



NEWS RELEASE

# Veeva Commercial Cloud to Help Bristol-Myers Squibb Deliver More Efficient and Effective Customer Engagement

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Rapid adoption of Veeva Commercial Cloud continues across industry for better multichannel customer engagement and greater commercial efficiency

PHILADELPHIA--(BUSINESS WIRE)-- 2017 Veeva Global Commercial & Medical Summit — Veeva Systems (NYSE: VEEV) announced today that Bristol-Myers Squibb, a global biopharmaceutical company, will expand its adoption of **Veeva Commercial Cloud** in key markets outside of the U.S. The company will add **Veeva CRM Events Management** to better manage field events by streamlining approvals and reducing complexity in the process. Bristol-Myers Squibb will also leverage **Veeva CRM Approved Email** to support an integrated, tailored customer engagement experience.

Bristol-Myers Squibb is one of 22 life sciences companies that have adopted Veeva CRM Events Management since its release, quickly establishing it as a leading choice for companies to better orchestrate their customer engagement strategies.

"Customers continue to turn to Veeva for a unified suite of applications and data that deliver an orchestrated customer experience," said Peter Gassner, founder and CEO of Veeva. "We're excited to expand our relationship with Bristol-Myers Squibb and for the opportunity to further support the company's mission to discover, develop, and deliver innovative medicines that help patients prevail over serious diseases."

Veeva Commercial Cloud brings together customer data, compliant content, and multichannel engagement to eliminate commercial complexity and speed time to market. Life sciences companies use Veeva Commercial Cloud

to deliver greater agility, better customer engagement, and improved efficiency throughout their commercial operations.

## Additional Information

For more on Veeva Commercial Cloud, visit: [veeva.com/CommercialCloud](http://veeva.com/CommercialCloud)

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

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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](http://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-K for the period ended January 31, 2017. This is available on the company's website at [veeva.com](http://veeva.com) under the Investors section and on the SEC's website at [sec.gov](http://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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