



NEWS RELEASE

Menarini Adopts Veeva CRM to Enhance Field Engagement with Pharmacies and Improve Commercial Execution

11/6/2018

Veeva CRM empowers field teams with the information they need for greater productivity

PLEASANTON, Calif.--(BUSINESS WIRE)-- **Veeva Systems** (NYSE:VEEV) today announced that Menarini, an Italian-based biopharmaceutical company, selected **Veeva CRM** to improve commercial execution throughout its over-the-counter (OTC) business. Veeva CRM will provide Menarini field teams with real-time customer insights to drive more effective and efficient engagement with pharmacies.

“We wanted to standardize on a single CRM solution that could scale and support Menarini’s rapid growth,” said Maurizio Luongo, corporate OTC business director at Menarini. “Moving to Veeva CRM will help us better coordinate field activities as the company expands into new markets.”

Veeva CRM’s order management capabilities enable sales reps to create and price orders directly from the pharmacy. Customer insights are delivered at the point of sale based on interactions, orders, and product visibility to drive effective negotiation. Menarini’s field reps can enter orders in minutes rather than hours, improving efficiency and sales productivity.

“There has been significant momentum in Italy as more life sciences organizations adopt cloud technology to optimize field engagement,” said Jan van den Burg, vice president of commercial strategy at Veeva Europe. “We’re proud to partner with Menarini to help enhance their commercial operations and support the company’s future growth.”

Additional Information

For more information on Veeva CRM, visit: 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 650 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. Veeva is headquartered in the San Francisco Bay Area, with offices throughout North America, 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 July 31, 2018. 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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