



NEWS RELEASE

Veeva Network Master Data Management Becomes First Life Sciences Solution to Empower Business Users with Built-in Reporting

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Now report generation is in the hands of users for faster, easier analysis, and greater insight

BALTIMORE--(BUSINESS WIRE)-- Master data management reporting for business users is now available in Veeva Network, Veeva Systems announced today at the 2015 Prescription Drug Marketing Association (PDMA) Sharing Conference.

Veeva Network Reporting addresses the need for commercial teams to proactively manage the quality of master data in mission critical areas such as sales planning, new product launches, and stewardship operations. Typically, business users have to request reports from the IT department. IT, in turn, extracts the relevant data, loads it into a data warehouse, and runs reports using an analytics tool. This process may take days or weeks, and limits data visibility.

In contrast, Veeva Network Reporting empowers commercial operations, data stewards, and other business users to quickly gain insights into master data, without relying on IT. The new reporting capability benefits both business users seeking to optimize data for strategic commercial uses, and data stewards looking to diagnose the root cause of errors and improve data quality. Veeva Network reporting saves time and IT resources, while enhancing business agility.

“Visibility into master data is critical as it can impact both speed to market and customer engagement,” said Eric Newmark, program director, IDC Health Insights. “The industry has a strong need for capabilities that give business users unencumbered access and reporting so they can rectify errors before the data is used in sales, marketing, or

medical outreach to customers.”

Growing numbers of life sciences companies are leveraging Veeva Network to manage their master data. It is enabling more tailored and compliant customer engagements by delivering a trusted single view of healthcare professionals and healthcare organizations.

“Veeva Network is an enterprise-class master data management application that is specifically tailored to meet the unique needs of life sciences business users,” said Dan Goldsmith, Veeva’s chief strategy officer. “Veeva Network’s built-in reporting capabilities empower commercial teams to deeply understand their master data, and to rapidly resolve problems that could prevent business critical projects from delivering maximal benefit.”

To learn more, join a discussion with Veeva Network customer Medac Pharma on Tuesday, Sept. 29, at the PDMA event. Glenn Tate, senior director of IT, will describe how Medac successfully leveraged Veeva Network to help launch its first product, Rasuvo® (methotrexate injection). Visitors can also stop by booth **#111/113** to see a demonstration of Veeva Network’s new reporting capability.

Additional Information

For more on Veeva Network, visit: veeva.com/mdm

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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 300 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.

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 July 31, 2015. This is available on the company's website at <http://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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