



AKTANA INCREASES DEPLOYMENT SPEED AND DEPTH OF INSIGHT WITH VCONNECTOR 2.0 FOR VEEVA CRM SUGGESTIONS

- *Aktana's Decision Support Platform Now Even More Powerful through Pre-Integration with Veeva CRM Suggestions*
- *Existing Customers Benefit from Simpler Workflows Linking Insight to Action*
- *New Customers Go Live Even Faster*

SAN FRANCISCO and **PHILADELPHIA** – June 10, 2015 – Aktana, a pioneer in decision support for global life science sales teams, today introduced its VConnector 2.0 for delivering Aktana's suggestions and insights to field sales reps using Veeva System's newly announced 'Veeva CRM Suggestions.' With VConnector 2.0, Aktana customers can more easily put data-driven insights at the fingertips of sales professionals using Veeva CRM. The announcement was made at the annual Veeva Commercial Summit held this week in Philadelphia.

Aktana's Decision Support Engine (DSE) drives improved performance of global life science sales forces. With pharma brand strategy as a starting point, Aktana's DSE examines market data and cross-channel activity to identify best actions and supporting insights. The DSE then delivers these suggestions and insights directly to sales reps within their existing workflows. Aktana can also trigger related marketing activities, more tightly coupling rep and non-personal channel activity.

With Veeva CRM Suggestions, Veeva has introduced a powerful, more flexible dashboard for sales representatives to easily take action or provide feedback on the rich suggestions delivered by the Aktana DSE.

"Veeva's deepening commitment to supporting field sales reps with the right suggestions at the right time validates what we've believed since our founding," said Aktana CEO, David Ehrlich. "The role of the rep is critical in life science marketing success, and by equipping them with the information they need, when they need it, we free them to focus on what they do best."

With VConnector 2.0 and Veeva CRM Suggestions, joint customers can go live faster and take greater advantage of the full range of decision support capabilities offered by Aktana. The two companies will work closely together for a projected fall launch.

"Decision support tools such as those offered by Aktana provide measurable value in an increasingly complex healthcare marketplace," said Paul Shawah, Vice President of Product Marketing, Veeva Systems. "By working together to pre-integrate Aktana's DSE with Veeva CRM Suggestions, we are taking the next step in helping sales reps keep pace with the daily challenges they face."

About Aktana

Aktana is a pioneer in decision support for global life science sales teams. The company's data-fueled suggestions and insights are delivered within a sales professional's existing CRM workflow, serving as a critical ally in leveraging data and making better decisions. Aktana serves the entire organization by helping to coordinate multichannel marketing initiatives and facilitating learning via reporting on which program elements are most successful for which customers. Aktana is headquartered in San Francisco, with offices in New York, Tokyo and San Diego. For more information about Aktana's Decision Support Engine, visit www.aktana.com/product.

Forward-looking statements

This release contains forward-looking statements, including the market demand for and acceptance of Veeva's products and services, the results from use of Veeva's products and services, the results from Veeva's integration with Aktana, and general business conditions, particularly in the life sciences industry. Any forward-looking statements contained in this press release are based upon Veeva's historical performance and its current plans, estimates, and expectations, and are not a representation that such plans, estimates, or expectations will be achieved. These forward-looking statements represent Veeva's expectations as of the date of this press announcement. Subsequent events may cause these expectations to change, and Veeva disclaims any obligation to update the forward-looking statements in the future. These forward-looking statements are subject to known and unknown risks and uncertainties that may cause actual results to differ materially. Additional risks and uncertainties that could affect Veeva's financial results are included under the captions, "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in the company's filing on Form 10-Q for the period ended April 30, 2015. This is available on the company's website at www.veeva.com under the Investors section and on the SEC's website at www.sec.gov. Further information on potential risks that could affect actual results will be included in other filings Veeva makes with the SEC from time to time.

Media Contact:

Amy Speak
(617) 420-2461
amy@michaellampeconsulting.com