

# Veeva Launches First iPad CRM/CLM Cloud Application



By Rahul Arora

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Veeva Systems, the leader in cloud-based business solutions for the global life sciences industry, recently launched iRep, the industry's first iPad CRM/CLM cloud application for life sciences sales representatives. Veeva's iRep has made life easier for life sciences sales representatives, who now can access FaceTime (News - Alert), to instantly connect face-to-face with other members of the commercial team during a meeting with a physician.

"It's hard to imagine that pharma technology could get much more exciting than it already is right now, but it has. Apple's (News

- Alert) upgrades to the industry's most popular new device ratchet its significance up and with iRep, the possibilities seem endless for life sciences companies. We're really excited to see our customers leverage cool new features like FaceTime," said Brian Longo, senior director of product development at Veeva, in a statement.

With Veeva's iRep, a sales rep can also access live video chat and plug-and-play projection. Moreover, the app also ensures fast rendering of HTML 5 content thanks to an updated Safari browser. Like Veeva CRM, iRep can be updated in minutes and changes can be made as needed so reps are always up to date and armed with compliant information. A sales rep can also leverage the iPad's presentation of multimedia content while aligning sales and marketing strategies

"It's like bringing an expert along for every sales call...truly amazing," added Longo.

iRep is yet another innovative product from Veeva, which recently expanded its partnership with Salesforce.com (News

- Alert) to accelerate the delivery of the Veeva CRM applications to the global pharmaceutical and biotechnology industry. Veeva uses Salesforce.com's enterprise cloud computing platform, Force.com, to strengthen its position in the Pharma CRM industry. Both partners have teamed on offering integrated multi-channel CRM applications delivered via the cloud to the global pharmaceutical and biotech industries. With the partnership, Veeva is now salesforce.com's premier Independent Software Vendor (ISV) partner for sales force automation in the pharmaceutical and biotechnology segment.

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