



NEWS RELEASE

Boehringer Ingelheim Makes Rapid Shift to Digital Engagement with Veeva CRM Engage Meeting

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Global customer-facing teams host more than a million virtual meetings to stay connected with physicians, driving more flexible, high-value interactions

BARCELONA, Spain--(BUSINESS WIRE)-- **Boehringer Ingelheim**, a top 20 global pharmaceutical company, is standardizing on **Veeva CRM Engage Meeting** to drive more valued interactions between its global field organization and healthcare providers (HCPs). The solution from **Veeva Systems** (NYSE: VEEV) helped the company host more than one million remote meetings in just 12 months. By easily facilitating compliant online meetings, **Boehringer Ingelheim** extended the reach and productivity of its field team and gave them greater flexibility to connect with HCPs anytime, anywhere.

"Veeva CRM Engage Meeting gives our medical sales reps and medical science liaisons a better way to connect with doctors and provide them with the information they need on new therapeutic options," said Alex Renner, global head of IT marketing and sales at **Boehringer Ingelheim**. "Digital engagement not only makes our field force more productive, it has been adopted as one of the preferred ways to interact for many doctors."

Digital engagement is now fundamental to keeping customer-facing teams connected with HCPs—all in a compliant way—and to their ability to deliver the best possible patient care. **Boehringer Ingelheim** had the vision to pilot virtual engagements in select markets even before COVID-19, which allowed for a quick acceleration of its global rollout early last year. The company hosts roundtables, seminars, and advisory boards through the platform, allowing physicians to exchange useful information on medical cases and diagnoses.

During the past 12 months, the medical sales rep's average Veeva Engage remote meeting duration doubled to 20 minutes, which helped **Boehringer Ingelheim** deliver more information to HCPs and deepen relationships. The



company's adoption of Veeva CRM Engage Meeting builds upon its success using **Veeva CRM** for multichannel engagement, including **Veeva CRM Approved Email**, **Veeva Events**, and **Veeva Align**. Boehringer Ingelheim also uses **Veeva Vault PromoMats** and **Veeva Vault MedComms** to more quickly create compliant digital content that field teams use during engagements with HCPs.

"Digital engagement is improving the flexibility, productivity, and reach of Boehringer Ingelheim's customer-facing teams," said Andy Fuchs, vice president of commercial strategy at Veeva. "This empowers them to adapt to new market dynamics and connect with the right HCPs at the right time through the right channels."

Additional Information

For more on Veeva CRM Engage Meeting, visit: veeva.com/EngageMeeting

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About Veeva Systems

Veeva is the global leader in cloud software for the life sciences industry. Committed to innovation, product excellence, and customer success, Veeva serves more than 975 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. As a Public Benefit Corporation, Veeva is committed to balancing the interests of all stakeholders, including customers, employees, shareholders, and the industries it serves. For more information, visit veeva.com/eu.

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 (including the on-going impact of COVID-19), particularly within 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, 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](https://www.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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