



NEWS RELEASE

Veeva Deepens Partnership With Salesforce, Announces New Product Integration

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Leading cloud innovators build upon successful 10-year relationship to help life sciences companies deliver a better customer experience

PLEASANTON, Calif. & BARCELONA, Spain--(BUSINESS WIRE)-- **Veeva Systems** (NYSE:VEEV) today announced new integration between **Salesforce Marketing Cloud** and **Veeva CRM**, as well as support for **Salesforce Service Cloud** with **Veeva Vault**. The companies are building upon their long-standing partnership to help life sciences deliver a more coordinated and consistent experience for healthcare professionals. For the past 10 years, Veeva has been Salesforce's preferred worldwide CRM provider for the pharmaceutical and biotech industry. Over this time, the two companies have extended their innovation and leadership positions in cloud and together now have more than 250 joint customers.

"Veeva has been an outstanding partner over the past decade, and Peter has been an outstanding CEO," said Marc Benioff, chairman and CEO at Salesforce. "Our expanded collaboration is a great next step for our joint customers and we look forward to working with Veeva into the next decade to help move the life sciences industry forward."

"Salesforce is a cloud pioneer that has transformed how companies connect with their customers," said Peter Gassner, founder and CEO of Veeva. "We're excited to build upon our 10-year partnership and, together, help life sciences companies develop deeper relationships with healthcare professionals and create a better customer experience."

Veeva and Salesforce Deliver More Effective Customer Interactions

Built on the Salesforce Platform, Veeva CRM is core to Veeva Commercial Cloud, which brings together customer data, compliant content, and multichannel engagement for life sciences companies to deliver the experience healthcare professionals have come to expect. The integration of Veeva CRM and Salesforce Marketing Cloud allows information to be shared between the two cloud solutions so that sales and marketing teams can have a complete view of customer engagement.

Marketing activities and data from Salesforce Marketing Cloud are available in Veeva CRM, while all Veeva CRM data and multichannel interactions, including **Veeva CRM Approved Email**, **Veeva CLM**, and **Veeva CRM Suggestions**, flow directly into Salesforce Marketing Cloud. Now life sciences customers that use both cloud solutions can have full visibility into face-to-face and digital interactions so they can deliver a cohesive and consistent experience to healthcare professionals.

Veeva Vault for Compliant Content to Salesforce Service Cloud

Veeva Vault is a unified suite of applications that delivers a single source of truth for regulated content and data across the enterprise. Life sciences companies that use both Veeva Vault and Salesforce Service Cloud can respond to and fulfill customer service requests through Salesforce Service Cloud with approved, compliant content from Veeva Vault.

Healthcare professionals rely on fast, accurate information from pharma and biotech customer service teams. Through the Veeva Vault API, teams can author, search, and access compliant documents without ever leaving Salesforce Service Cloud. Additionally, all doctor interactions are logged so that customer service and support can track progress through analytics tools in Salesforce Service Cloud and Veeva Vault.

Additional Information

For more on Veeva CRM: veeva.com/CRM

For more on Veeva Vault: veeva.com/Vault

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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 500 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**.

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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 October 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.

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