



NEWS RELEASE

13 of Top 20 Pharma Companies Adopt Veeva CRM Events Management for Better and More Compliant Events

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Organizations are driving deeper customer insights with end-to-end events management solution seamlessly integrated with CRM

BARCELONA, Spain--(BUSINESS WIRE)-- **Veeva Systems** (NYSE:VEEV) today announced that top life sciences companies are adopting **Veeva CRM Events Management** to manage their customer events. More than 60 companies, including 13 of the top 20 pharmaceutical companies, are using Veeva CRM Events Management in at least one region to run fully integrated events for improved engagement with healthcare professionals (HCPs) and greater visibility across all events.

Nearly 72% of life sciences organizations report that using disparate systems is their biggest challenge in managing events.¹ Veeva CRM Events Management streamlines the management of events in a single system, providing a holistic approach to plan and execute all events and activities.

For example, global biopharmaceutical company, Bristol-Myers Squibb, successfully implemented Veeva CRM Events Management in more than 58 markets to improve the efficiency and compliance of their events worldwide.

“By streamlining events planning globally with Veeva CRM Events Management, we have standardized critical components of our programs, which in turn has significantly reduced the time to execute events,” said Lynn Kubinski, head of HCP interactions, congress, and meetings management at Bristol-Myers Squibb. “Also, our teams have insight into what worked and what could be done better next time. Ultimately, this enhances our engagement with customers.”



Veeva CRM Events Management is seamlessly integrated with multichannel **Veeva CRM** to easily track speakers, spend, and attendees globally. This allows organizations to incorporate events as part of their multichannel strategy and better coordinate HCP engagement.

With a comprehensive network of 15 partners, customers also have access to integrated, specialized products and services such as speaker and venue management, logistics services, and compliance systems to use with Veeva CRM Events Management. Veeva's extensive ecosystem of partners gives customers more choice in how they execute events.

"Events are one of the most effective and efficient ways for commercial and medical affairs teams to engage more healthcare professionals," said David Logue, senior vice president of commercial strategy at Veeva Systems. "Veeva CRM Events Management gives the industry an end-to-end solution fully integrated with Veeva CRM to efficiently and compliantly manage events and improve customer engagement."

Registrations for **Veeva Commercial & Medical Summit Europe** are now open. Join us in Barcelona from 3-5 December 2019, where more than 1,200 life sciences professionals will gather to hear the latest news and market trends in the industry, experience innovative technology, and network and share best practices.

Additional Information

For more on Veeva CRM Events Management, visit: veeva.com/eu/EventsManagement

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About Veeva Systems

Veeva Systems Inc. is the leader in cloud-based software for the global life sciences industry. Committed to innovation, product excellence, and customer success, Veeva serves more than 700 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-K for the period ended January 31, 2019. 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 "Healthcare Professional Meetings and Engagements - 2016 Industry Benchmarking Survey," MeetingsNet, September 2016

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Roger Villareal
Veeva Systems
925-264-8885
roger.villareal@veeva.com

Lisa Barbadora
Veeva Systems
610-420-3413
pr@veeva.com

Source: Veeva Systems Inc.