



NEWS RELEASE

Veeva Introduces Vault PromoMats DAM to Deliver Advanced Digital Asset Management Capabilities in Life Sciences

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New cloud application meets industry's need to manage more sophisticated digital content, while maintaining compliance across the digital supply chain

PHILADELPHIA--(BUSINESS WIRE)-- 2016 Veeva Commercial Summit — Today at **Veeva Commercial Summit**, one of the industry's largest events dedicated to commercial and medical solutions for life sciences, **Veeva Systems** (NYSE: VEEV) introduced Veeva Vault PromoMats DAM, the only industry-specific solution that combines digital asset management capabilities with medical, legal, regulatory (MLR) review in a single enterprise cloud application.

Veeva will now offer two options for managing commercial content – **Veeva Vault PromoMats** and Vault PromoMats DAM – to give customers greater choice in streamlining their digital supply chain. Both versions provide core digital asset management capabilities for managing source files, with Vault PromoMats DAM offering advanced enterprise capabilities, including support for larger file sizes, greater storage capacity, and more robust image and video file handling.

Vault PromoMats is quickly becoming the standard in the life sciences industry for managing and maintaining compliance of commercial content to simplify asset reuse, speed content to market, and improve compliance with local regulatory requirements. Features such as single-click distribution, withdrawal of expired content, and MLR review give customers complete visibility and control of content at every stage of its lifecycle.

“Veeva has made commercial content reuse and distribution much easier and more efficient throughout our entire

organization,” said Alexandre Gultzgoff, deputy director of IT at Sanofi Pasteur MSD. “Local product managers can access, search, and find the promotional content that they need quickly with Veeva’s digital asset management capabilities. We have realized significant benefits, and expect a return on investment in less than six months due to content reuse alone.”

“Many life sciences companies are increasing their use of rich multimedia content, requiring more sophisticated digital asset management capabilities on a global scale,” said John Chinnici, vice president, Global Vault PromoMats. “Vault PromoMats DAM builds upon the strength of our current asset management capabilities to support our customers’ growing, complex digital media landscapes, while meeting compliance needs every step of the way.”

Today, more than 100 global life sciences companies across 160+ countries rely on Vault PromoMats for commercial content management. Vault PromoMats and Vault PromoMats DAM are part of **Veeva Vault**, an end-to-end content management platform and suite of applications specifically built for life sciences. Native interoperability between Vault applications helps life sciences companies increase business agility, speed time-to-market, and better meet regulatory requirements across clinical, quality, regulatory, medical, and commercial operations.

Vault PromoMats DAM is planned for availability starting in December 2016.

Additional news at Veeva Commercial Summit

Today Veeva also introduced Veeva CRM Engage and Veeva CRM Engage Webinar to simplify online meetings and virtual events and help life sciences improve digital engagement with healthcare professionals. For more information, **read today’s press release**.

Veeva Commercial Summit is one of the industry’s largest events dedicated to commercial and medical solutions for life sciences, welcoming over 1,100 life sciences professionals and industry experts to learn, connect, and share valuable insights on industry trends and best practices.

Additional Information

For more on Vault PromoMats and Vault PromoMats DAM, visit: **veeva.com/VaultPromoMats**

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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 400 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 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 April 30, 2016. This is available on the company's website at veeva.com under the Investors section and on the SEC's website at 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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