



FOR IMMEDIATE RELEASE

## Medac Pharma, Inc. Fast-tracks Successful U.S. Launch of Rasuvo™ with Veeva Commercial Cloud

*In less than four months, Medac Pharma establishes best-in-class commercial operation with complete suite of cloud customer master, content management, and multichannel CRM solutions*

**PLEASANTON, CA – May 21, 2015** – After filing the 505(b)2 application for Rasuvo® (methotrexate injection) with the FDA, Medac Pharma needed to quickly build a commercial foundation for product sales and marketing. Four months later, Medac Pharma was ready for business with [Veeva Commercial Cloud](#) and fully prepared to take its first product to market. Veeva Commercial Cloud brings together customer data, multichannel interactions, and compliant content in a single solution to enable a fully orchestrated customer experience. Medac Pharma joins a growing list of life sciences companies establishing end-to-end commercial operations with Veeva Commercial Cloud.

Starting with a blank slate, Medac Pharma had the rare opportunity to establish the right technology foundation from the start to maximize commercial success. The company sought a complete solution that would meet the needs of sales, marketing, and medical teams and align the entire organization around the customer. “With Veeva Commercial Cloud, we gained the full breadth of commercial capabilities in one complete solution to enable fully coordinated customer engagement across channels. And with Veeva, we were able to meet our aggressive four-month deadline and go live successfully,” said Glenn Tate, Medac Pharma’s Senior Director of IT.

Medac Pharma successfully launched Rasuvo, propelled by Veeva Commercial Cloud, an industry-leading solution designed specifically for the needs of the life sciences industry. “I knew that I wanted a system that was proven, fit, and didn’t require extensive customization. It needed to be streamlined, too, without pieced-together point solutions underpinning Medac Pharma’s commercial operation,” explained Tate. “Veeva Commercial Cloud fulfills all of our needs, including important functions like sample validation. Its flexible, multitenant architecture enables ongoing innovation and grows with us as we expand into potential new areas such as oncology.”

Veeva Commercial Cloud includes Veeva CRM to orchestrate customer engagement across channels, Veeva Vault PromoMats for promotional materials management, Veeva Network customer master data management software, and Veeva OpenData’s customer data. It all works in conjunction to enable timely, compliant, and personalized customer interactions tightly coordinated across channels. Keryx, Sobi, Kythera, and Medac Pharma are among the life sciences companies now launching products with Veeva Commercial Cloud as their commercial foundation.

Medac Pharma President and CEO Terri Shoemaker noted, “Veeva Commercial Cloud provides all of the critical elements of a successful pharma commercial operation, seamlessly connected in one solution. It allows us to make the customer central to everything we do. All customer touch points are channeled through Veeva Commercial Cloud – making it an integral part of our customer engagement strategy.”

### **A Data Boost from Veeva OpenData**

Veeva Systems announced [Veeva OpenData](#) last month, as part of Veeva Commercial Cloud. It includes data and services critical to commercial teams. Central to the offerings is Veeva OpenData Customer Data, which includes records for millions of HCPs, HCOs, and affiliations worldwide. Customer records are continuously updated from authoritative industry sources for the best, most timely information, including digital profile data crucial to today’s multichannel engagement. The highest standards of quality and completeness are ensured through rigorous, automated, and steward-led validation. Veeva also provides a range of data maintenance services including cleansing, enhancement, and validation. Veeva OpenData removes traditional data barriers by making it easy for companies to access and maximize their customer data with Veeva’s large and growing partner ecosystem.

“With Veeva Commercial Cloud, all of our teams see the full history of customer interactions whether through an email, online detail, phone call, or face to face. There’s a continuous feedback loop about where the doctor is in the sales process, which allows for rich insights aggregated across every step of the customer journey and informed future engagement,” said Mike Henrick, associate director, of sales operations for Medac Pharma. “We’ve also gained digital channels to communicate with customers on their terms, allowing us to reach more HCPs efficiently – a critical advantage for a growing organization like ours.”

Uniting industry-leading applications to enable world-class commercial operations, Veeva Commercial Cloud delivers Medac Pharma the competitive advantage of proven cloud technology built to meet the evolving needs of life sciences. “Now more than ever, the life sciences industry requires the cloud’s inherent scalability and flexibility to remain agile and competitive in the face of a rapidly changing environment,” said Paul Shawah, vice president of product marketing for Veeva.

#### **Additional Information:**

- For more on Veeva Commercial Cloud, please visit: [www.veeva.com/commercial-cloud](http://www.veeva.com/commercial-cloud)
- Stay updated on the latest Veeva news on LinkedIn: [www.linkedin.com/company/veeva-systems](http://www.linkedin.com/company/veeva-systems)
- Follow @veevasystems on Twitter: [www.twitter.com/veevasystems](http://www.twitter.com/veevasystems)
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#### **About Medac Pharma: Practicing a Patient-first Philosophy**

Medac Pharma, Inc. is a privately held specialty pharmaceutical company focused on the development, in-licensing and commercialization of late-stage molecules. The company strives to bring new life to products and solve everyday patient challenges in autoimmune disease and cancer.

Medac Pharma is the wholly-owned subsidiary of medac GmbH, a well-known and respected global pharmaceutical company that has been making scientific and therapeutic discoveries for more than 40 years. For more information about medac GmbH, please visit [www.medac.de](http://www.medac.de).

For complete prescribing information, including Boxed Warning, and information on Medac Pharma’s CORE Connections program, please visit [www.Rasuvo.com](http://www.Rasuvo.com). For more information, please visit [www.medacpharma.com](http://www.medacpharma.com).

#### **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](http://www.veeva.com).

#### **Forward-looking Statements**

This release contains forward-looking statements, including statements regarding benefits from the use of Veeva’s solutions, demand for Veeva’s solutions, and general business conditions. 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-K for the period ended January 31, 2015, which is available on the company’s website at [www.veeva.com](http://www.veeva.com) under the Investors section and on the SEC’s website at

[www.sec.gov](http://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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**Contact:**

Lisa Barbadora  
Public Relations  
Veeva Systems Inc.  
610-420-3413  
[pr@veeva.com](mailto:pr@veeva.com)