



NEWS RELEASE

Veeva OpenData Now Available in Top Five European Markets

11/30/2015

PLEASANTON, Calif.--(BUSINESS WIRE)-- Veeva Systems Inc. today announced that **Veeva OpenData** is now available in all top five markets in Europe – the UK, France, Germany, Italy, and Spain. Veeva OpenData provides customer reference data and services for the life sciences industry and delivers millions of comprehensive healthcare professional (HCP), healthcare organization (HCO), and affiliations profiles with consistent standards of quality. It offers simple pricing and eliminates complex and restrictive three-party agreements that limit usage and access to customer data.

The need for accurate, high-quality data has never been greater in Europe. According to the Veeva 2015 **European Life Sciences Industry Survey on Customer Data**, 83% of respondents report that the quality of their customer data is a significant challenge. Although 89% of life sciences companies report that improving customer data is a top priority, only 12% believe that their current providers have solutions capable of meeting this challenge.

Localized in response to growing demand in major European markets, Veeva OpenData enables companies to access best-in-class data and ensures that interactions with customers are always personalized and based on trustworthy, up-to-date information, whatever channel is used. It also helps companies to accurately track and report aggregate spend, enabling adherence to local compliance regulations in every market.

With the January 2016 European Federation of Pharmaceutical Industries and Associations' (EFPIA's) payment disclosure deadline now imminent, the need for consistent, cross-border customer data is vital. Yet, only 39% of companies surveyed definitively report that their customer data allows them to accurately track or aggregate spend at the HCP level. Only 29% have data that fully allows them to manage HCP engagement activity across regional or country borders.

“Veeva is revolutionizing the way in which life sciences companies in Europe communicate with their customers,” said Guillaume Roussel, director of strategy for Veeva OpenData in Europe. “Our innovative approach to data makes comprehensive customer records fully accessible across the organization, while ensuring that compliance with local regulations is as easy as possible. Veeva’s unique “all-in” pricing approach also keeps costs low and predictable, which means that commercial teams can more accurately budget expenditure.”

In addition, the **Veeva OpenData Partner Program** makes it easy for companies to access and maximize their customer data through Veeva’s growing partner ecosystem. This includes Atria, BMI SYSTEM, Crossix Solutions, Decision Resources Group, HighPoint, LiquidHub, OpenQ, Symphony Health Solutions, Qlik, and Zephyr Health.

In addition to the top five European markets, Veeva OpenData is available today in the U.S., Australia, and China. Availability is planned in other Western European markets over the coming months, with additional major countries planned for 2016.

Additional Information

For more on Veeva OpenData, please visit: veeva.com/opendata

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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 <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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