



NEWS RELEASE

Syneos Health Strengthens Commercial Services with Veeva Commercial Cloud

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Leading biopharmaceutical services company brings together multichannel customer engagement, data, and content to speed commercial launches

Addition of Veeva OpenData gives customers the industry's most comprehensive and accurate HCP reference data

PLEASANTON, Calif.--(BUSINESS WIRE)-- **Veeva Systems** (NYSE: VEEV) today announced that **Syneos Health** (NASDAQ: SYNH), one of the industry's largest providers of outsourced field teams, is offering biopharmaceutical customers **Veeva Commercial Cloud** solutions. By combining its comprehensive commercialization expertise with Veeva Commercial Cloud, Syneos Health helps customers improve performance, reduce risk, and accelerate their commercial launches.

"Veeva Commercial Cloud gives our field reps and data scientists the insights they need to plan and execute more effectively," said Michelle Keefe, president, Syneos Health Commercial. "We are pleased to add these tools to the Syneos Health Dynamic Assembly network, an open ecosystem of the best, most agile data and technologies. These solutions strengthen our offerings, enabling us to further strengthen relationships with HCPs, expand global reach faster, and make better decisions using industry's most comprehensive, accurate data."

Veeva Commercial Cloud provides Syneos Health customers advanced applications for multichannel engagement, data, and analytics to drive better commercial execution and compliance, including:

- **Veeva OpenData** for access to approximately 16 million healthcare professionals (HCPs), healthcare organizations (HCOs), and their affiliations spanning 34 countries. With accurate and faster customer data maintained by Veeva's global team of data stewards, Syneos Health can profile customers faster, target



campaigns more effectively, reduce field rep prep time, and improve engagement, while lowering the risk of non-compliance.

- **Veeva Network** to consolidate HCP data in one location for a complete view of customers. Veeva Network simplifies master data management and provides the deep insights Syneos Health customers need to improve customer engagement and compliance across channels.
- **Multichannel Veeva CRM** to drive intelligent customer engagement across personal and digital channels, including **Veeva CRM Engage Meeting** for easy and compliant online meetings and **Veeva CRM Approved Email** to send tailored and compliant email to HCPs.

“Life sciences companies are rapidly making the shift to digital and evolving their commercial models to deliver the best possible customer experience,” said Paul Shawah, senior vice president of commercial cloud strategy at Veeva. “Veeva Commercial Cloud provides the foundation for Syneos Health to drive the most efficient and effective intelligent customer engagement.”

In other news today, Veeva announced it is extending Veeva CRM Engage Meeting capabilities to Zoom and Microsoft teams to give customers and doctors greater choice and flexibility in how they conduct remote meetings. Read today's **press release** for more information.

To learn more about Veeva Commercial Cloud, visit: veeva.com/CommercialCloud.

Additional Information

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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 875 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 April 30, 2020. 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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Roger Villareal
Veeva Systems
925-264-8885
roger.villareal@veeva.com

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