



NEWS RELEASE

Santhera Selects Veeva CRM and Veeva OpenData as Commercial Software and Data Platform

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Rare disease pharmaceutical company enhances customer interactions across channels and markets for successful launch of its first product

PLEASANTON, Calif.--(BUSINESS WIRE)-- **Veeva Systems** (NYSE:VEEV) announced today that Santhera Pharmaceuticals selected **Veeva CRM** and **Veeva OpenData** as a commercial software and data platform for its first product launch. The rare disease pharmaceutical company is adopting **Veeva Commercial Cloud** solutions to establish a consistent, global approach to commercialization.

Accurate customer data is foundational for commercial excellence, especially with today's growing number of stakeholders. Veeva brings together complete customer data and multichannel engagement to help life sciences organizations enhance their interactions with healthcare professionals worldwide. Field teams have up-to-date customer reference data where they need it most to enable faster and tailored interactions. When users submit data change requests, they are properly verified and updated in hours versus the industry average of 10 or more days.

A recent survey showed that the majority of companies struggle with customer data quality issues. Incorrect physician addresses, not knowing which doctors to contact, or outdated information about specialty and license status create frustration among field teams and impact efficiency. Bad data can also lead to compliance risks. That's why according to our research 78% of companies have initiatives underway to improve data quality within the next two years.¹

"There is a major transition happening across the industry as companies focus on better customer data for improved commercial effectiveness," said Guillaume Roussel, director of strategy for Veeva OpenData. "Veeva

OpenData and Veeva CRM are changing how the life sciences industry sources and manages data to drive greater speed, productivity, and execution globally.”

Veeva recently announced that 100 customers have adopted Veeva OpenData, including Allergan, who like other life sciences companies, has moved to Veeva OpenData for more up-to-date and complete customer reference data. Read the **recent news** to learn how Veeva OpenData is helping the industry overcome longstanding data quality challenges.

About Veeva OpenData

Veeva OpenData provides comprehensive and accurate HCP, HCO, affiliations, email, and compliance data, right where customers need it. Veeva OpenData can help customers achieve greater commercial success and enable everything from multichannel customer engagement to compliant interaction. Today, Veeva OpenData provides access to approximately 20 million HCPs and their HCO affiliations, covering all specialties and classes of trade, spanning 39 countries.

Additional Information

For more on Veeva OpenData: veeva.com/OpenData

For more on Veeva CRM: veeva.com/CRM

Connect with Veeva on LinkedIn: 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 525 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, 2017. 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.

1 <http://go.veeva.com/2016-european-life-sciences-survey-on-customer-data>

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