



“ We formed a true partnership with Veeva to deliver a solution that meets our requirements. Our commercial organization is engaged and excited at the prospect of leveraging the technology to address their evolving needs. ”

– Mark Herson,
CIO and VP of
Operations

Veeva Success Story: Millennium Pharmaceuticals, Inc.

CUSTOMER OVERVIEW

Millennium Pharmaceuticals, The Takeda Oncology Company, a leading biopharmaceutical company based in Cambridge, Mass., markets VELCADE®, a novel cancer product, and has a robust clinical development pipeline of product candidates. Millennium research, development, and commercialization activities are focused in two therapeutic areas: oncology and inflammation.

CHALLENGE

Change...plain and simple...presented the greatest challenge to Millennium. Many functional or back-office changes to Millennium’s previous customer relationship management (CRM) system stressed the system and the organization. At the very least, it would take days or weeks to make even a simple change. It was excruciating and expensive. The client/server system that Millennium’s users had relied on for years was simply no longer flexible enough to handle the company’s growing needs, especially when competing in today’s turbulent pharmaceutical marketplace.

In addition to wanting more flexibility, Millennium needed a faster system. Sales representatives were frustrated by the time wasted waiting for their PCs to sync up with remote databases. Connections were often interrupted and data was often missing. “The system was no longer reliable and it took too much time to do basic functions,” said Peter Rolfe, senior director of commercial & business systems at Millennium. Millennium had also been overly burdened by complicated back-office system administration. The company’s technology managers were continually being pulled away from strategic initiatives to fix system errors. “The old system required too much overhead,” added Rolfe.

Overall, Millennium wanted a new system that was agile enough to handle the new speed of business in biotech, plus the following key features:

- > Intuitive, easy-to-use user interface
- > Single, integrated system for managed markets, medical science liaisons, and sales reps
- > System integration with company’s intranet for shared best practices
- > Additional industry-specific functionality

Solution Approach

Millennium conducted an exhaustive search, requesting proposals from all major pharma CRM vendors and after narrowing down to a short list of contenders and scrutinizing over their product demos, a steering committee selected Veeva System's VBioPharma™ CRM application.

"We chose VBioPharma for multiple reasons," said Rolfe. "First, the users liked the clean, simple, easy-to-use interface. We were also impressed with the product's pharma-specific functionality and its robust search capabilities. Lastly, from a systems support perspective, we liked the product's SaaS platform, which eliminates our need to worry about upgrades and allows for fast and easy configuration changes."

Veeva worked closely with Millennium throughout implementation, adding or removing functions to meet the customer's needs. "Their team was very collaborative and designed new functionality for us that will benefit other customers." Both teams were guided by a single mandate: keep it simple. Millennium insisted that the product stay clean and remain as easy to use as possible.

Veeva launched VBioPharma in 2007. The product is the industry's first CRM application built using the Software-as-a-Service (SaaS) model. SaaS is a software application delivery model where the vendor develops, hosts, and maintains the system for use by its customers over the Internet. VBioPharma includes detailed contact, account, and activity management modules as well as business planning functionality.

Benefits

VBioPharma was also integrated seamlessly with Millennium's corporate intranet application – SharePoint. "Our CRM system is now serving as a portal, providing access to other documents stored in our SharePoint environment," said Rolfe.

Since implementing VBioPharma, Millennium has experienced the following benefits:

Increased Usability – users have responded positively to the simple interface. They can now record a call in just 3 clicks or less, conduct searches in seconds, and enjoy lightning-fast access to their data.

Improved Flexibility – due to VBioPharma's robust technology, Millennium can make changes when it wants, how it wants, and

without worrying about affecting other parts of the system.

Greater Productivity – delivered as a service over the Internet, VBioPharma frees IT staff from having to maintain servers and other hardware. "We've saved the equivalent of at least one FTE per group as a result of the new system," said Rolfe.

As one of the first pharmaceutical companies to implement a SaaS CRM application, Millennium has no regrets. "Veeva System's vision for SaaS is dead-on. The interface is clean, the configuration flexibility is great, and the platform is robust" concluded Rolfe.

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*- Peter Rolfe,
Millennium
Pharmaceuticals*

THE PRODUCT

VBioPharma is the easiest-to-use, most flexible and most cost effective Pharma CRM product available and the only pre-validated product in the industry. VBioPharma combines leading functionality for primary care, specialty care, managed markets, and KOL management in a single application, empowering all of Pharma's customer-facing teams to integrate their strategies for optimum success.

THE TECHNOLOGY

Traditional enterprise software is dead. All new solutions are now based on the Software-as-a-Service (SaaS) model, delivered over the Internet as a reliable service. When multi-tenant SaaS is done right, it delivers superior performance, scalability, reliability, and flexibility at a reasonable cost.

THE COMPANY

Veeva Systems is the leader in SaaS-based solutions for the global life sciences industry. Veeva has dozens of customers ranging from the world's largest pharmaceutical companies with thousands of users, to emerging biotech commercializing their first products. Veeva customers achieve the fastest time to value through the deployment of fully functional applications that are flexible, simple to deploy, inexpensive to operate, and provide a superior user experience.