



For Immediate Release

GSK Selects Veeva as Global Multichannel CRM Partner

PLEASANTON, CA — March 17, 2015 — Veeva Systems Inc. (NYSE: VEEV) today announced GSK – one of the world's leading research-based pharmaceutical and healthcare companies – has selected Veeva for multichannel CRM.

“GSK is committed to providing healthcare professionals relevant product and disease area information, when, where, and how they need it,” said Simon Dingemans, chief financial officer at GSK. “We are pleased to partner with Veeva to help fulfill our multichannel vision.”

Veeva CRM delivers complete customer insight and tailored interactions for best-in-class customer engagement across all touchpoints including, in-person, email, web, and phone.

“Veeva is honored to be GSK’s multichannel CRM partner,” said Peter Gassner, founder and CEO of Veeva Systems. “We are committed to their success and look forward to the opportunity to support GSK’s efforts to deliver timely, accurate information to customers, anytime, anywhere.”

About Veeva Systems

Veeva Systems Inc. is a leader in cloud-based software for the global life sciences industry. Committed to innovation, product excellence, and customer success, Veeva has more than 275 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. Veeva is headquartered in the San Francisco Bay Area, with offices in Europe, Asia, and Latin America. For more information, visit www.veeva.com.

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