



NEWS RELEASE

# New Veeva CRM Suggestions, Now Available, Powers Sales Teams with Data-Driven Recommendations on Next Best Action and Channel

12/3/2015

Predictive analytics solution leverages cross-channel insights for faster, coordinated decision-making

PLEASANTON, Calif.--(BUSINESS WIRE)-- Unveiled in June during Veeva Systems' 2015 Commercial Summit, **Veeva CRM Suggestions** is now available to life sciences companies worldwide. Veeva CRM Suggestions leverages the power of data science to correlate large quantities of data with actual customer behaviors to recommend next best actions to take across which channels. Customer interactions grow increasingly more relevant and tailored to their individual needs. As part of Veeva CRM, the recommendations feed directly into sales reps' natural workflow, where and when they need it most. All Veeva CRM customers automatically receive the new capability in the latest Veeva CRM release.

Most life sciences sales teams today can tap volumes of healthcare professional data – from digital behaviors and channel preferences to feedback on products and messaging. However, integrating, organizing, and interpreting the flood of information to glean actionable business insights is a significant challenge. The amount of raw data is overwhelming and difficult to make actionable. Further, a rising number of different stakeholders at customer organizations (i.e., healthcare systems and integrated delivery networks), plus the proliferating channels to engage them have resulted in an incredibly complex sales landscape.

Veeva CRM Suggestions cuts through this complexity to deliver clear recommendations to reps on the best messages, actions, and channels for greater sales effectiveness. The interactive Veeva CRM Suggestions Dashboard puts these suggestions at reps' fingertips to take immediate action or provide feedback to create a continuous learning loop and improve future suggestions. Joe Horvat, vice president of national sales, US oncology at EMD

Serono, commented, “Veeva CRM Suggestions gives us a new way to better understand, learn from, and act on the feedback we are receiving from our customers through our sales team.”

“In the year ahead, companies that use data to direct the right actions across sales, marketing, and medical will have a competitive advantage,” said Paul Shawah, vice president of product marketing at Veeva. “Veeva CRM Suggestions makes sense of the data companies already have and puts it directly where field teams can use it for greater impact, call after call.”

Veeva CRM Suggestions is powered by data science, which mines volumes of data and uses predictive and adaptive analytics to make recommendations and learn from subsequent actions and feedback. Also, with the Veeva Data Science Connector, companies have the flexibility to use the data science technology of their choice or internal solutions quickly and easily. An ecosystem of data science partners – including ZS Associates, Aktana, Atria, and Zephyr Health – makes it simple to get started.

## Additional Information

For more on Veeva CRM Suggestions, visit: [veeva.com/crm/](https://veeva.com/crm/)

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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 375 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](https://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](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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