



For Immediate Release

Accera Pharmaceuticals Selects Veeva CRM

Accera Cites the Need for an Industry-Specific Tool to Keep Pace with Rapid Growth

PLEASANTON, CA.— December 2, 2009 — Less than 9 months after implementing a new CRM application, Accera Pharmaceuticals began searching for a replacement. The commercial-stage biotechnology company, which launched Axona™ (a prescription-only medical food for the clinical dietary management of the metabolic processes associated with mild-to-moderate Alzheimer's disease) around the same time as it implemented its current system, had quickly outgrown the generic CRM tool. Accera required a flexible, industry-specific solution that could handle its unique needs and rapid growth pace. It turned to Veeva CRM™ from Veeva Systems – the leader in SaaS solutions for the global life sciences industry.

Accera executives wanted their new system to be built on the multi-tenant SaaS model. “As a venture-backed company, we are cost-conscious so we wanted a SaaS solution that didn’t require the purchase of expensive system infrastructure or countless hours spent on managing it,” said Ian Elverson, manager of information technology at Accera. “SaaS-based and pharma-specific, Veeva CRM had everything we were looking for.”

Accera selected Veeva’s VBioPharma Primary Care Edition CRM, VMobile, and VInsights Analytics – all part of the Veeva CRM suite of multi-tenant SaaS applications. The company’s entire team of field sales representatives and sales operations team will go live with Veeva CRM by January 2010.

Ed Bach, Accera’s Director of Sales Operations, said “our previous product had serious scalability issues. We can’t be trapped by a solution that hampers our ability to grow in size or scope. Veeva’s SaaS solution makes it easy to scale up and change without disrupting existing functionality.”

The company expects the new system to dramatically improve its field team’s efficiency as well as increase the scope of data that sales operations can collect. “Our vice president of commercial development immediately began dreaming up new reports when he saw all of the information we can mine from this system,” continued Elverson.

“We started out with a vanilla CRM system that we needed to modify heavily to meet our specific needs. We were reinventing the wheel and we were not thrilled with the result, especially knowing that there was already a technology provider out there that knew this space,” added Bach. “Compared to alternatives, Veeva CRM has more robust reporting capabilities, a more intuitive interface, and many more pharma-specific capabilities. It’s the CRM solution for the life sciences industry.”

About Veeva Systems

Veeva Systems is the leader in multi-tenant 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 biotechs 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. Veeva is a privately-held company headquartered in Pleasanton, CA. For more information, visit www.veevasystems.com.



About Accera

Accera, Inc. is a privately held commercial-stage biotechnology company that developed and now markets Axona in the US. Axona is a prescription-only medical food intended for the clinical dietary management of the metabolic processes associated with mild-to-moderate Alzheimer's disease. Accera is engaged in the research, development and commercialization of other clinical applications for Axona in acute and chronic neurodegenerative diseases. For more information about Accera, please visit www.accerapharma.com .

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