



NEWS RELEASE

# New Real-time Architecture and UI Innovations in Veeva CRM Deliver Information to Any Device for Greater Field Productivity

5/15/2018

Veeva CRM now pervasive across phones, tablets, and laptops to provide the right information when and where field teams need it

PHILADELPHIA--(BUSINESS WIRE)-- **Veeva Systems** (NYSE:VEEV) today announced mobile innovations in **Veeva CRM** that empower field teams with the information they need from any device. Veeva CRM's new real-time architecture combined with the **Sunrise user interface (UI)** provide a consistent and intuitive mobile experience across all Apple and Windows devices, including phones, tablets, and laptops. Now the field can have the right information at the right time for improved execution and productivity.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20180515005533/en/>

New real-time architecture and Sunrise UI in Veeva CRM deliver the right information at the right time to the field across all devices. (Photo: Business Wire)

“Veeva understands how field teams work and continues to deliver innovation in Veeva CRM

that makes it easier for our sales team to access the information they need, when and where they need it,” said Michael Donnelly, executive director, customer insights and analytics at Optinose. “Veeva CRM will enable us to gain real-time insights at the point of execution to drive smarter, informed interactions with our customers.”

Sales reps and medical science liaisons expect to access CRM details in real-time from the device that works best for them. With Veeva CRM, information such as activity, customer, and product data will now sync automatically so

it is always available and accessible from any device — whether planning on a laptop at home, checking a mobile phone on the road, or engaging a healthcare professional (HCP) with a tablet. Also, push notifications provide immediate visibility into the most important information or the next best action to take.

“Veeva continues to deliver industry-first capabilities that help customers improve their execution and productivity,” said Arno Sosna, general manager of Veeva CRM. “Veeva CRM keeps information in sync and provides a seamless mobile experience that helps field teams work at the speed of business and take action from anywhere with the device of their choice.”

Veeva is committed to customer success and continues to build upon its track record of **Veeva CRM innovation** to help commercial teams be more efficient and improve digital engagement with HCPs. More than 280 companies are on Veeva CRM, which has helped launch 83% of new drugs approved by the FDA over the past three years.<sup>1</sup> See our **infographic** to learn how Veeva CRM is enabling real-time reps do more from any device, anywhere.

In other news today, Veeva introduced a next-generation commercial data warehouse with a packaged cloud software solution for life sciences that is analytics and artificial intelligence-ready. Read our **press release** to learn more.

The Veeva CRM Sunrise UI is expected to be available this summer for Apple iOS and early 2019 for Windows OS. Real-time sync for Veeva CRM is expected to be available for Apple iOS in fall 2018.

## Additional Information

For more on Veeva CRM, visit: [veeva.com/CRM](https://veeva.com/CRM)

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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](https://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, 2018. 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.

1 Based on Veeva internal research

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Source: Veeva Systems Inc.

Veeva Systems

Roger Villareal, 925-264-8885

[roger.villareal@veeva.com](mailto:roger.villareal@veeva.com)

or

Veeva Systems

Lisa Barbadora, 610-420-3413

[pr@veeva.com](mailto:pr@veeva.com)