



For Immediate Release

## Takeda Pharmaceuticals U.S.A., Inc. Selects Veeva's Cloud-Based Customer Relationship Management and iRep Solutions

PLEASANTON, CA — February 7, 2013 – Takeda Pharmaceuticals U.S.A., Inc. will replace its current customer relationship management (CRM) system with cloud-based Veeva CRM and iRep for the Apple iPad. The company will roll out the new system to all 1,800 field sales representatives and more than 200 managers in 2013.

Veeva's solutions include a single, multichannel CRM solution with modern features like closed loop marketing that will align Takeda's primary care sales force under one system.

"Our sales representatives need a tightly integrated system that supports team collaboration and enables better communication," said Glenn Weiglein, vice president of field sales, TPUSA. "With Veeva and iRep, our reps can deliver greater value to physicians and their patients."

Veeva CRM accommodates the unique needs of multiple commercial teams in a single solution, improving user adoption and sales effectiveness, while reducing cost and complexity. Veeva iRep has quickly become the industry's choice for CRM and closed loop marketing together on the iPad. The products are built on an inherently flexible, multitenant cloud-based platform, meaning there's no software to install, hardware to maintain or costly updates to deploy. All users automatically run on the most recent version, allowing them to enjoy the latest system features.

"The pharmaceutical industry continues to wrestle through major transformation and we see modern technology adoption as a critical enabler for future success," said Frank Defesche, general manager, North America, at Veeva Systems. "We are pleased to be partnering with a global market leader like Takeda in their efforts to streamline operations and improve relationships with their customers."

### About Veeva Systems

Veeva Systems is a leader in cloud-based software for the global life sciences industry. Committed to innovation, product excellence and customer success, Veeva has over 150 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. Founded in 2007, Veeva is a privately held company headquartered in the San Francisco Bay Area, with offices in Philadelphia, Barcelona, Budapest, London, Paris, Beijing, Shanghai and Tokyo. For more information, visit [www.veevasystems.com](http://www.veevasystems.com).

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