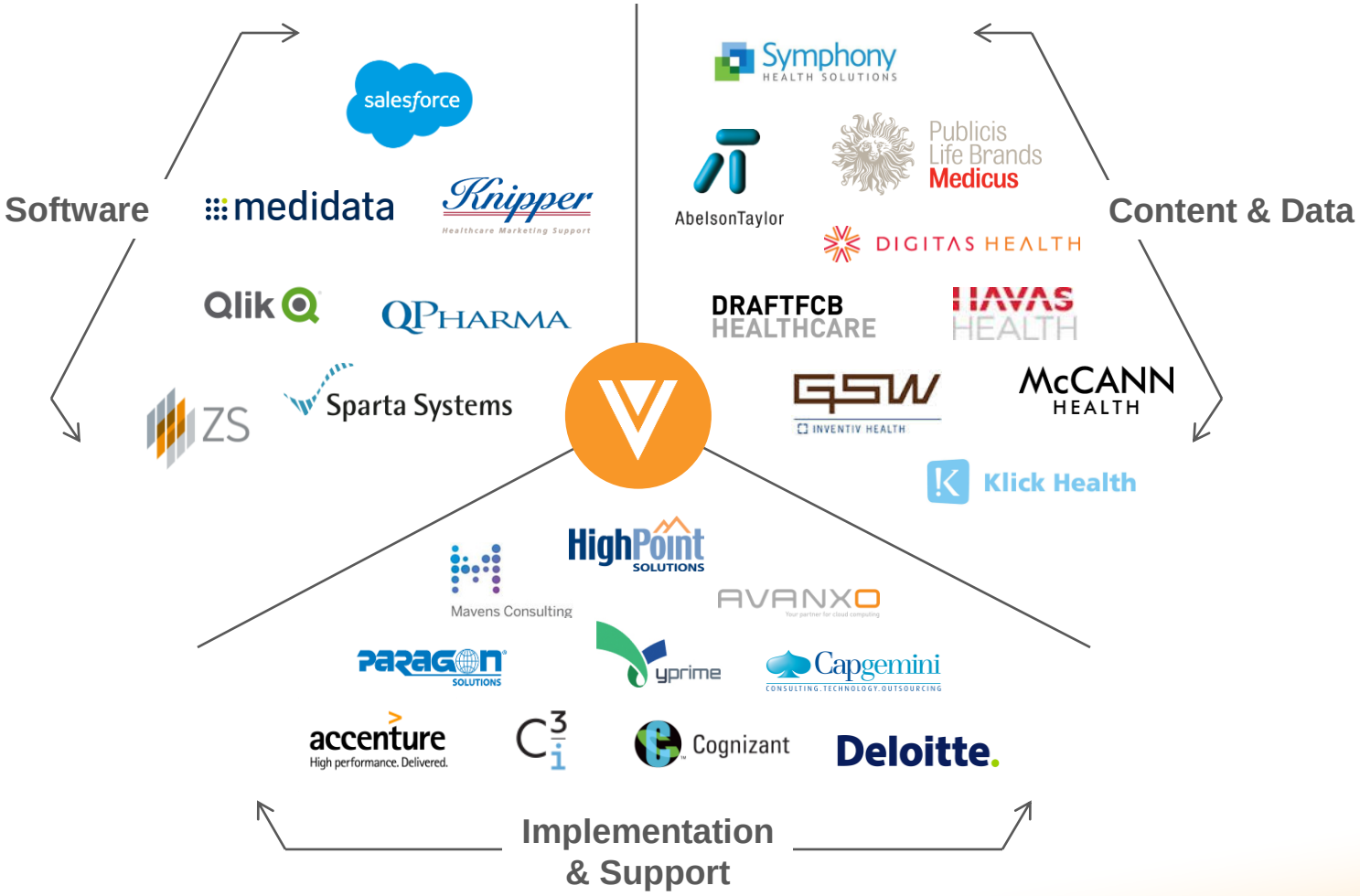
Large and Growing Industry Partner Ecosystem



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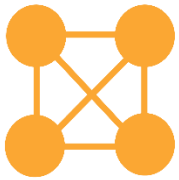
Competitive Advantage



Deep Industry-Specific Functionality



Industry Expertise Coupled with Cloud Talent



Regulatory Compliance in the Cloud



Large Installed Base with Strong Customer Success

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Veeva Commercial Cloud

2014 New Drug Approvals Hit 18-year High

44

Product approvals
2014

25+

Product approvals
2015

Sources: Forbes: 2014 New Drug Approvals Hit 18-Year High. Jan 2, 2015
Forbes: The FDA Is Basically Approving Everything. Here's the Data to Prove It. Aug 20, 2015

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Multichannel is Now

72%	66%	$247 MILLION
Want More Channels	Prefer Emails	Cost of Non-compliance

‘What Physicians Want,’ Publicis Touchpoint Solutions, 2012.
‘Email or snail mail from pharma?’ FiercePharma, 2012.
‘Pharmaceutical Industry Criminal and Civil Penalties.’ Public Citizen, 2012.

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Interact at Customer's Convenience



Face-to-face Field-guided

CRM and CLM



Remote Field-guided

CRM CoBrowse



Field Email

CRM Approved Email



Online Self-guided

CRM Engage



Event Management

CRM Events Management

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Orchestrated Customer Journey



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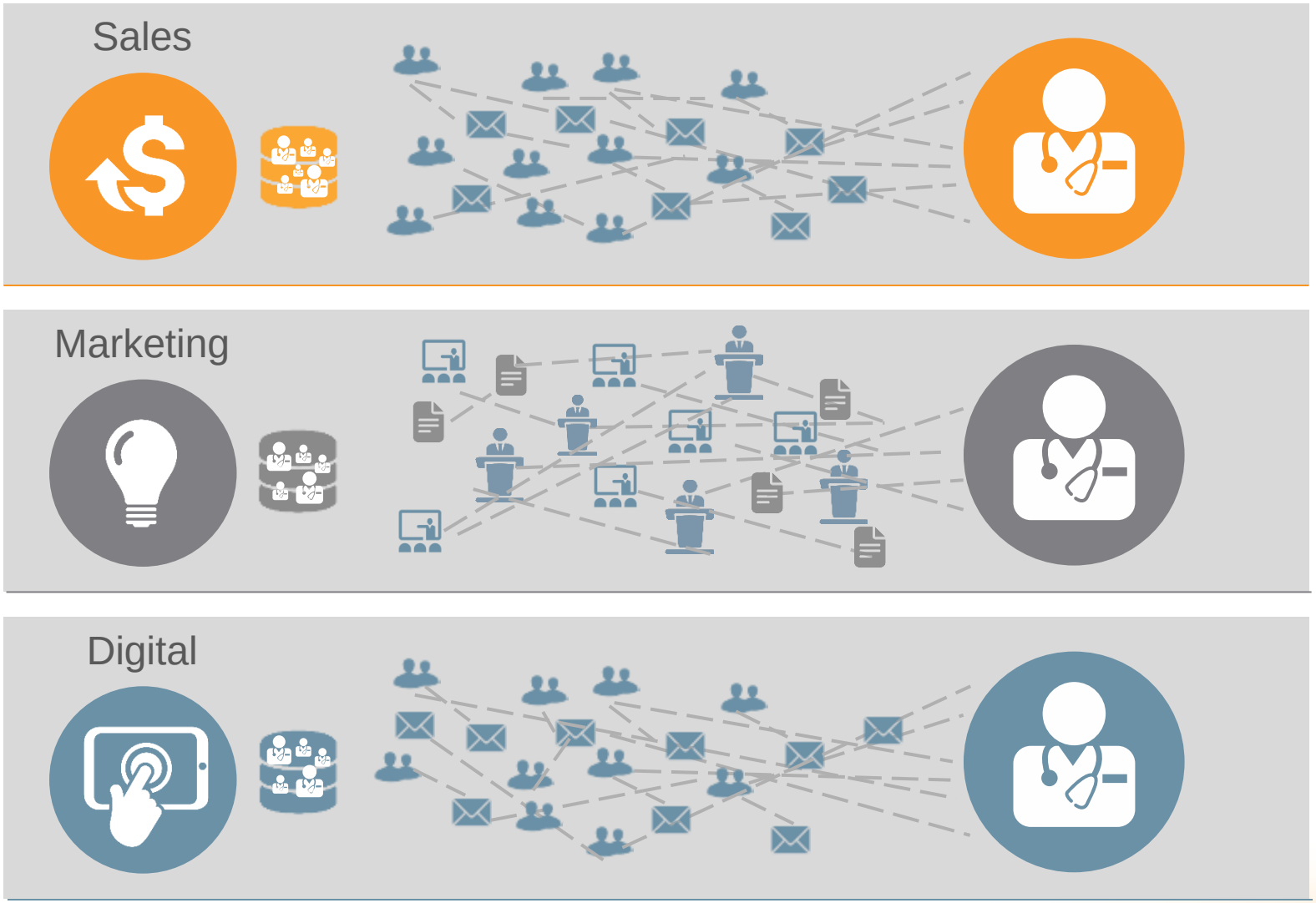
Today's Life Sciences Siloes



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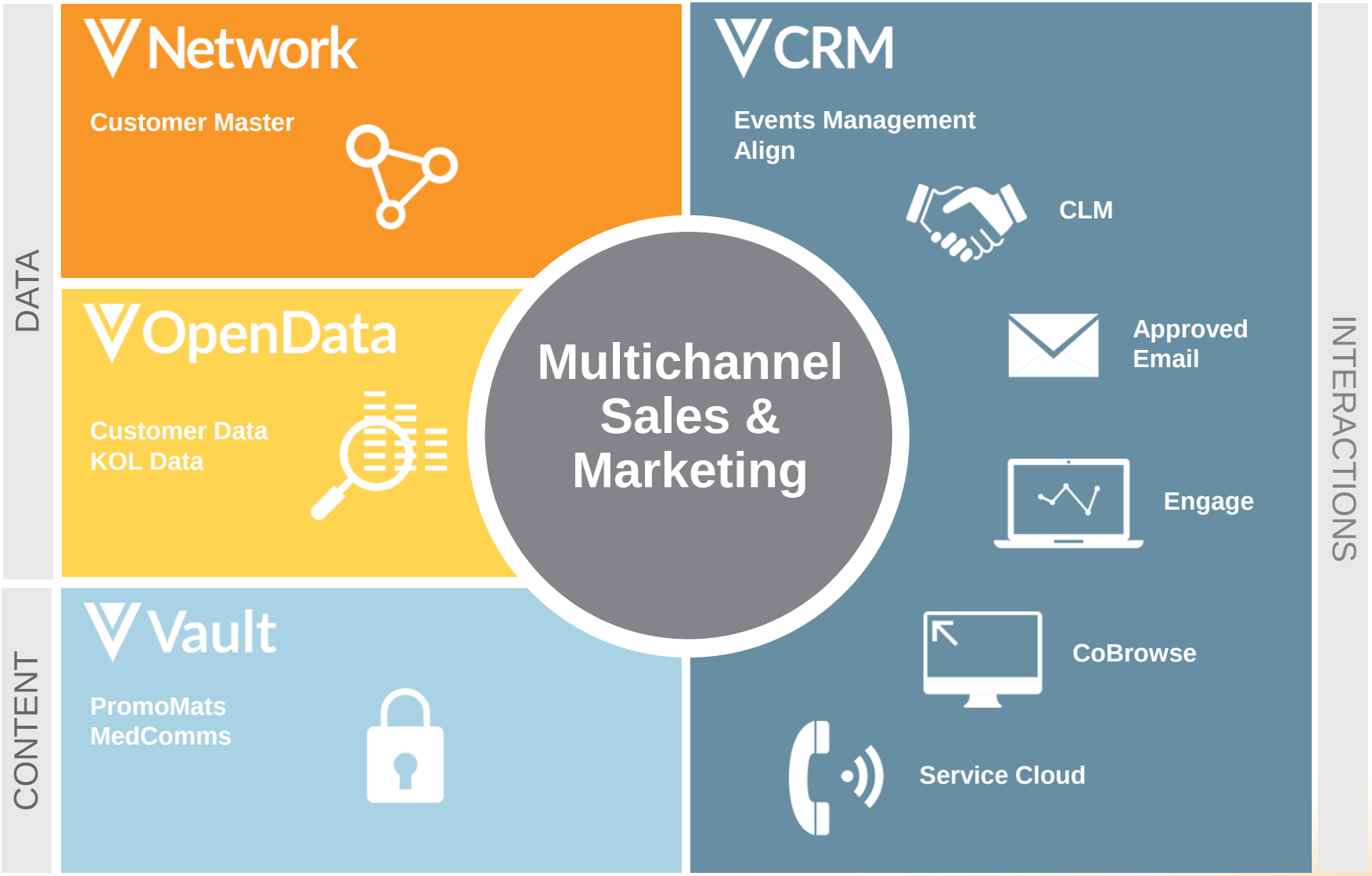
Veeva Commercial Cloud



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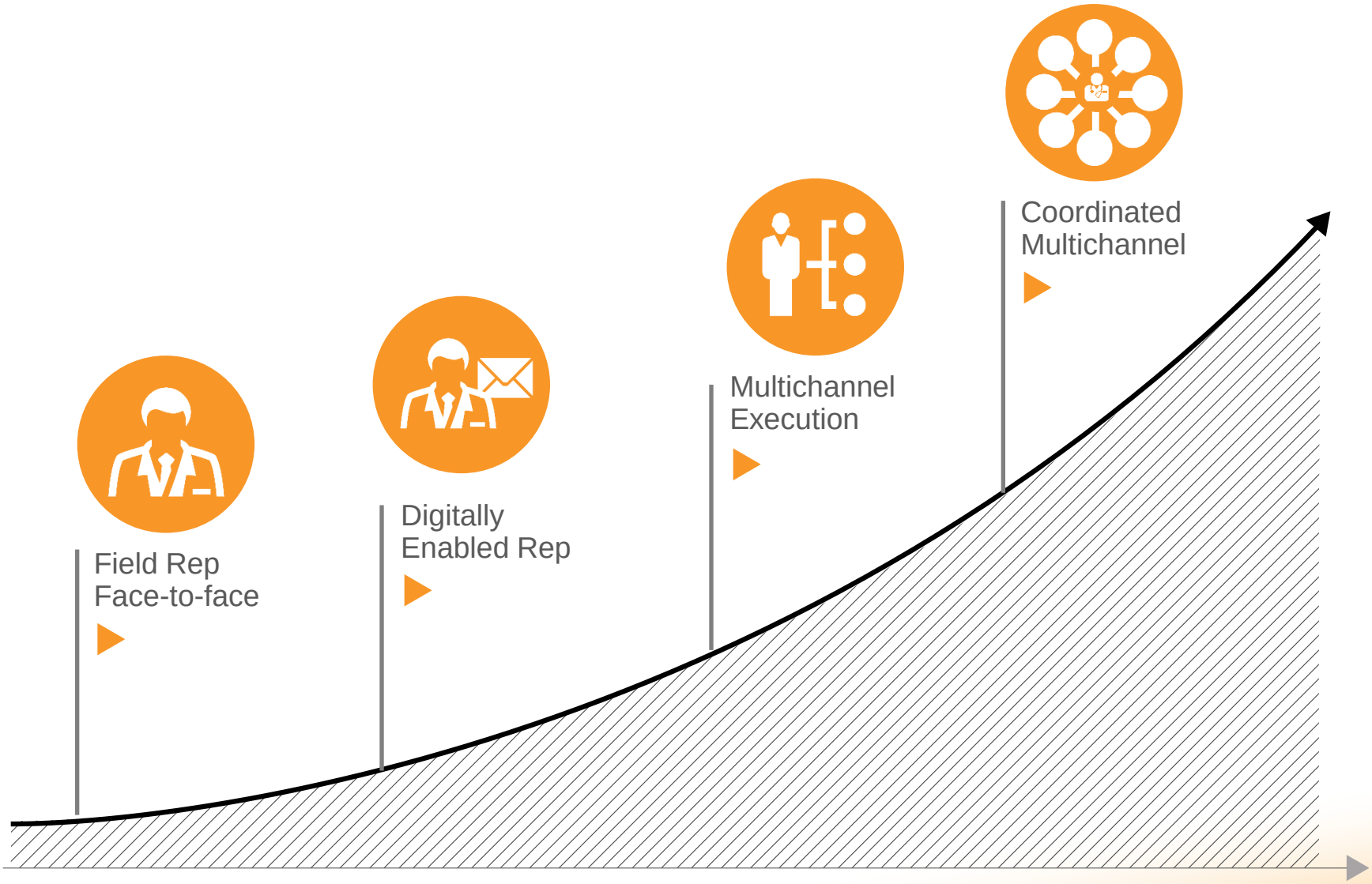
Commercial Evolution



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Enable Compliance



Compliant Interactions

- On-label Messaging
- Sunshine Expense Capture
- Electronic Signatures



Compliant Content

- MLR Approvals
- Auto Update
- Auto Withdrawals
- Consumption Tracking



Compliant Operations

- Pre-validated
- Opt-in & Approvals
- Samples Tracking
- Sample Limits
- Spend Reporting

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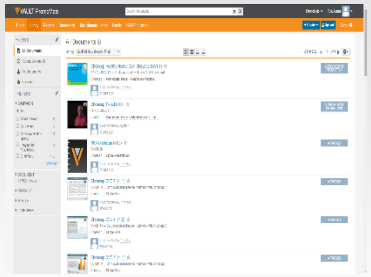
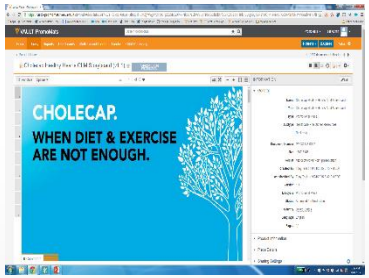
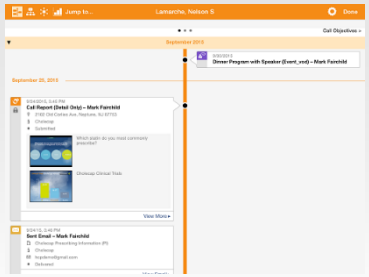
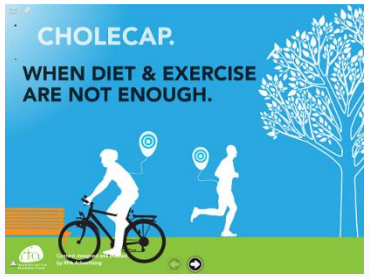
Commercial Cloud Demo



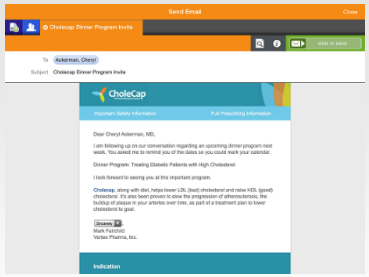


Vault PromoMats



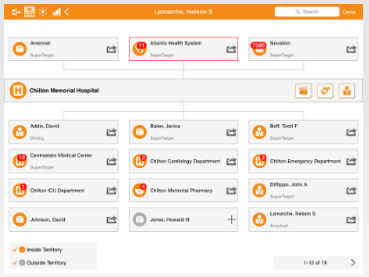


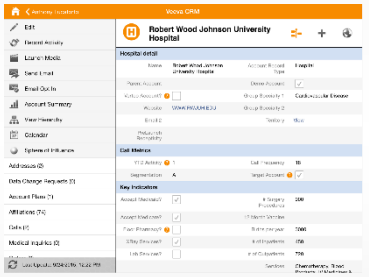
Veeva CRM & CLM





Approved Email & Events





Veeva Network & OpenData

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Veeva Commercial Cloud Benefits



Multitenant cloud computing



Reduces the integration burden



Enables move to multichannel



Improves product launches



Speeds acquisition payback

Improves Compliance

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Commercial Content Management Market

Vault PromoMats
Vault MedComms

Commercial Content Management

Agency Collaboration

Medical, Legal and Regulatory Reviews

Distribute to CRM and other Channels

Global Searching

Creation → **Review & Approval** → **Distribution** → **Storage**



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Challenges with Commercial Content



Ownership & Control

Internal & agency collaboration



Multichannel Distribution

Inefficient manual processes



Regulatory Risk

Use of outdated materials



Tracking & Visibility

Multichannel, claims tracking

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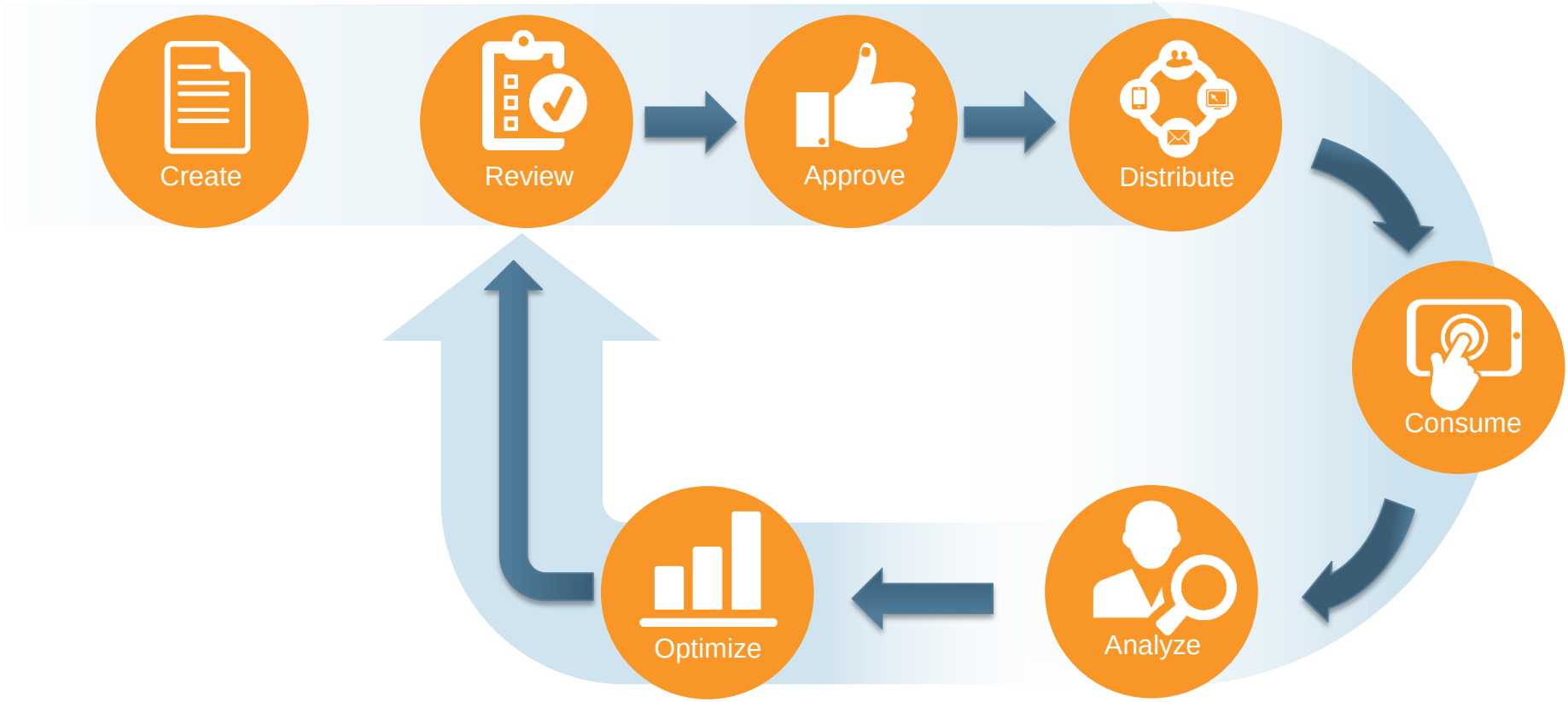
Content Drives Competitive Advantage



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Powerful Combination

- **Cements leadership in life sciences commercial content management**
- **Improves position to capture more of the Commercial Cloud opportunity**
- **Speeds Veeva's move to become industry standard for enterprise content management**







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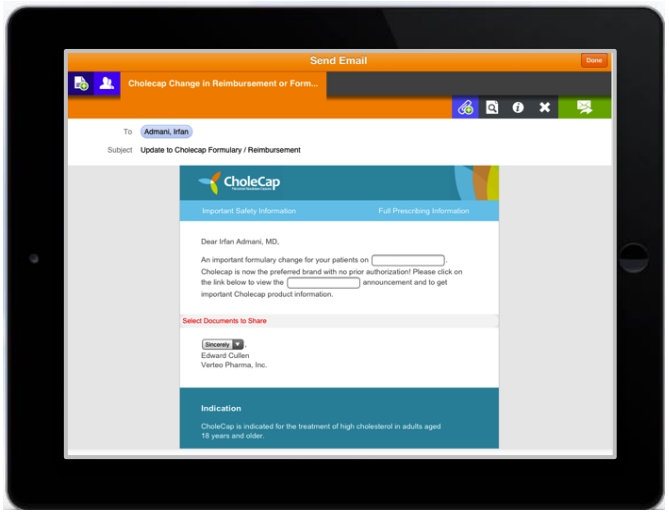
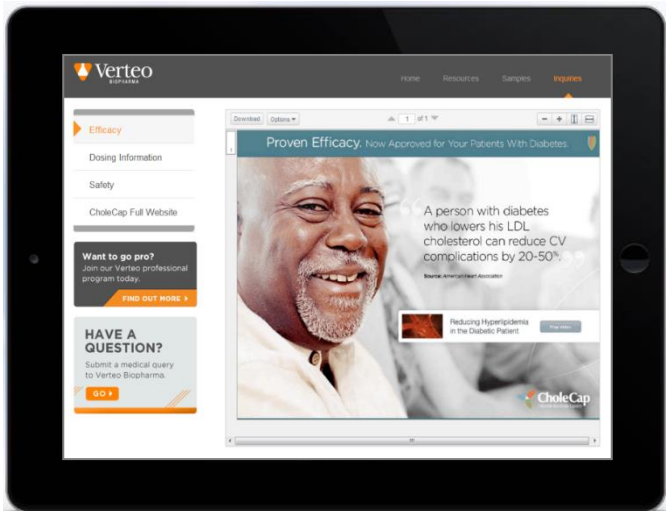
Veeva CRM Approved Email

Veeva Approved Email

Productive reps, without the risk





Extends Value of In-person Meeting

Personalized

Compliant

Activity Insights

CRM Approved Email

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Approved Email Success

50+
Customers

6
Regions

40%
Avg Open Rate

Avg Unsubscribe Rate

.1%

Number

32% Phone
57% Desktop
11% Tablet

Avg Click-through Rate

18%

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Veeva OpenData

Every Healthcare Professional

Demographic
Name
Gender
Age
Status
Specialties
Primary Practice Address
Additional Addresses

Contact & Preference
Phone & Fax

Affiliations
Private Practices
Hospitals
Market Access



Physicians
Pharmacists
Market Access
Physician Assistants
Dentists
Nurses

Identifiers
Local identifiers
HCP – HCO
RPPS, BIG, INAMI, GMC

Credentials
Degrees
Certifications
Medical School
Graduation Dates
Residency

Compliance
Data Privacy
Opt-in

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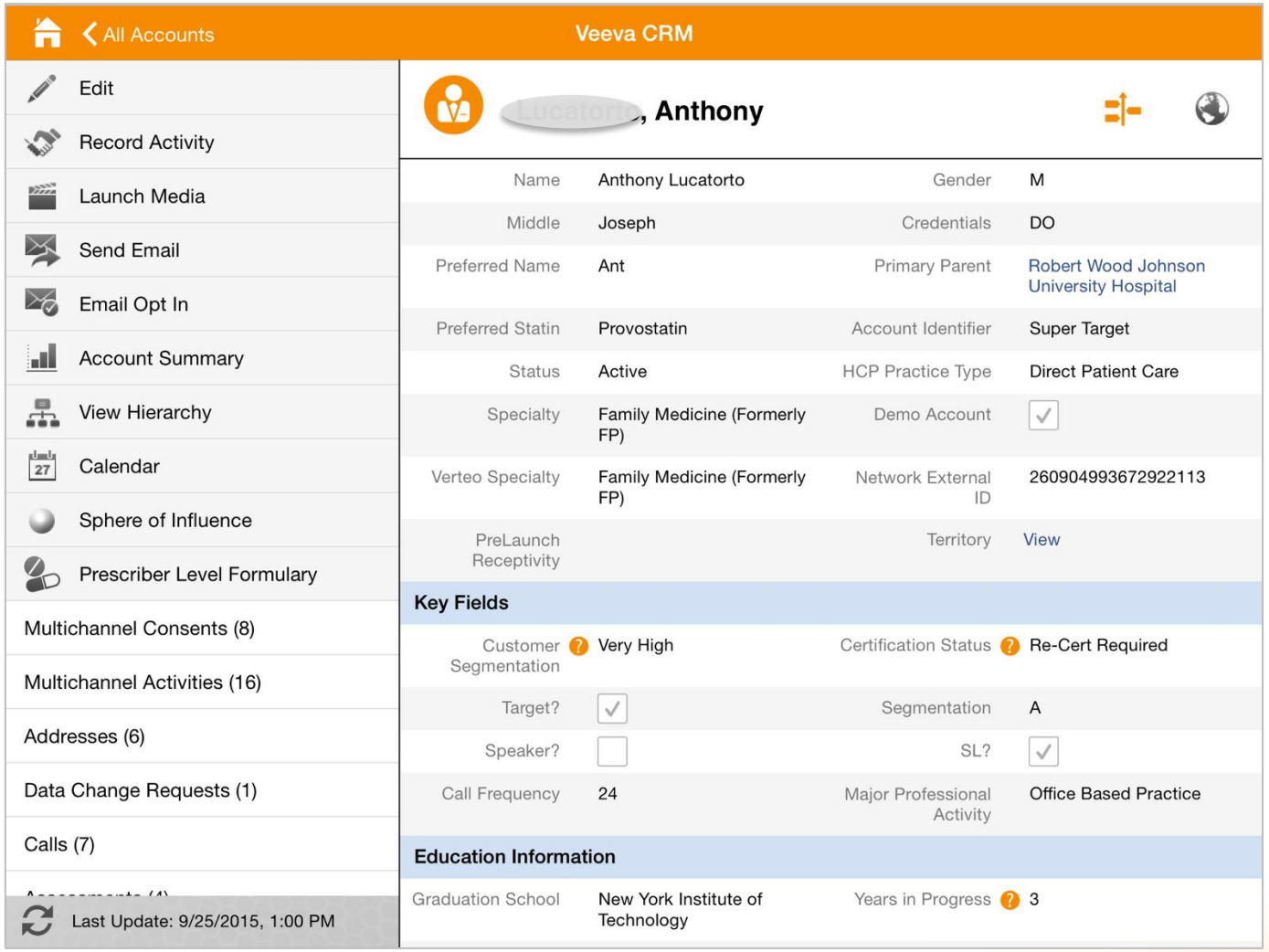
HCP in Veeva CRM



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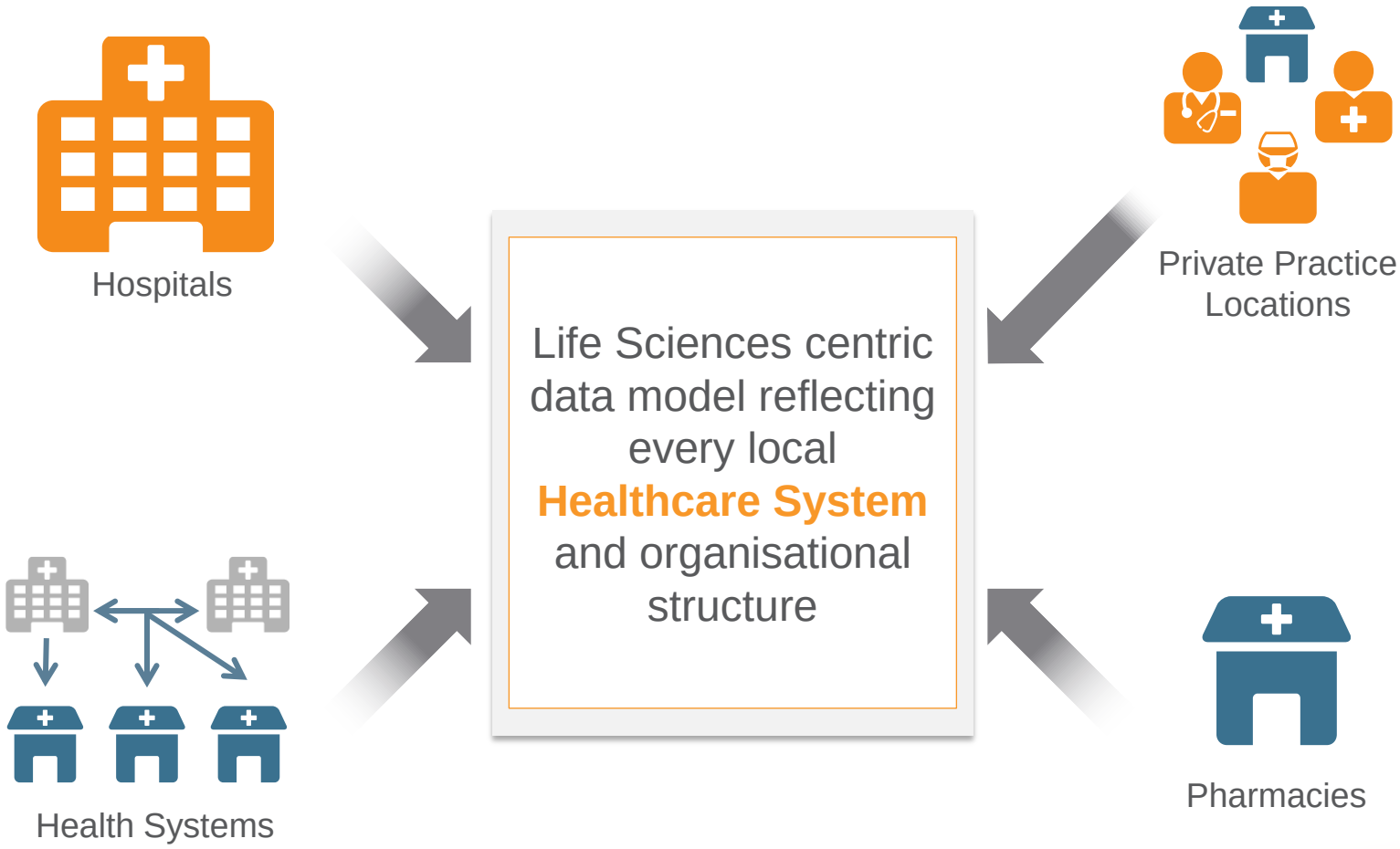
Every Healthcare Organization



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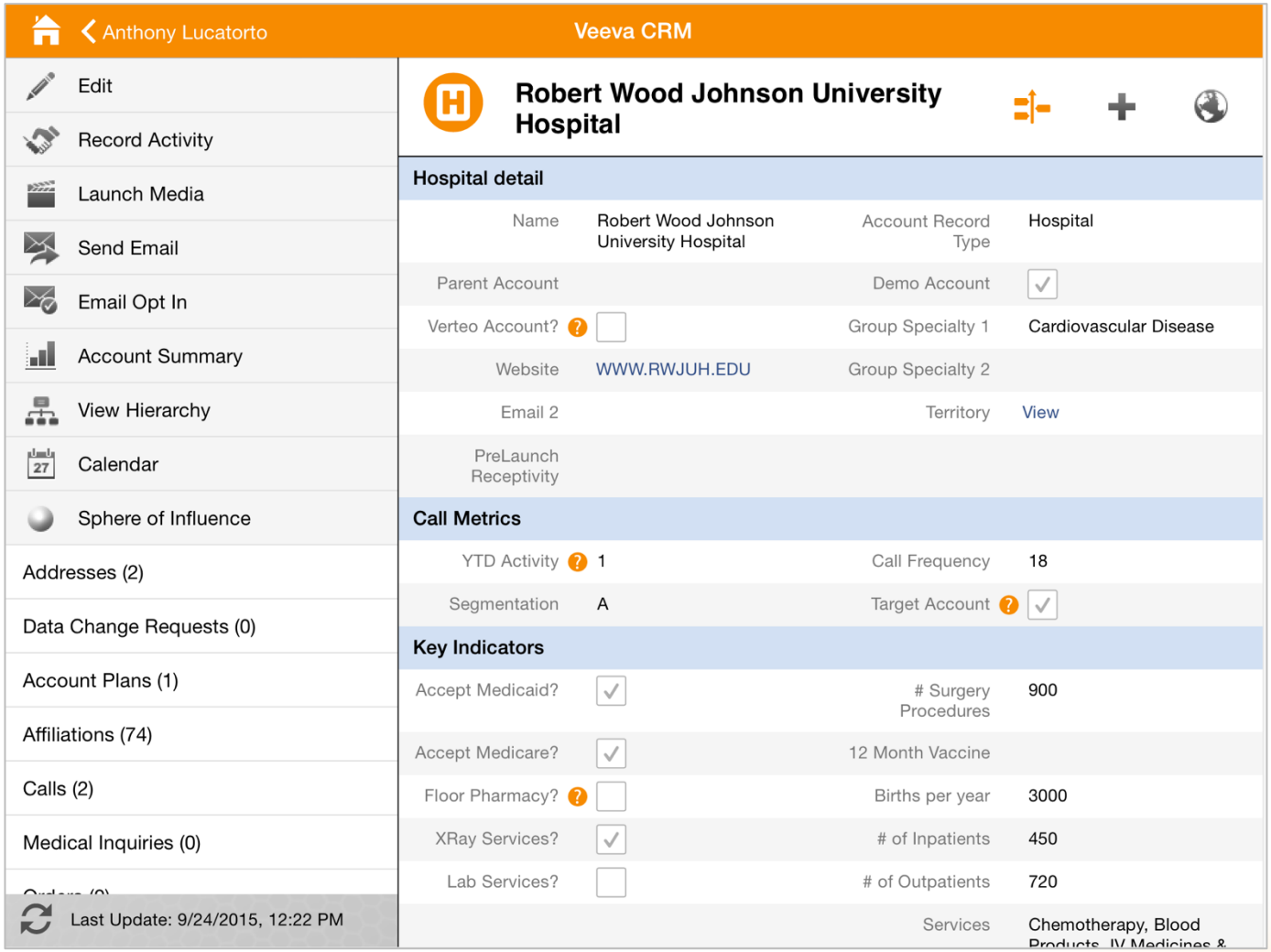
HCO in Veeva CRM



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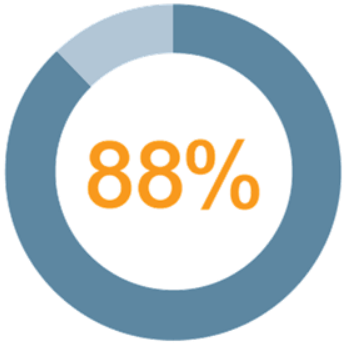
Data Quality Remains a Challenge



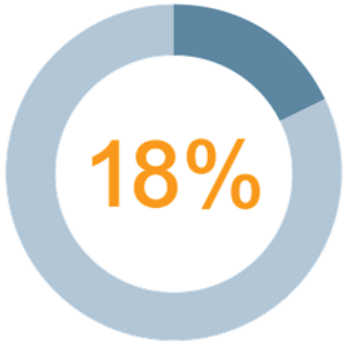
Data quality is significant challenge



Improving customer data is top priority



Data fully allows them to manage HCP engagement across borders



Report incumbent customer data providers have innovated to deliver high-quality data solutions

Source: Veeva Systems, “European Life Sciences Industry Survey on Customer Data” March 2015.

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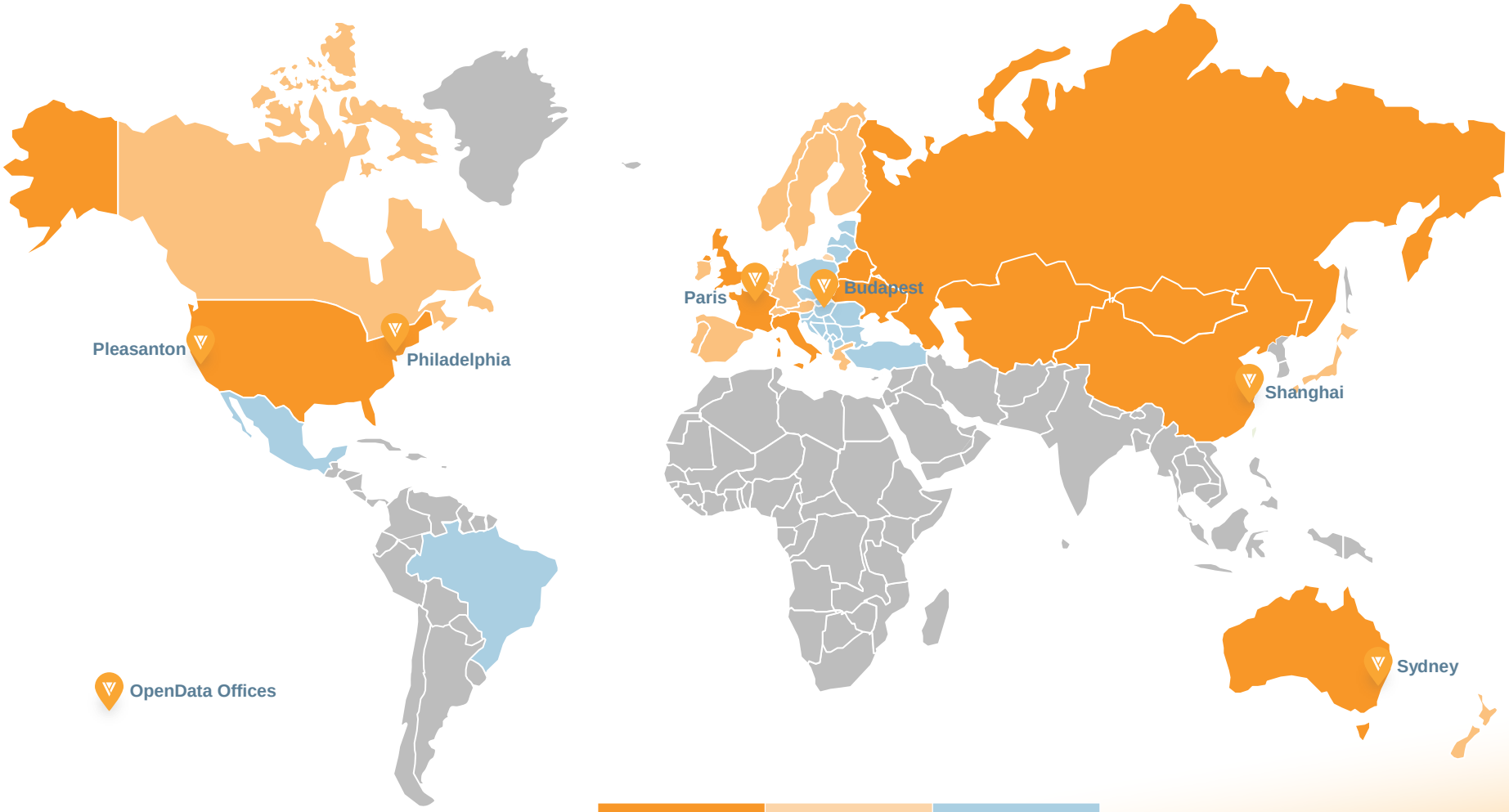
Veeva OpenData Global Roadmap



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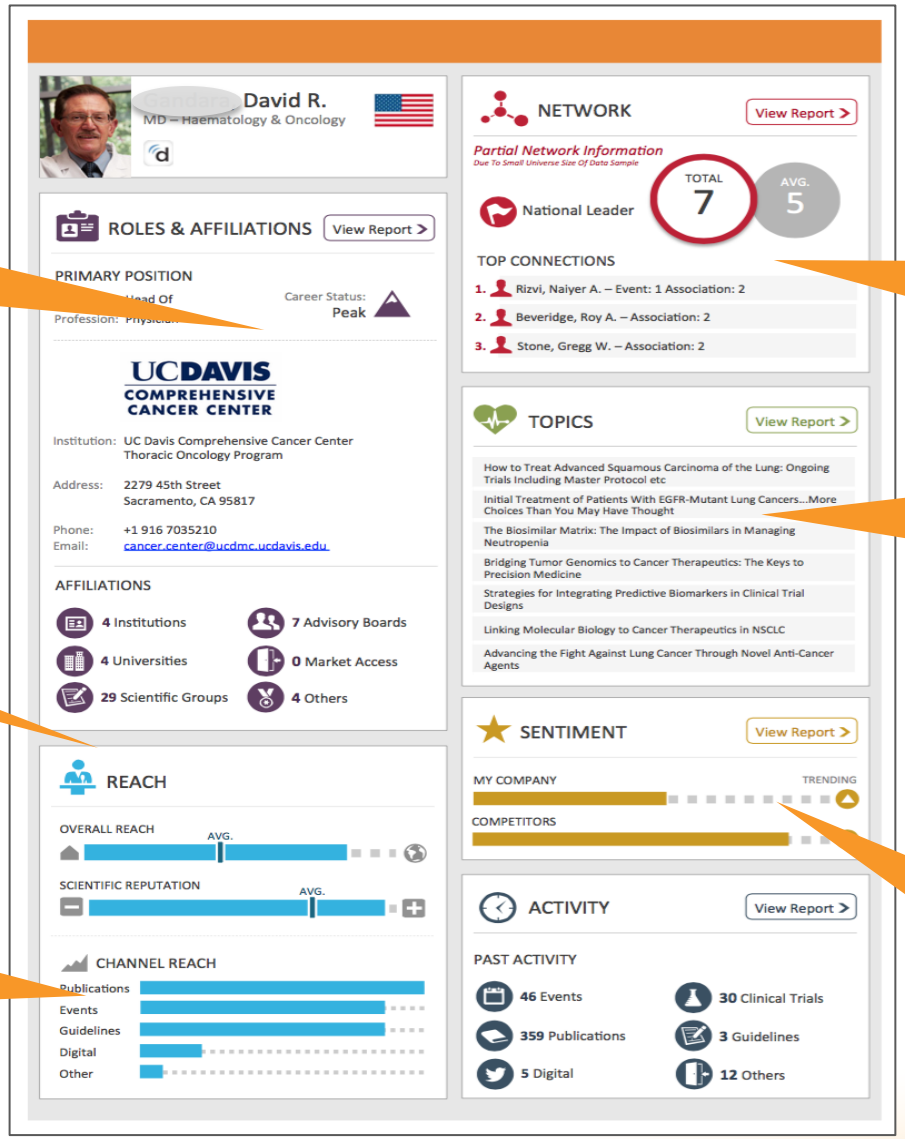
OpenData KOL – Key Opinion Leader Data

Roles & affiliations

Reach of the KOL

Channel relevance



Relationship mapping

Content analytics

Sentiment analytics

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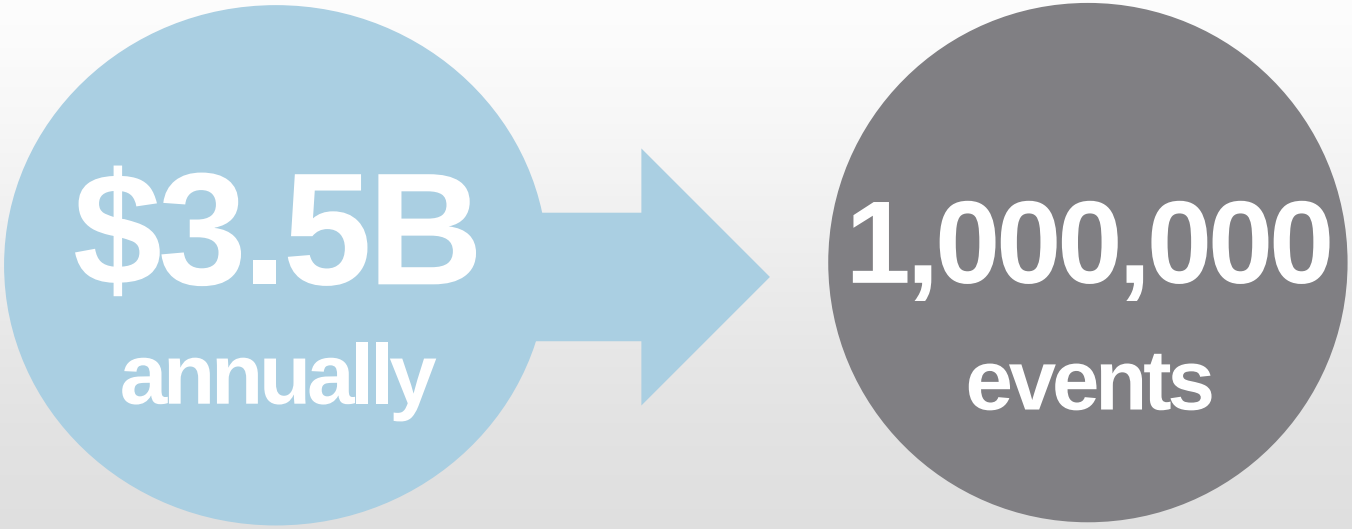
Veeva CRM Events Management

Events Management in Life Sciences



Hard Coordination

Marketing

Medical

Sales

Outsourced Partners

Source: IMPACT: MPI, Healthcare Meeting Compliance Certificate, June 2015

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The Need for a Coordinated Approach

Sunshine Act focused the value

KOL engagement is a high priority



Events are a high value element of multichannel strategy

Staff and external partners need a collaborative process

Lack of Visibility Hinders Collaboration

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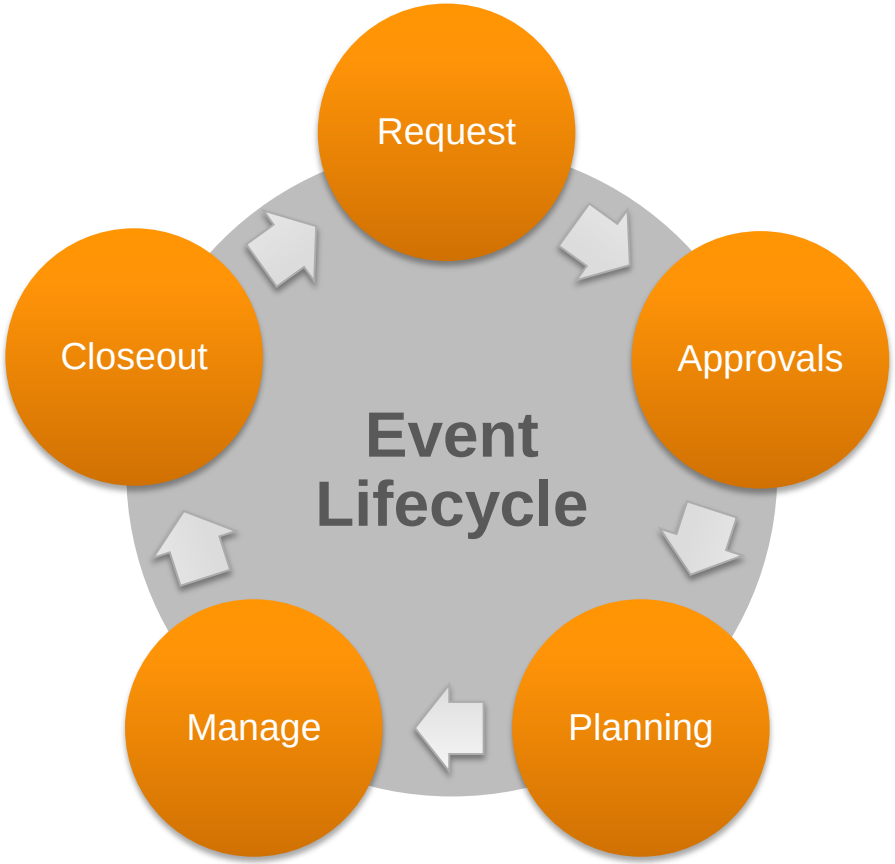
Veeva CRM Events Management

Better Events with Improved Compliance



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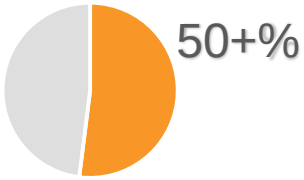
Commercial Cloud – Growth Opportunities

Commercial Cloud Growth Areas

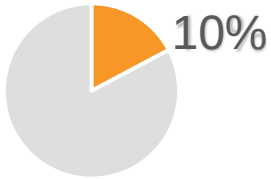
Veeva CRM

Winning more SFA seats



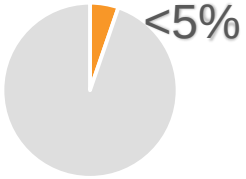
Veeva CRM

Sell existing CRM add-ons to existing and new customers



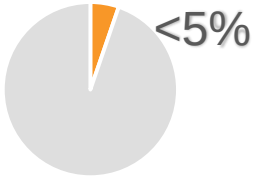
Veeva Network

Increase market share with Veeva Network



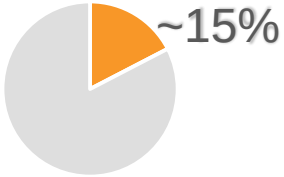
Veeva OpenData

Increase market share with Veeva OpenData



Veeva Vault

Increase market share in Commercial Content Management



New Comm'l Products

Develop new CRM add-ons, new data products, new areas

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Veeva

Veeva Vault R&D

Avril England, GM Vault

Steve Harper, Director Vault Product Management

What Life Sciences Industry Wants



Decrease time to commercialization



Ensure regulatory compliance

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The Industry is Changing. Fast.



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Trapped by Legacy Applications



- Core Function Focus
- Local/Departmental Long, Complex Implementations & Upgrades
- Significant Customization or Configuration
- Costly to Support
- Nearly Impossible to Upgrade

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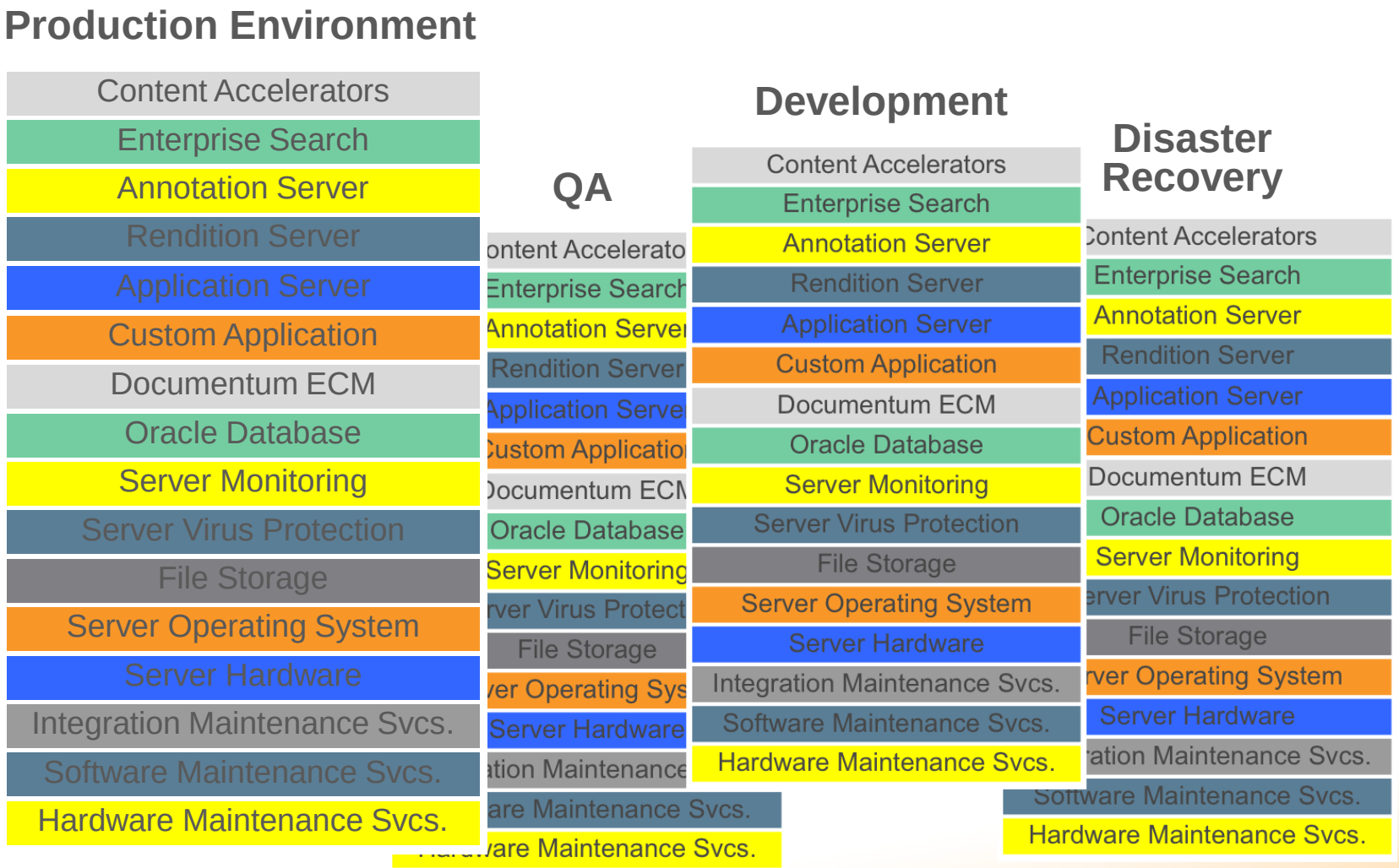
Legacy Solutions are Complicated



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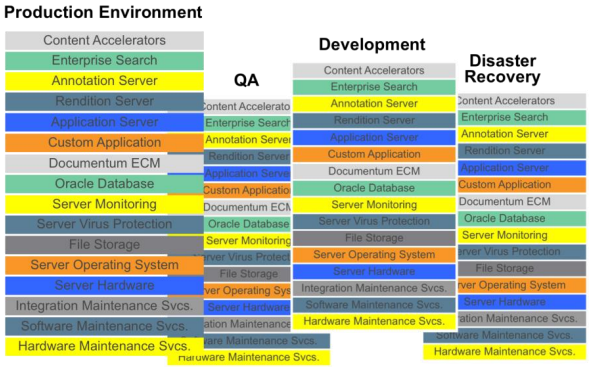
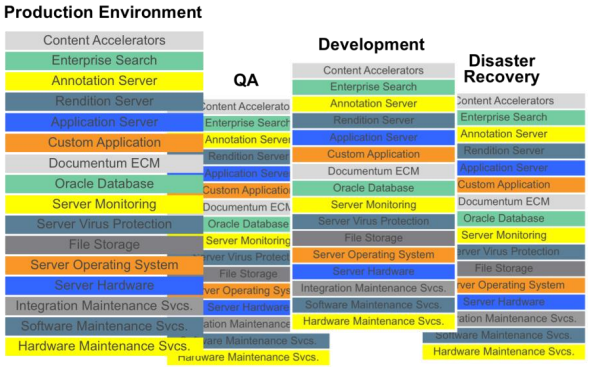
Legacy Solutions…
Proliferated Across the Enterprise

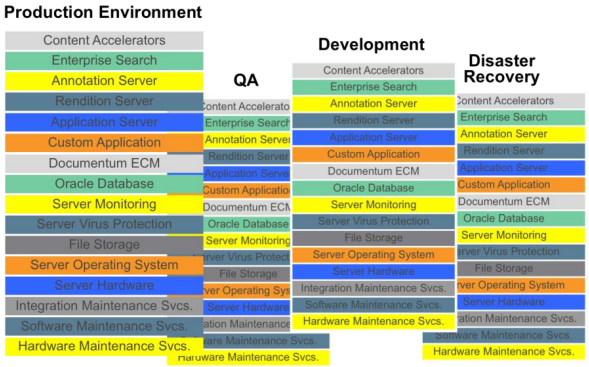
Submissions



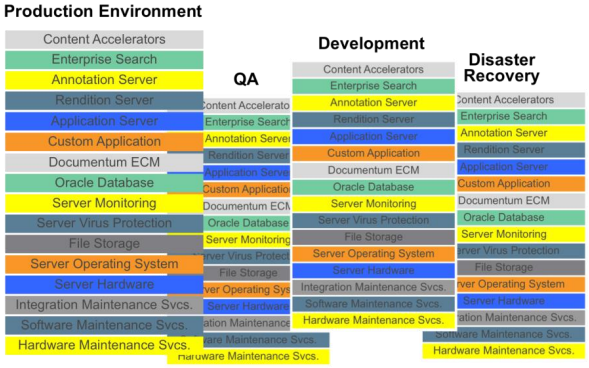
Quality



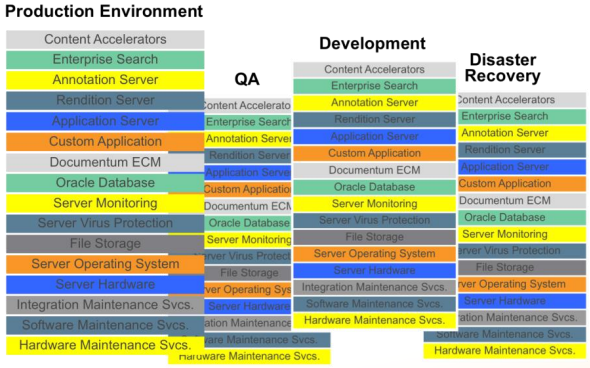
eTMF



Promotional Materials



Medical



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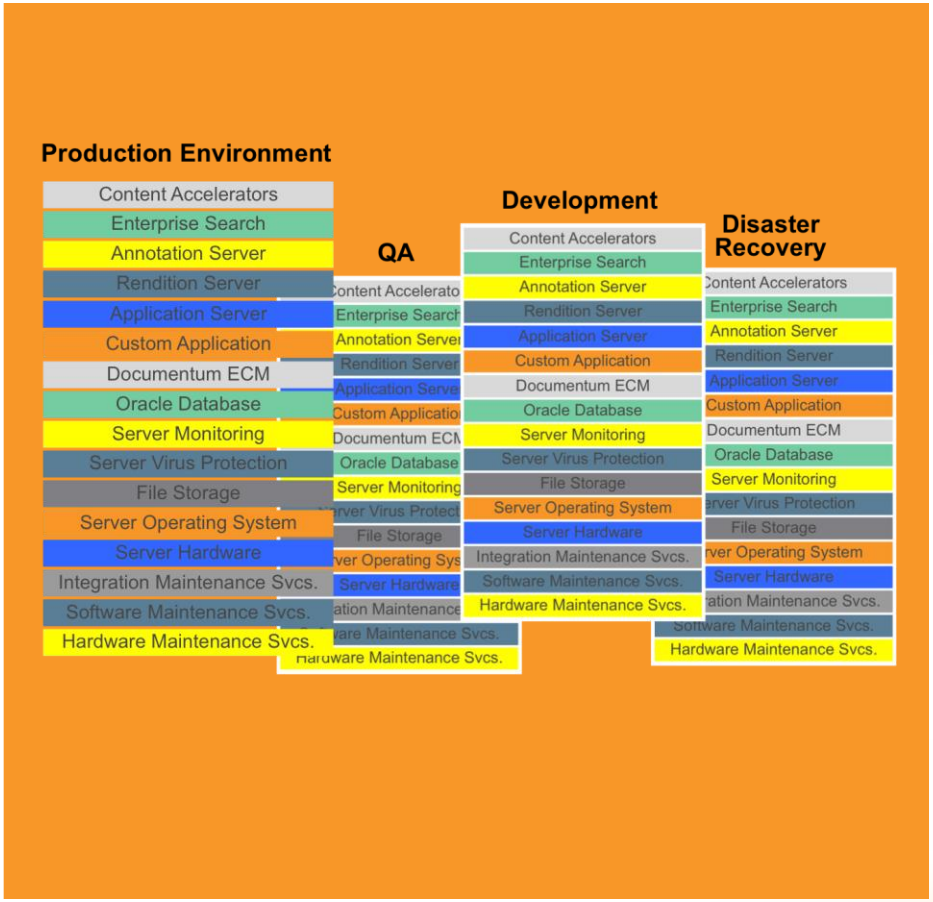
Technology Landscape: Costly and Complex

- **Millions spent on maintenance**
- **Numerous vendors**
- **Countless software versions**
- **Multiple systems for the same function across geographies**
- **Multiple data centers**



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Business Impact:
Slow and Inherently Risky

Greater Compliance Risk

Extended Timelines

More Time Wasted on:

- Searching
- Reporting
- Updating
- Preparing for Audits

Increased Costs



21.3%
Productivity Loss

$19,000
lost per worker



213
excess employees!

IDC Bridging the Information Worker Productivity Gap 09/12

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A New Solution is Needed ….









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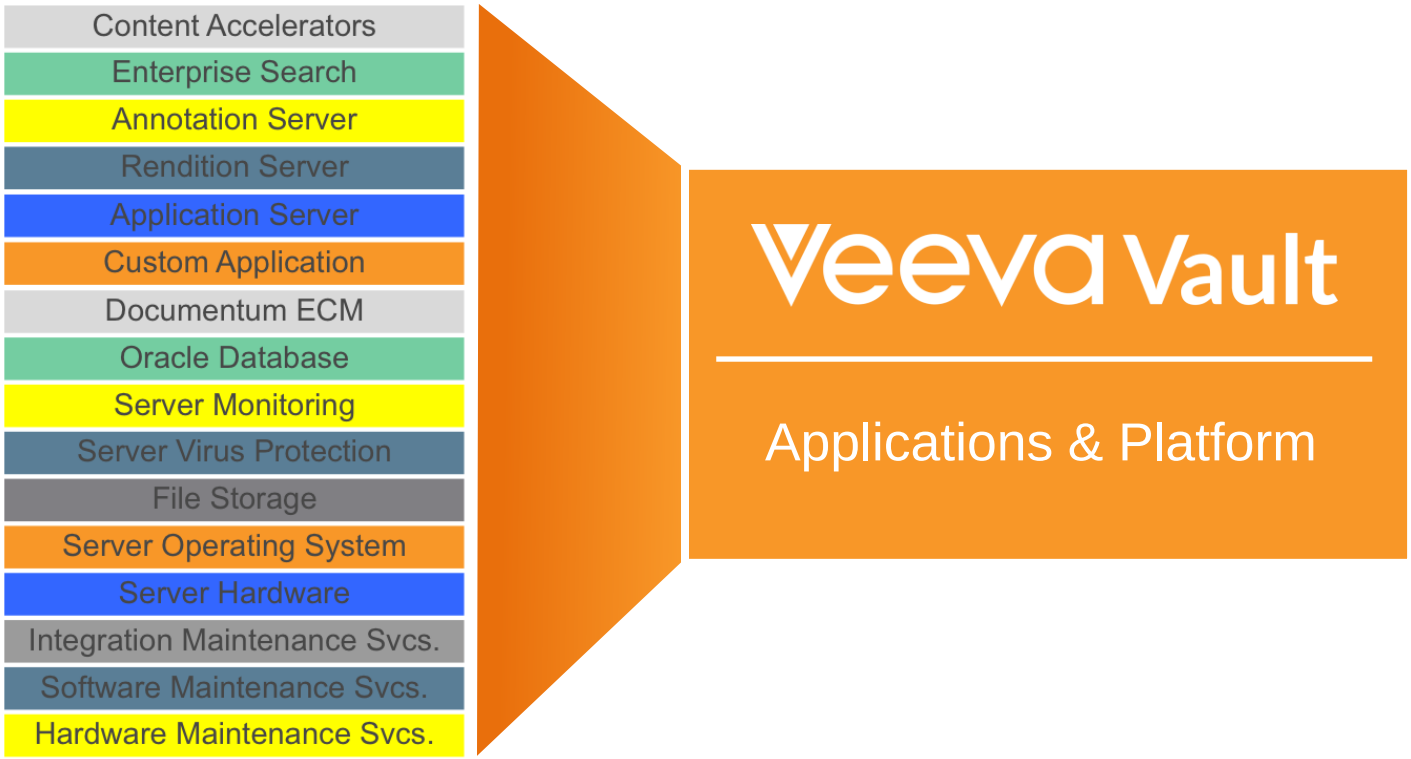
Veeva Vault:
Simplifying Technology, Streamlining Business



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What Makes Vault Unique



World-class Cloud Platform



Deep Industry Apps



Built-in Regulatory Compliance

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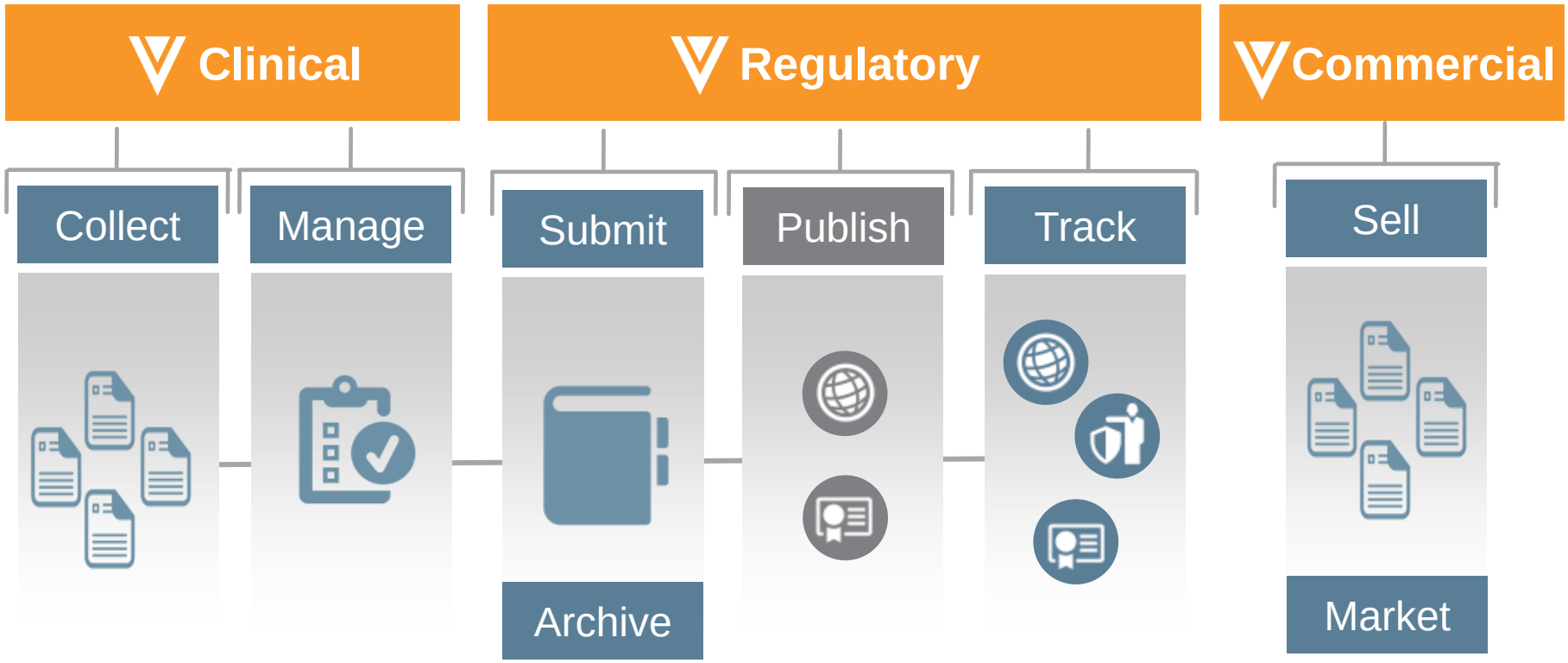
Veeva Vault Enterprise Suite



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A Single Source of the Truth



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Process Transparency

ACROSS PARTNERS



ACROSS DEPARTMENTS



ACROSS REGIONS



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Best of Both Worlds



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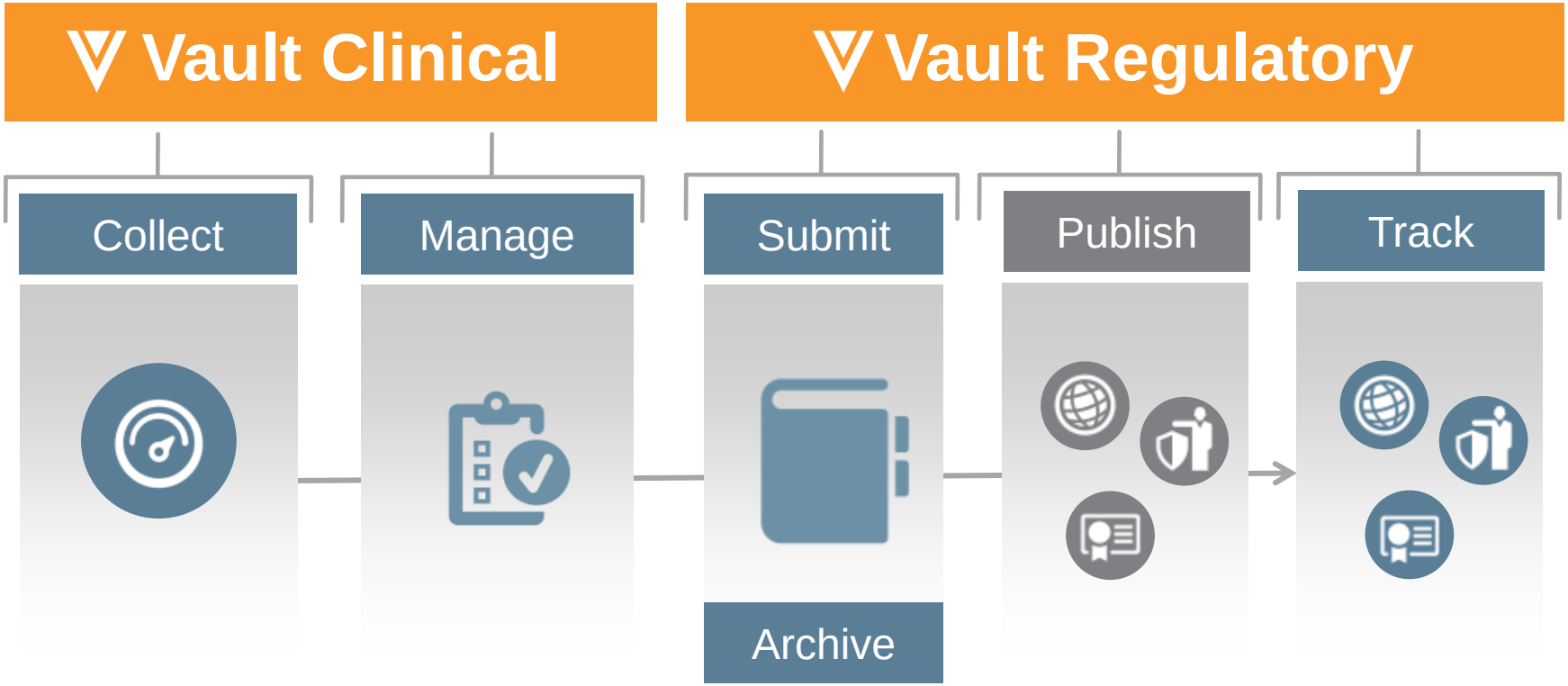
Veeva R&D Suite



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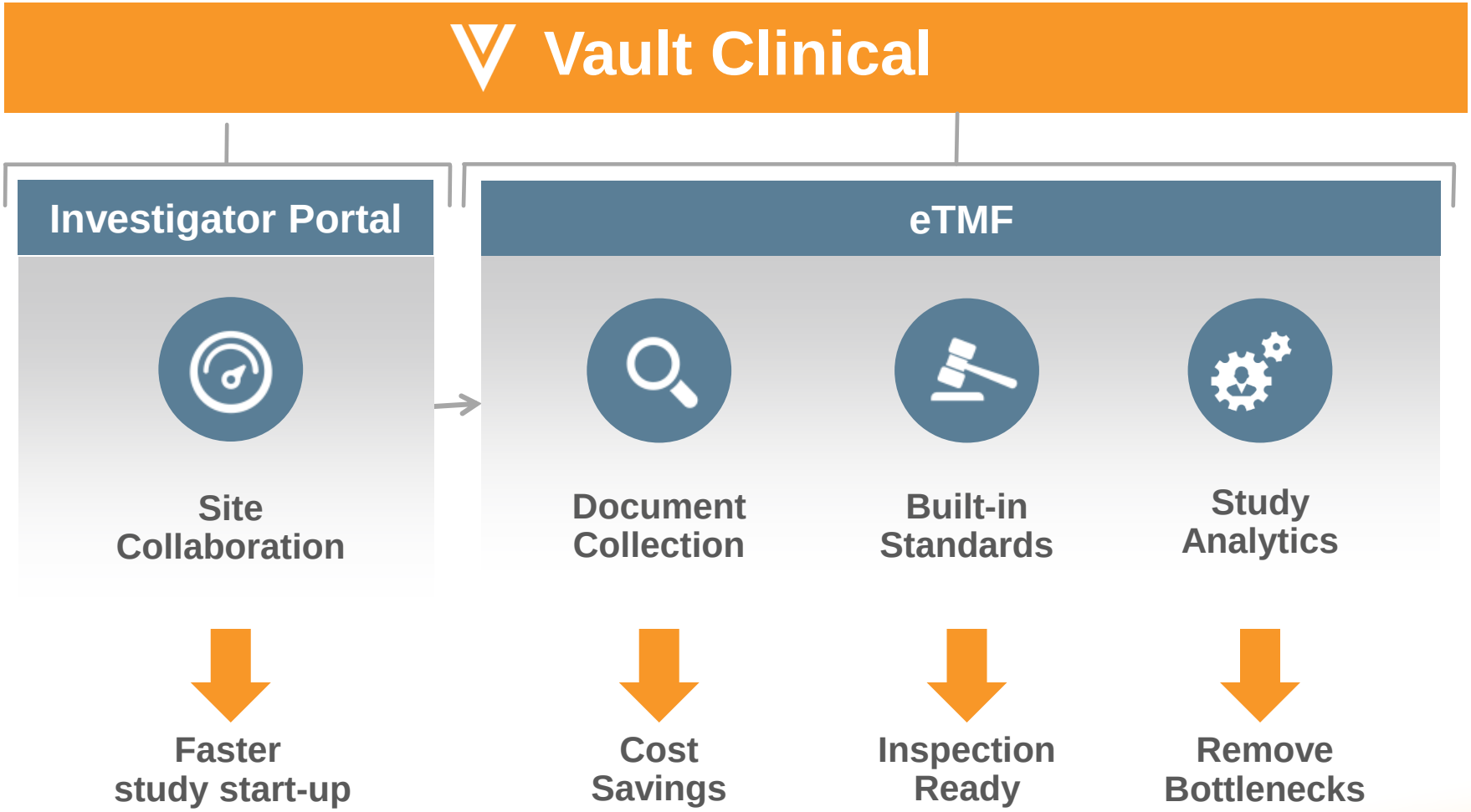
Veeva Vault Clinical



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Top 10 Pharma Company

100% standardized on Vault eTMF globally



Problem

- Four disparate systems with manual paper processes
- No global standards or coordination
- Fractured business processes
- Limited visibility introduced compliance and audit risk
- Delays in clinical trial completion



Solution

- Implemented Vault eTMF across all business lines
- Single global Vault in use on all continents by over 3,000 users
- 25,000 active sites in over 700 active trials
- 4M documents migrated
- Initial implementation in 12 weeks



Benefit

- Reduced compliance risk through standardized global processes
- Streamlined document collection process saving time and money
- Improved monitoring removed bottlenecks to speed doc collection
- Reduced audit findings with an inspection-ready eTMF

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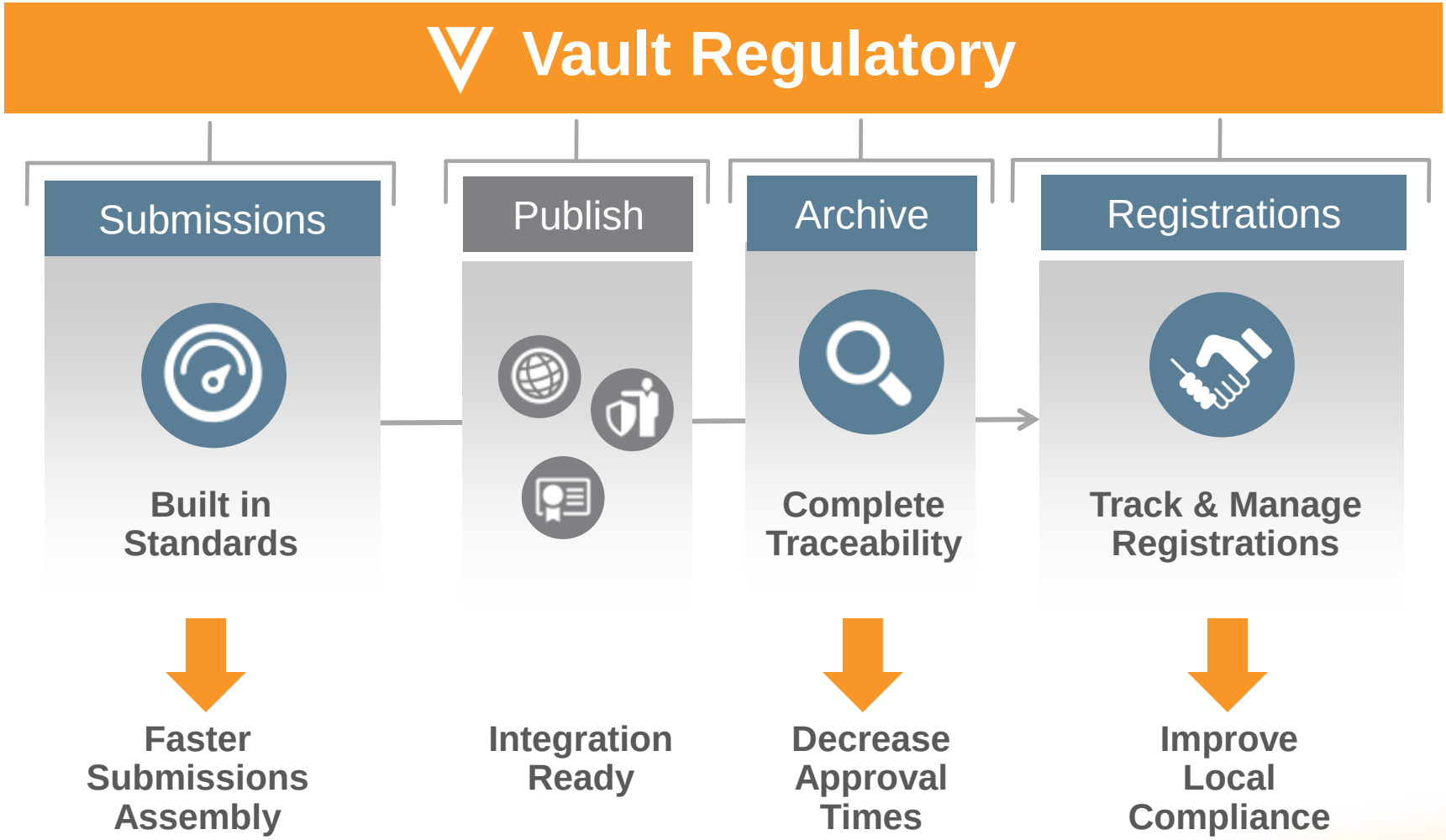
Veeva Vault Regulatory



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Innovative Biotech

Vault Submissions implementation with migration from Documentum



Problem

- Legacy Documentum/FirstDoc system
- Growing cost to maintain legacy applications
- Faced a major upgrade to address regulatory findings



Solution

- Implemented Vault Submissions live with 150 users
- Successful migration of historical content
- Early adopter expanding to use entire regulatory suite



Benefit

- Addressed key findings with standard workflows
- Reduced time to assemble submissions
- Ease of use ensured limited disruption to on-going submissions
- Lowered total cost of support and maintenance

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Veeva Vault Quality

Vault QualityDocs

Standardize



Built-in Change Control

Reduced Compliance Risk

Control



SOP Access & Management

Improved Productivity & Oversight

Train



R&U Compliance

Globally Enforced Best Practices

Track



Lifecycle Auditing

Always inspection-ready

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EU Midsized BioPharma

Vault QualityDocs for globally distributed manufacturing documentation

Problem

- Managing controlled quality documentation across four global sites and two electronic systems
- Disparate processes introduced compliance risk
- Four document controllers could not share work across sites
- Very difficult to find documents, assess their current status, and reduce document cycle time

Solution

- Implemented Vault QualityDocs globally and replaced two systems in six weeks
- Manages manufacturing documentation including batch records, specs and test methods
- Added support for Quality & Supplier Agreements
- Integration with Single Sign On (Okta) and LMS (ComplianceWire)

Benefit

- Decreased compliance risk with global content & process oversight
- Increased efficiency by sharing work across document controllers
- Reduced document cycle time through improved visibility
- Improved user adoption, and reduced support costs
- Reduced cost and time associated to document audits

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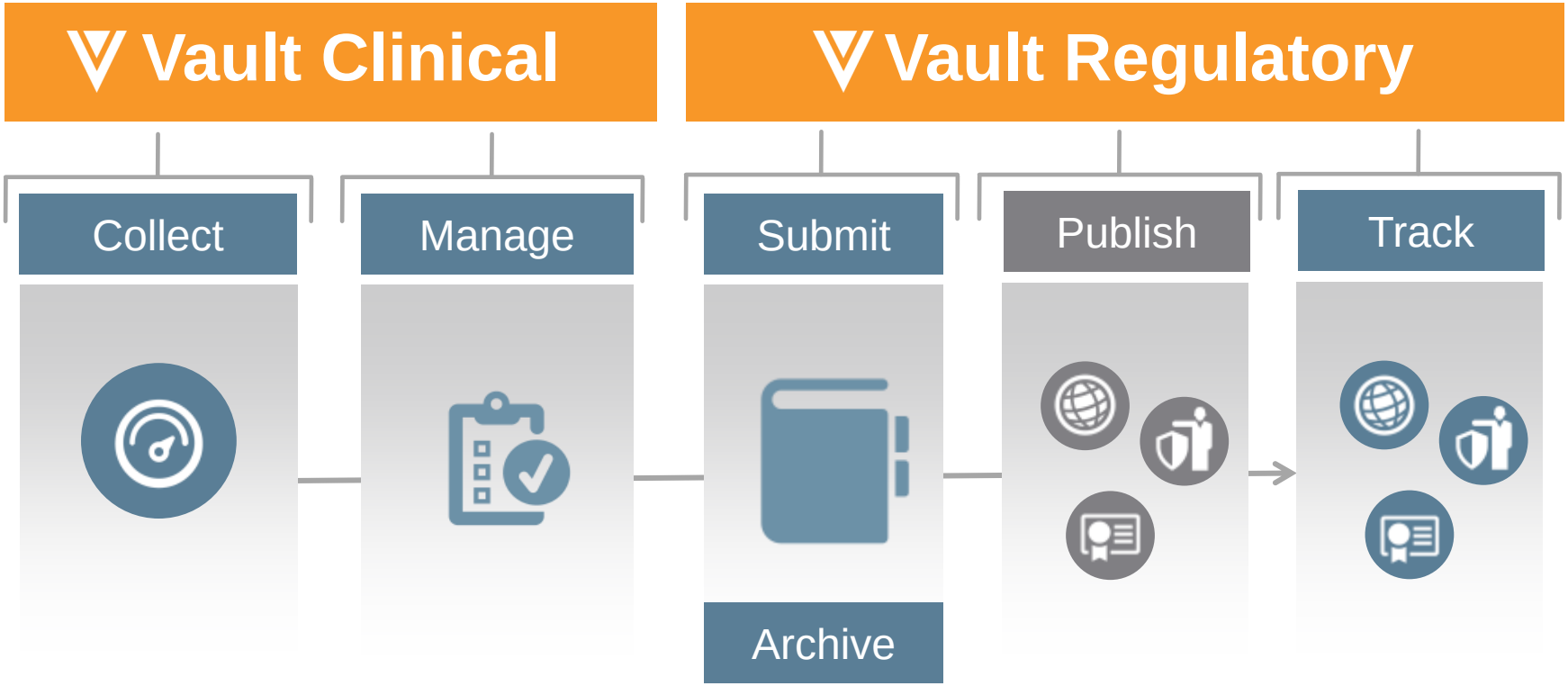
Using the Entire Veeva R&D Suite



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Top 20 Pharma

Standardizing on Vault Across the Enterprise

Problem

- Archaic paper, file share, and homegrown systems caused significant business challenges across the drug development lifecycle
- Costly to maintain and difficult to support
- Lost productivity locating, or recreating content
- New regulatory requirements could not be easily met

Solution

- Implemented eTMF for Clinical live with nearly 1400 global active sites, 780 global users across US, EU, and Japan
- Added a Platform Model Repository & QualityDocs
- Enterprise Integration with Single Sign On (Okta) and LMS (ComplianceWire)
- Also using Vault PromoMats and MedComms. Currently evaluating Vault Regulatory

Benefit

- Reduced risk and increased productivity by using Vault across departments
- Streamlined cross departmental business processes
- Improved team productivity with centrally shared work product
- Reduced IT cost for support and administration by centralizing on Vault
- Met regulatory requirement for complete and available documentation

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Vault Demonstration

Vault Momentum Since IPO

7x Vaults

100x Documents

8x Doc Views

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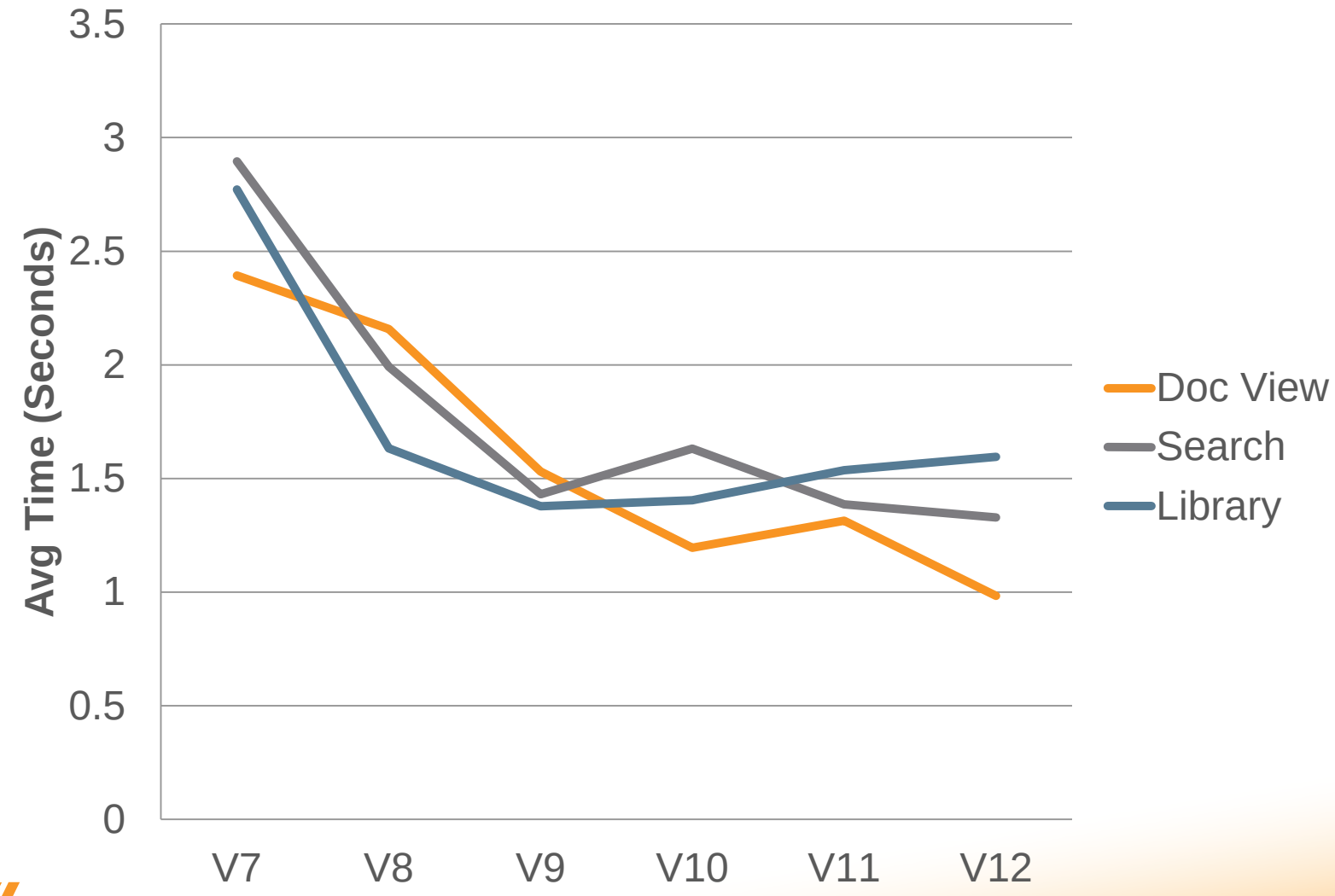
World Class Platform: Performance Improvements



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Vault Delivers Significant Benefits



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Customer Fireside Chat

Ed Gemo

Vice President and Chief Information Officer – Halozyme Therapeutics

Building a $1B+ Growth Company



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Questions