



FOR IMMEDIATE RELEASE

## Top Industry Analysts Rank Veeva Systems Among Largest, Most Strategic Software Vendors in Life Sciences

*Veeva's industry cloud solutions gain momentum as companies unify business processes for faster time to market and greater compliance*

**PLEASANTON, CA – August 18, 2016** – As life sciences companies continue their transition from legacy on-premises and horizontal cloud software to industry-specific cloud applications, [Veeva Systems](#) (NYSE: VEEV) is strengthening its position as a fast-growing, strategic vendor in the industry across its most critical functions. According to Gartner, Veeva's extensive cloud-based multitenant software solution set across research and development (R&D) and commercial is building the company into a strategic-level vendor for global pharma and biotech clients.<sup>1</sup>

Increased complexity in life sciences – from global stakeholder ecosystems to regulatory requirements – is driving organizations to streamline operations to be more efficient and agile. This is in an effort to accelerate innovation and get products to market faster and more effectively on a global scale. Organizations are implementing new cloud approaches to improve collaboration and provide smarter ways of working.

As a result, the industry is increasingly relying on Veeva's applications to streamline their global business operations, with 35 of the top 50 pharmaceutical companies using Veeva Vault to unify their processes and content on a single platform in the areas of commercial, clinical, regulatory, quality and medical.<sup>2</sup> Customers are turning to Veeva to help them improve overall business agility, compliance, and risk mitigation.

Over the next five years, Gartner expects migration to multichannel marketing to strengthen and grow within pharma and recognized Veeva as one of only two vendors to offer complete CRM products, support, and services across most of the globe.<sup>3</sup> Veeva is in the market share leadership position of the pharma CRM vendor landscape.<sup>4</sup>

According to IDC Health Insights, Veeva's continued momentum in the sales and marketing space has strengthened its leadership in the industry.<sup>5</sup> "Veeva has leveraged its strong position in the life science CRM space to provide an optimized omni-channel solution for its customers, with access to its cloud-based content management, master data management, and system-wide customer data," according to the report.

In R&D, [Vault Clinical](#), [Vault RIM](#), and [Vault Quality](#) are helping companies streamline their end-to-end clinical trial processes, respond faster to business changes and health authority requests, and integrate their quality processes and content. Within commercial operations, [Veeva Commercial Cloud](#) is improving how life sciences companies bring together customer data, compliant content, and multichannel engagement to market and sell more effectively. While [Veeva Medical Solutions](#) help organizations discover, target, and engage the right opinion leaders.

"There is a significant shift occurring in the industry to cloud applications that streamline and unify business processes," said Paul Shawah, vice president of product marketing at Veeva. "Our focus on industry-specific applications is helping our customers transform their R&D, commercial, and medical operations to support faster product launches and quickly adopt new business models. Industry analysts validate that we are gaining momentum as a strategic partner to the industry."

<sup>1</sup> Stephen Davies (Gartner: March 18, 2016), Market Guide for CRM in Pharma and Biotech

<sup>2</sup> As of April 30, 2016.

<sup>3</sup> Stephen Davies (Gartner: March 18, 2016), Market Guide for CRM in Pharma and Biotech

<sup>4</sup> Stephen Davies (Gartner: March 18, 2016), Market Guide for CRM in Pharma and Biotech

<sup>5</sup> Alan S. Louie, Ph.D., Michael Townsend, Eric Newmark (IDC Health Insights: June 2016), Business Strategy: Top Software Vendors in the Life Science Industry, 2015

## **Additional Information**

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## **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 400 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 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, particularly in 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 April 30, 2016. This is available on the company's website at [veeva.com](http://veeva.com) under the Investors section and on the SEC's website at [sec.gov](http://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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