



For Immediate Release

## FarmaForce, a new CSO, Standardises on Veeva OpenData for Customer Data

*Cloud-based solution delivers thousands of HCP and HCO profiles, available directly in CRM*

SYDNEY, AUSTRALIA - 9 June, 2015 – Contract sales organisation (CSO) [FarmaForce](#) has standardised on cloud-based [Veeva OpenData](#) for customer data to deliver the foundation needed for effective, multichannel sales and marketing. Newly launched and now generally available in Australia, OpenData provides thousands of detailed customer profiles that are continuously updated and easily accessible in the cloud—making deep customer insight available on demand.

FarmaForce, a member of [The iQ Group Global](#) Companies, has at its very core one fundamental belief – the relentless pursuit of excellence in everything it does, hence the need to immediately empower its field force with the most comprehensive, up-to-date Australian healthcare professional (HCP) and healthcare organisation (HCO) data.

FarmaForce is in the process of becoming the first listed CSO on the Australian Stock Exchange and, while supporting its rapid growth, the organisation also wanted to avoid the expense and time of complex integrations—requiring a single solution to leverage across its commercial operations. “We were starting from a blank slate to enable fully fledged commercial strategies for our clients, and as an existing Veeva CRM customer, Veeva OpenData was the natural choice for us,” said Daniel Morato, general manager at FarmaForce Limited. “High quality, reliable data is readily accessible to our teams, available where they need it the most—right in Veeva CRM.”

Part of [Veeva Commercial Cloud](#), which includes Veeva Vault PromoMats for content management, Veeva CRM for multichannel customer engagement, Veeva Network customer master software, and Veeva OpenData Customer Data, together enable a more personalised customer experience. All customer interactions and behavioral data across channels are captured in Veeva CRM—providing rich insight for more targeted engagement, based on the most accurate customer data.

Equipped with complete customer profiles from OpenData—which include detailed information including full names, specialties, and addresses—FarmaForce is able to accurately target and engage customers across channels while strengthening compliance. Data is aggregated from leading industry sources and kept current by expert data stewards, who verify all information and respond to requests for updates from the field.

“We’re proud to bring Veeva OpenData to Australia,” said Alex Paris, general manager for Asia Pacific. “As we continue the rapid expansion of our data business worldwide—building on our momentum in the US, China, and Europe—our goal is to empower organisations around the globe with robust customer information to enable better commercial strategies.”

OpenData delivers accurate healthcare professional (HCP) and healthcare organisation (HCO) affiliations and compliance data that is easily accessible when, where, and how you need it—across teams and geographies. Reliable, complete customer data is critical

to your commercial success—enabling everything from customer engagement to compliance.

#### **About FarmaForce**

FarmaForce is a contract sales organisation catering to the Pharmaceutical Industry. As a member of The iQ Group Global Companies, FarmaForce provides its clients with a broad, unique and innovative range of sales force solutions ranging from the provision of shared or syndicated sales teams right through to the implementation of a complete dedicated national sales force. For more information, visit [farmaforce.com.au](http://farmaforce.com.au) and to learn more about The iQ Group Global, visit [theiqgroupglobal.com](http://theiqgroupglobal.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-Q for the period ended April 30, 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.

###

#### **Contact:**

Jacqueline Davis  
Veeva Australia Pty Ltd  
+61 411 284 900  
[jacqueline.davis@veeva.com](mailto:jacqueline.davis@veeva.com)