



NEWS RELEASE

# New Veeva CRM Engage Meeting Available to Transform Digital Engagement Between Life Sciences Companies and Healthcare Professionals

11/30/2016

Cloud application makes online meetings easy and compliant

MADRID--(BUSINESS WIRE)-- Today at Veeva European Commercial Summit, one of the largest life sciences events for commercial and medical affairs professionals in Europe, **Veeva Systems** (NYSE: VEEV) announced the availability of **Veeva CRM Engage Meeting** to open up an important digital channel between life sciences companies and healthcare professionals (HCPs) without the risk. For the first time, the industry has a single, integrated solution for easy and compliant online meetings.

“Veeva CRM Engage Meeting has the potential to fundamentally change how sales teams and healthcare professionals collaborate to drive better patient outcomes,” said Paul Shawah, vice president of commercial cloud strategy at Veeva. “The rise of digital channels gives the industry a convenient way to get accurate information to the right person and create more valuable interactions.”

Digital engagement can significantly improve collaboration with HCPs. Not only can life sciences companies increase reach and deliver more relevant, tailored information to physicians, but HCPs can also interact with field reps through the online channels and mobile devices they prefer. Traditionally, technology limitations and regulatory challenges have made digital engagement difficult.

Veeva CRM Engage Meeting enables companies to more effectively connect with HCPs through easy and compliant video and web conferencing for online meetings. The application is integrated with **Veeva CRM** and **Veeva CLM** for sales reps to share approved, consistent content with physicians and create a seamless online communications

experience that meets HCP expectations.

The Veeva CRM Engage family of products includes Veeva CRM Engage Meeting, **Veeva CRM Engage Webinar** to simplify virtual events, and **Veeva CRM Engage for Portals** to provide HCPs self-directed online access from any device. Veeva CRM Engage Webinar is planned for availability in July 2017, and Veeva CRM Engage for Portals is available now.

To learn more, visit the **Veeva blog** for co-founder and president, Matt Wallach's, perspective on how Veeva CRM Engage Meeting is removing barriers to digital engagement in the life sciences industry.

In other news today, Veeva unveiled the latest results of an industry survey on the quality of data in life sciences. Read the **press release here**.

## Additional Information

For more on Veeva CRM Engage Meeting, visit: [veeva.com/eu/engage-meeting](http://veeva.com/eu/engage-meeting)

Connect with Veeva on LinkedIn: [linkedin.com/company/veeva-systems](https://www.linkedin.com/company/veeva-systems)

Follow @Veeva\_EU on Twitter: [twitter.com/veeva\\_eu](https://twitter.com/veeva_eu)

Like Veeva on Facebook: [facebook.com/veevasystems](https://www.facebook.com/veevasystems)

## 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 475 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/eu](http://veeva.com/eu).

## 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, 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.

View source version on businesswire.com: <http://www.businesswire.com/news/home/20161129006396/en/>

Source: Veeva Systems Inc.

Veeva Systems Inc.

Sue Glanville / Cate Bonthuys

**sue@catalystcomms.co.uk / cate@catalystcomms.co.uk**

44 (0) 7715 817589 / 44 (0) 7746 546773