



NEWS RELEASE

# Veeva Launches Global Enterprise Solution for Key Opinion Leader Data

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Veeva KOL Data subscription delivers consolidated, always up-to-date view of key stakeholders directly within Veeva CRM

PLEASANTON, Calif.--(BUSINESS WIRE)-- Veeva Systems kicked off its European Commercial Summit today with the announcement of **Veeva KOL Data**, now available as a subscription. Eliminating information silos, Veeva KOL Data can provide a single, global source of key stakeholder information for better key opinion leader (KOL) identification and engagement. By delivering a consolidated feed of continuously updated information and unique insights on KOLs worldwide, the solution maximizes coverage of core decision makers and enables a tailored KOL experience.

In a world where a multitude of stakeholders and complex treatments are increasingly the norm, the need for more effective KOL engagement has never been more acute. Companies are challenged to improve the efficiency of all customer-facing teams to meet the demands. "It's no longer about a few scientific experts – there are more people, more channels, and more products," said Robert Groebel, Veeva's vice president of global medical strategy. "Coupling the right information about the right stakeholders with effective execution can make or break a product in a region or category."

A typical large life sciences company can have hundreds of disparate stakeholder data silos, resulting in wasted time and money as well as increased risk through incomplete KOL coverage.

Veeva KOL Data overcomes this problem by offering a single, global database that brings together a unique combination of critical data, marrying traditional KOL data sources with other sources such as survey research, expert interviews, claims data, and social media insights. Empowered with comprehensive data, companies can efficiently reach all relevant thought leaders globally.

With seamless CRM integration, in-depth Veeva KOL Data profiles are delivered directly to medical science liaisons (MSLs), streamlining meeting preparation and enabling personalized KOL engagement. Real-time KOL activity alerts can prompt immediate action, so medical teams are always current and can respond quickly to critical events.

“Most organizations have multiple, outdated profiles for only a portion of the KOLs they should cover,” said Killian Weiss, general manager of KOL solutions at Veeva. “And because the data is stale and difficult to access, MSLs spend at least an hour per week attempting to piece together their own picture of KOLs. The result is thousands of hours of lost MSL productivity each year. Veeva KOL Data eliminates wasted hours and frees teams to focus their efforts on engaging with all the right stakeholders.”

Available today as subscription service, Veeva KOL Data provides rich stakeholder information, across therapeutic categories and regions. Equipped with a complete source of robust data for the enterprise, companies can improve planning and alignment while minimizing the need for parallel systems and complicated integrations.

In other news today, Veeva introduced **Veeva Medical CRM** to enable better KOL engagements. Additionally, Veeva announced the availability of **Veeva CRM Suggestions**, which 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.

## Additional Information

For additional details on Veeva KOL Data, visit: [veeva.com/kol-data](https://veeva.com/kol-data)

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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.

1. MSL Insights, A Global Survey Reveals: The Medical Science Liaison competencies that contribute most to success, Medical Science Liaison Society, July 2015.

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