



Veeva Systems to Support OSI Pharmaceuticals with its Multi-tenant SaaS CRM Application

PLEASANTON, CA – March 10, 2010 – Veeva Systems announced today that it will support OSI Pharmaceuticals, Inc. with its SaaS Customer Relationship Management (CRM) application, which OSI deployed to its sales team in February after a rapid implementation. OSI selected Veeva CRM® for its ease of use, relevant functionality, and speed.

After reviewing systems from many pharmaceutical CRM vendors, OSI selected VBioPharma Specialty Care Edition, VMobile iPhone Edition, and VInsights – all part of Veeva System’s award-winning Veeva CRM suite. Veeva CRM offered OSI a system that improves mobility, provides richer analytics, and increases flexibility to handle changes quickly.

It was also important to OSI for their new system to require very little ongoing maintenance effort or cost. Because of its multi-tenant SaaS architecture, Veeva CRM requires no hardware or software to purchase, scale, or maintain. In addition, all Veeva customers benefit from free, automatic upgrades every 90 days so users will always be working on the latest version of the software with the very latest compliance changes and system enhancements.

“The Veeva team is thrilled to be supporting OSI’s sales efforts,” said Matt Wallach, executive vice president & general manager at Veeva Systems. “The pharmaceutical industry’s moves towards more flexible SaaS applications continue to drive Veeva’s dramatic growth within both large and small companies.”

About Veeva CRM

The Veeva CRM suite of applications, comprised of VBioPharma™, VMobile™, and VInsights™, is the life sciences industry’s top SaaS-based CRM solution. As the foundation, VBioPharma offers multiple editions in one CRM product to accommodate the unique needs of various life sciences commercial teams. It is also the only pharma CRM application to come pre-validated for PDMA and CFR Part 11 compliance. The complete Veeva CRM suite gives customers the mobility and reporting solutions needed to drive user adoption and sales effectiveness.

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.

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