



NEWS RELEASE

Syner-Med Improves Sales Execution With Veeva OpenData

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Veeva delivers the right data and insights for UK pharmaceutical company to drive tailored interactions with customers

PLEASANTON, Calif.--(BUSINESS WIRE)-- **Veeva Systems** today announced that **Syner-Med (PP) Ltd.**, a fast-growing U.K. pharmaceutical company, is using **Veeva OpenData** and **Veeva CRM** to empower field teams with accurate customer data and drive smarter engagement with customers. Veeva OpenData and Veeva CRM are part of **Veeva Commercial Cloud**, a suite of applications that Syner-Med is adopting to establish a foundation for their commercial operations as the company launches more new products over the next two years.

"Veeva delivers quality customer data, right in CRM, to improve our sales execution and create more valued interactions with our customers," said Dipak Bhatti, managing director of Syner-Med. "We now have the foundation in place for a consistent commercial approach and to support our future growth."

Syner-Med's previous data sources limited their ability to track customer activities and placed a heavy administrative burden on field reps to maintain accurate customer data. Data change requests could often take weeks, so sales and marketing teams worked from outdated information and had a fragmented view of customer engagement across the company.

Veeva brings together complete customer data and multichannel engagement to help Syner-Med achieve greater commercial effectiveness. Veeva OpenData keeps data current using a combination of data science and Veeva data stewards that can make change requests within two hours versus the industry average of 10 days or more. As a result, field teams have an accurate view of their customers in Veeva CRM to deliver smarter, more informed interactions.

“Quality customer data is key to successful commercial execution and increased sales and marketing efficiency,” said Rebecca Silver, global vice president of Veeva OpenData. “With accurate data in Veeva CRM, Syner-Med field and medical teams can drive more value-based conversations with their customers.”

Veeva OpenData delivers access to approximately 16 million healthcare professionals (HCPs) and their healthcare organizations (HCOs) spanning 42 countries. Veeva OpenData can help customers achieve greater commercial success and improve sales execution and customer engagement.

Looking ahead, Syner-Med plans to adopt additional Veeva Commercial Cloud applications, including **Veeva Vault PromoMats** to combine creation, review, and distribution of commercial content with digital asset management; **Veeva Align** to perform fast, accurate territory alignments; **Veeva CRM Approved Email** and **Veeva CRM Engage** to extend reach through digital channels such as email, online meetings, and virtual events; and **Veeva CLM** to tailor calls and make sales materials easy to access and share.

Veeva Commercial Cloud is the life sciences industry’s trusted foundation for intelligent customer engagement. To learn more about how Veeva Commercial Cloud is helping life sciences companies place their customers at the center of their commercial strategies, visit veeva.com/CommercialCloud.

Additional Information

For more on Veeva OpenData, visit: veeva.com/OpenData

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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 600 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 October 31, 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.

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