

## Buy It or Build It Can a custom-built solution fit your needs?

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Organizations have been dealing with the buy vs. build debate for as long as commercial off-the-shelf applications have been available. The struggle to deploy an application that is adaptable to changing markets, performs at high levels for users and is cost effective has led to the development and proliferation of newer technologies such as multi-tenant SaaS applications.

These applications enable their users to run programs on the most advanced hardware, while keeping costs in check. Multi-tenant SaaS applications allow individual customers to change their specific instance of their software without changing the underlying structure. The ability to highly customize the product to fit individual customer needs, while keeping the base code intact is the key to allowing the organization to adapt to changes and eliminate the huge expense of upgrading when new versions are released.

Veeva's CRM application is a pure multi-tenant SaaS, configurable product – not a one-off solution that is customized once, deployed, and then ignored by its vendor until a change request is made which requires time, money and customer resources. All Veeva CRM customers operate on the latest version of the product and leverage existing product functionality as it applies to company specific products and processes.

Veeva engineers are focused on advancing and strengthening our solution to meet changing market dynamics and evolving customer needs. They don't need to divide to work on patches and fixes for various custom builds and to support previous versions. Our customers receive the highest quality, most reliable solution as all of our users are operating on the same release at the same time.

Our engineers constantly monitor how our applications are being used and listen to our customers' needs to determine features that help them reach their goals. When new functionality is made available every 90 days as part of our subscription service, it is made available to ALL customers, not just the ones that have specifically requested that a feature be built. These automatic, behind the scenes upgrades and enhancements are part of our distinctive process and result in the addition and availability of numerous features before customers even ask for them.

Some organizations are turning back the hands of time by building one-off customizations of multi-tenant SaaS solutions that take away many of the benefits offered by true multi-tenant SaaS applications. Issues must be found and fixed one by one as they are discovered by each customer. This arduous process essentially robs each customer of the powerful flexi-



bility widely heralded of the multi-tenant SaaS delivery platform and multi-tenant application. It reduces quality of the application, increases the time it takes to make even simple changes, and can even add to system downtime. It's like buying a multi-tenant SaaS system but only getting the benefits of a hosted architecture.

Another advantage of using Veeva CRM is that our sample drop, sample ship and medical information request functionality with e-signature capture comes pre-validated for PDMA and 21 CFR Part 11 compliance. With the completion and full documentation of all IQ and OQ tests, our customers save 80% of their system validation costs while helping to shorten the timeline for launching a fully validated system. In addition, all future versions of Veeva CRM will be validated, ensuring ongoing compliance for all Veeva customers.

Custom-built applications have the lure of delivering exactly what the customer wants, but they come with limited post-deployment flexibility and virtually no path forward for future development. As a true product, Veeva CRM offers the best of both worlds by allowing users to configure a powerful application that also comes with automatic, behind the scenes upgrades and enormous cost savings due to the economies of scale gained by deploying a true, high quality, proven product solution.

**If you're not sure the solution you are evaluating is truly a product, ask the service provider....**

- How often are your products enhanced?
- How many versions of your product are deployed and at how many customer sites?
- When new functionality becomes available, is it available for all customers?
- When a bug is discovered at one customer site, how is it handled and fixed at other customer sites?
- What percentage of your company's revenues are attributed to software versus services?
- How is your product engineering team allocated, i.e., percentage supporting older versions vs. focused on product enhancements?

Answers to these questions will be truly telling and eliminate buyer confusion about whether or not you are working with a vendor to essentially build a custom product or buying a true product that is configurable but flexible for changing needs. Technology has come a long way in the last decade, making it possible to get all the customization you need without the inflexible architecture. Buyers no longer have to choose between a low-cost off-the-shelf product that has limited customization capability and an ultra-expensive application built from the ground up. Multi-tenant SaaS applications like Veeva CRM are designed to deliver both flexibility and customization – all with a reasonable price tag.

### Technically Speaking...

SaaS' multi-tenant architecture provides a boundary between the platform and the applications that run on it, making it possible to create applications with logic that's independent of the data it controls. So, instead of hard-coding data tables and page layouts, users define attributes and behaviors as metadata that functions as the application's logical blueprint. Individual deployments of those applications occupy virtual partitions rather than separate physical stacks of hardware and software. These partitions store the metadata that defines each life sciences company's business rules, fields used, custom objects, and interfaces to other systems. In addition to an application's metadata, these virtual partitions also store custom code, ensuring that any potential problems with that code will not affect other customers, and preventing bad code associated with one object from affecting any other aspects of an individual customer's application. This approach also makes it possible for administrators to customize the application as often as needed using simple point-and-click tools.