



## Astellas Selects Veeva CRM for European-wide Deployments

### Veeva Celebrates 100<sup>th</sup> Customer Globally

**BARCELONA, SPAIN — 7 Sept, 2011** – Veeva Systems announced today that Astellas Pharma Europe Ltd., European subsidiary of Astellas Pharma Inc., has chosen Veeva CRM as its European CRM standard for 2,000 users in more than 20 countries. Looking for a pioneering CRM solution to support its new and developing commercial model in Europe, Astellas conducted an exhaustive review process, evaluating both current and future product offerings from every major CRM vendor in the industry.

“Winning in today’s challenging European pharmaceutical environment requires a fundamentally different commercial approach. To support our new commercial model, we wanted a CRM solution that was truly pan-European, future-proof, and agile enough to grow with our organisational needs. Veeva CRM was the only solution to meet all these business requirements,” commented Wim Kockelkoren, senior vice president EMEA Commercial Effectiveness and CEE Region, Astellas Pharma Europe.

Peter Hurst, vice president ISS, Astellas Pharma Europe added, “We selected Veeva CRM because of its multi-tenant SaaS architecture, lower and transparent costs, and flexibility. We are very excited to bring Veeva on board as one of our significant IT solution partners.”

Veeva Systems has rapidly become a leading provider of Pharma CRM solutions globally and welcomes Astellas as the company’s 100<sup>th</sup> customer. With offices worldwide and more than 200 dedicated employees, Veeva’s growth is evidence of the pharmaceutical industry’s broad adoption of cloud technologies.

“Astellas is already a valued Veeva customer in the United States, and we are delighted to extend this partnership throughout Europe,” said Dan Goldsmith, general manager, Veeva Europe. “Our European organisation and solutions have been designed to serve the needs of our customers at a regional and local level. We believe this approach will help drive tangible commercial success for Astellas in Europe,” Goldsmith concluded.

#### **About Astellas Pharma Europe Ltd.**


Astellas Pharma Europe Ltd., located in the UK, is a European subsidiary of Tokyo-based Astellas Pharma Inc. Astellas is a pharmaceutical company dedicated to improving the health of people around the world through the provision of innovative and reliable pharmaceuticals. The organisation is committed to becoming a global company by combining outstanding R&D and marketing capabilities and continuing to grow in the world pharmaceutical market. Astellas Pharma Europe Ltd. is responsible for 21 affiliate offices located across Europe, the Middle East and Africa, an R&D site, and three manufacturing plants. The company employs approximately 4000 staff across these regions. For more information about Astellas Pharma Europe, please visit [www.astellas.eu](http://www.astellas.eu).

#### **About Veeva CRM**

The Veeva CRM suite of applications, comprised of VBioPharma, iRep, VMobile, and VInsights, is the pharmaceutical and biotechnology industry’s leading cloud-based CRM solution. In addition, iRep has quickly become the industry’s choice for closed loop marketing on the iPad. Only Veeva CRM accommodates the unique needs of multiple commercial teams in a single solution, improving user adoption and sales effectiveness, while reducing cost and complexity. Veeva CRM is now the foundation on which the pharmaceutical industry is innovating its sales and marketing models for the future.

#### **About Veeva Systems**

Veeva Systems is the leader in cloud-based solutions for the global life sciences industry. Committed to innovation, product excellence, and customer success, Veeva has over 100 customers, ranging from the world’s largest pharmaceutical companies to emerging biotechs. Founded in 2007, Veeva is



a privately held company headquartered in the San Francisco Bay Area, with offices in Philadelphia, Barcelona, Paris, Beijing, Shanghai, and Tokyo. For more information, visit [www.veevasystems.com](http://www.veevasystems.com).

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