Veeva

Introduction to Veeva

Veeva Professional Services

Module Objectives

- **Provide a Veeva company overview**

- **Introduce the Veeva product suite**

- **List SFDC Resources and Veeva Product Guides**

- **Review Veeva Administrator Certification**

Veeva Overview

Company Statistics

- Founded in 2007
- ~1600 + employees as of March, 2016
- Global company headquartered in Pleasanton and with offices in San Francisco, Radnor, Princeton, Barcelona, Paris, Sydney, Budapest, Shanghai, Tokyo, and Sao Paulo

What We Do

- Build innovative, cloud-based applications for the life sciences industry
- Market, sell and implement our products
- Focus on customer success, employee success and speed

Veeva Product Suite

Veeva Products

Veeva CRM

- Veeva CRM is a leading cloud-based CRM solution built on the Force.com platform
- Approved Email allows users to send only pre-approved communication to HCPs
- Closed-Loop Marketing allows users to present rich media content to HCPs
- CoBrowse supports remote presentations
- CRM Admin Training is 5 days.
- Multichannel CRM training is 4 days

Veeva Network

- Veeva Network is a Customer Master application which can be integrated with other applications and be the hub of data for an enterprise
- Veeva OpenData has millions of health care professionals (HCP) and health care organizations (HCO) and their affiliations globally
- Seamlessly integrated with Veeva CRM
- Network admin training is 4 days

Veeva Vault

- Built on Veeva's own Vault Platform and is seamlessly integrated with Veeva CRM
- Veeva Vault is suite of content management applications developed specifically for the life sciences industry
- Vault admin training is 3 days

Veeva Products

Veeva Align	Veeva Medical CRM	Veeva Network Product Master	Veeva Events
• Provides a single global platform for central management and local control • Seamless operation with Veeva CRM • Allows for detailed and automated alignment rules	• Veeva Medical CRM is designed specifically for medical teams • Includes capabilities for planning and coordination across all communication channels	• Veeva Network Product Master is a master data management application for business users • Allows for clear view of products and hierarchies, for product launch, competitive assessment, and and global brand alignment	• Single solution to plan and execute all events across the enterprise • Gives you control and total visibility to all speakers, attendees, activities, and spend • Events training is 1.5 days

Veeva Mobility Solutions

CRM on iPad

- Offline with Go Online
- Full Functionality including built in CLM
- Ideal for Sales Reps, MSL and MM

CRM on Windows

- Offline with Go Online
- Full Functionality CLM
- Ideal for Sales Reps, MSL and MM

CRM on BlackBerry

- Offline with Go Online
- Targeted Functionality
- Ideal for MSL, MM and non-sampling Reps

CRM on Tablet PC Laptop

- Offline with Go Online
- Full Functionality CLM with Partner
- Ideal for Sales Reps, MSL and MM

Veeva CRM Language Packages

- **The following language packs are available for out-of-the-box translation of the applications:**

  - ► Chinese (Simplified)
  - ► Chinese (Traditional)
  - ► Czech
  - ► Danish
  - ► Dutch
  - ► English
  - ► Finnish
  - ► French
  - ► German
  - ► Greek
  - ► Hungarian
  - ► Indonesian
  - ► Ukrainian

  - ► Italian
  - ► Japanese
  - ► Korean
  - ► Portuguese (Brazil)
  - ► Polish
  - ► Romanian
  - ► Russian
  - ► Slovak
  - ► Spanish
  - ► Spanish (Mexico)
  - ► Swedish
  - ► Thai
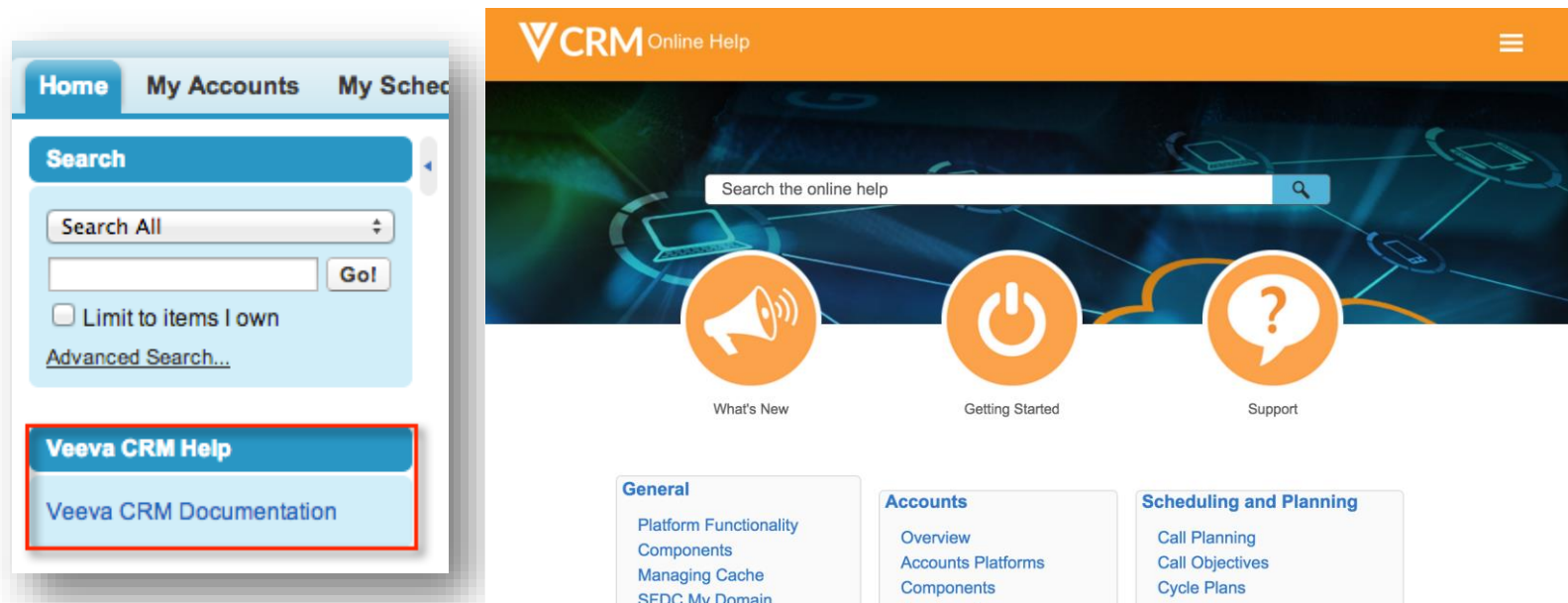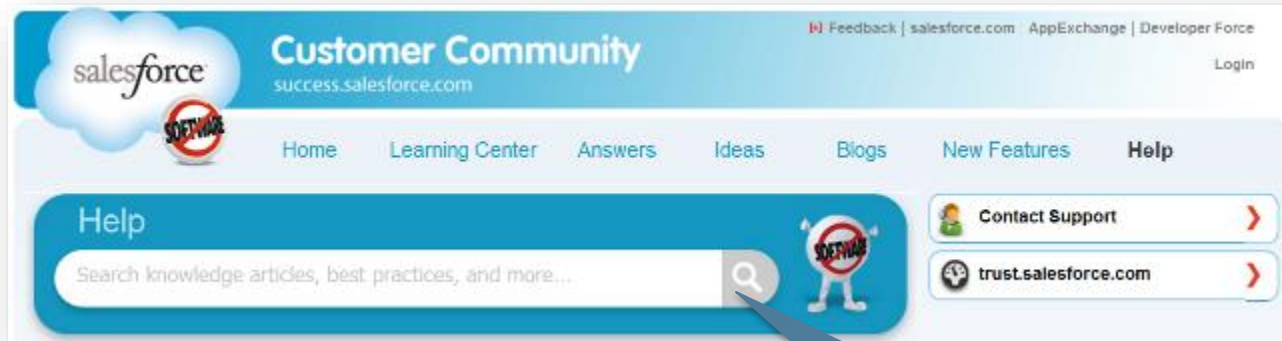 - ► Turkish
  - ► Vietnamese

Resources

Veeva CRM Documentation

- **Veeva CRM online help can be made available from a link in the Homepage sidebar**

Salesforce.com Resources

- **Salesforce.com [Help and Training](#)**

Access most of the Help site without logging in

- **Pre-recorded training sessions**

- **Documentation**

- **Developerforce.com**

- **Trust.salesforce.com**

- **Salesforce.com Blog**

- **Additional training can be taken directly from Salesforce**

Veeva Support Site

- **Customers can log support cases**

    - Contact a Veeva representative to request support access when needed

- **Partners should only request support access if they are actively engaged with a customer and need to log cases on the customer's behalf**

- **Veeva support site URL:**

    - http://www.veeva.com/support

Veeva New Releases

- **3 New Releases Per Year**

  - Every 4 months: April, August, and December

  - New features and enhancements

- **New release notes available 30 days prior**

- **3 weeks prior to release date, full sandboxes are upgraded**

  - Gives you a chance to enable and test new features before enabling them in production

- **Most new features are deployed disabled**

  - Follow instructions in the new release notes to enable the desired new features

- **Customers are not required to use new features**

Veeva New Releases – Continued

- **Regression Testing**

    - Veeva does functional verification and regression testing for new releases

    - Customers are responsible for configuring new features and then testing against those configurations prior to providing new features to end users

    - Enable/configure new features in Sandbox before migrating to Production

Veeva New Releases – Continued

- **Patch Releases**

    - Delivered on an as-needed basis

    - Customers are notified for each patch after subscribing for patch notifications in CRM Community

    - Patches only contain important defect fixes (i.e., where viable defect workaround is not available) and not new features

    - Delivered during off business hours of end users' local time

Standard Practice: Patches are delivered on Thursday evenings local time for Americas and Europe and Friday evenings for Asia/Pacific

Veeva Administrator Certification

- **Want to become a Certified Veeva Administrator?**

- **At the end of the training, you will receive instructions and a login for the certification exam**

Two Parts:

- Multiple Choice Test: 75% to pass
- Case Study: Configurations must match 100% of requirements
- Two attempts to pass both portions of the certification examination

Timeframe:

- Due 10 business days from the day you receive instructions
- Several hours to complete hands-on exercises
- Case study can be worked on throughout the week
- Multiple choice test is open book and not timed

Module Summary

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Appendix

Some of Veeva's Customers

Select Veeva Customers

Select Veeva SMB Customers