

# Veeva's CRM powers relationships

*Veeva Systems, a leading cloud-based software provider for the life sciences industry, recently previewed the latest version of its Veeva CRM (Customer Relationship Management) system, which will include the revolutionary Veeva CRM Suggestions. Veeva also recently expanded Veeva OpenData customer reference data for Italy through its acquisition of Mercurio's healthcare professional (HCP) and healthcare organisation (HCO) database. Jan van den Burg, Veeva's European VP of Commercial Strategy, explains the significance of these recent developments.*

Veeva Systems was founded in 2007 by a team of seasoned professionals, including Peter Gassner, who has spent his career in the world of enterprise software. He was at the forefront of major technology transitions during his

time at IBM, PeopleSoft, and Salesforce.com. While at Salesforce.com, Gassner saw the opportunity for industry-specific, cloud-based applications: many industries require industry-specific software that is tailored to managing their most strategic business functions and processes. With this insight, Gassner co-founded Veeva Systems.

In 2013, Veeva Systems went public on the NYSE and quickly became the darling of the stock market. Growing from its roots in sales-force

automation, Veeva now offers capabilities across CRM, customer data, and content management. The company is solidly positioned as a market leader; IDC named Veeva Systems a leader in its life sciences vendor ranking. The latest innovation previewed for its CRM offering is Veeva CRM Suggestions, which combines data sciences with a dashboard for field reps to recommend best actions and channels.

"Many people are involved in the commercial process through interactions in multiple channels: face to face, email, and online," said van den Burg. "This can represent a significant challenge in terms of understanding how to best progress customer engagement."

Veeva CRM Suggestions relies on third-party data science or internal capabilities to analyse all available information, such as performance data, affiliations, interactions, and specific objectives, in order to offer an ideal course of action at individual customer level. The recommendations are established through a comprehensive data analysis process, which includes predictive and adaptive analytics. Customer-facing teams can follow up on those actions and perform them directly.

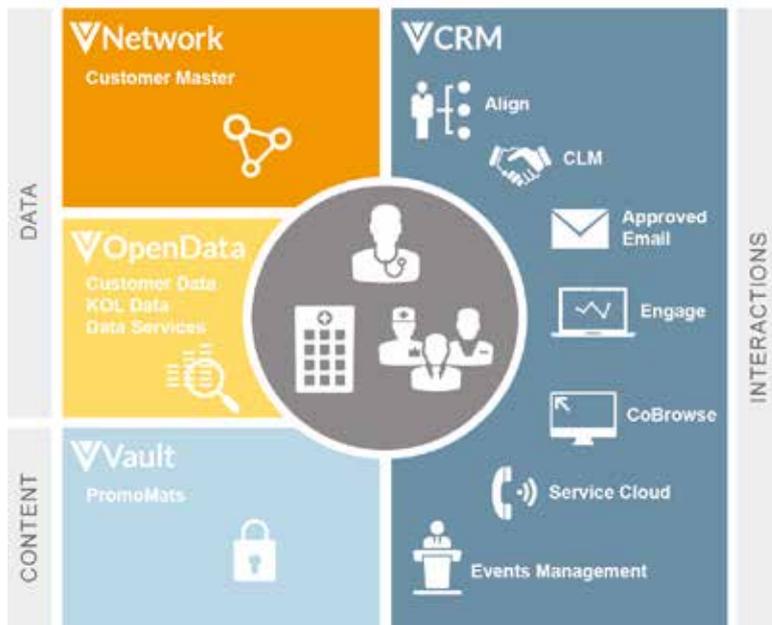
"Once a suggestion is offered, a representative can instantly follow the recommended course of action by, for example, sending an email with a simple click," said van den Burg. "The rep or key account manager can decide to ignore the suggestion and pick a different course of action based on their own experience, and feed it into



## Commercial Cloud Benefits



# Veeva Commercial Cloud



the system.” Of course, reps should evaluate the recommendations offered by Veeva CRM Suggestions and contrast them with their own experiences and knowledge.

Along with Veeva CRM Suggestions, the company announced the Veeva Data Science Partner programme, with ZS Associates and Aktana as its first members. The companies will be the first to incorporate Veeva CRM Suggestions into their CRM systems.

Veeva also recently acquired Mercurio’s healthcare professional (HCP) and healthcare organisation (HCO) database for Italy. Through this acquisition, Veeva OpenData now supports a third major European market and upholds the company’s commitment to delivering a new approach to customer reference data that is open, easy, and global.

Veeva OpenData includes records for millions of HCPs, HCOs, and affiliations. Customer records are continuously updated from authoritative industry sources for the best, most timely information. In keeping with Veeva OpenData’s aim of

providing the highest-quality data, the newly acquired Mercurio database has earned ISO 10002:2013 SGCMF certification for its accordance with European and Italian law in the management, security, and compliance of personal data collected for physicians.

As for the future challenges in the life sciences industry, van den Burg believes that individual interactions between HCPs and representatives will become ever more tailored, building on the new generation of big data technology and digital tools.

“The life sciences industry is getting closer to delivering value through one-to-one marketing with tailored and individualised customer-centric interactions,” van den Burg said. “We’re helping our customers deliver on this promise by bringing together interactions, data, and content in the cloud.”



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