



NEWS RELEASE

Veeva CRM and Veeva OpenData Help the Life Sciences Industry Meet Compliance Requirements in Ohio

12/7/2017

PLEASANTON, Calif.--(BUSINESS WIRE)-- **Veeva Systems** (NYSE: VEEV) today announced new capabilities in **Veeva CRM** and licensing data in **Veeva OpenData** to help life sciences organizations meet government regulations in Ohio.

Ohio law requires that all healthcare organizations (HCOs) have Terminal Distributor of Dangerous Drugs (TDDD) licenses to distribute the drugs that healthcare professionals (HCPs) are prescribing. Provisions were added to the law this year to oversee the interactions between pharmaceutical companies and HCOs and the distribution of prescribed drugs.

Veeva CRM can now validate that an HCP is at an HCO with an Ohio TDDD license number before a field representative provides a product or sample. Together with Veeva OpenData, licensing data flows seamlessly into Veeva CRM so representatives can ensure pharmacies, hospitals, and medical practices are properly licensed at the point of distribution.

"Veeva is helping the industry adapt faster to new and changing regulations," said Paul Shawah, senior vice president of commercial strategy at Veeva. "Veeva CRM and Veeva OpenData bring together license data with CRM so companies can address Ohio TDDD and deliver products to prescribers without interruption."

HCOs must have a valid license for the specific category of drug they want to sample or prescribe. This creates additional complexity for pharmaceutical companies to ensure prescribers are affiliated with licensed organizations before they engage with an HCP.

Veeva CRM helps sales representatives quickly confirm affiliations between HCPs and HCOs and verify an organization has an Ohio TDDD license. With Veeva OpenData, complete and accurate HCP, HCO, and affiliation data is automatically cross-referenced and validated in Veeva CRM.

Ohio TDDD is the latest example of Veeva CRM continuing to evolve and help the industry keep pace with changing regulations as they take effect. Veeva enables life sciences companies to adapt quickly to compliance requirements faster and easier so they can engage compliantly with HCPs without disruption.

To learn more about how Veeva enables customers to maintain compliance with the Ohio TDDD law, visit: veeva.com/OhioTDDD.

Additional Information

For more information on Veeva CRM, visit: veeva.com/CRM

Connect with Veeva on LinkedIn: linkedin.com/company/veeva-systems

Follow @veevasystems on Twitter: twitter.com/veevasystems

Like Veeva on Facebook: 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 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.

View source version on businesswire.com: <http://www.businesswire.com/news/home/20171207005392/en/>

Source: Veeva Systems Inc.

Veeva Systems

Roger Villareal, 925-264-8885

roger.villareal@veeva.com

or

Veeva Systems

Lisa Barbadora, 610-420-3413

pr@veeva.com