

Veeva Services 2025 Market Insights™ Excerpt

Enabling life sciences companies
to accelerate digital transformation
through the Veeva platform

April 2025

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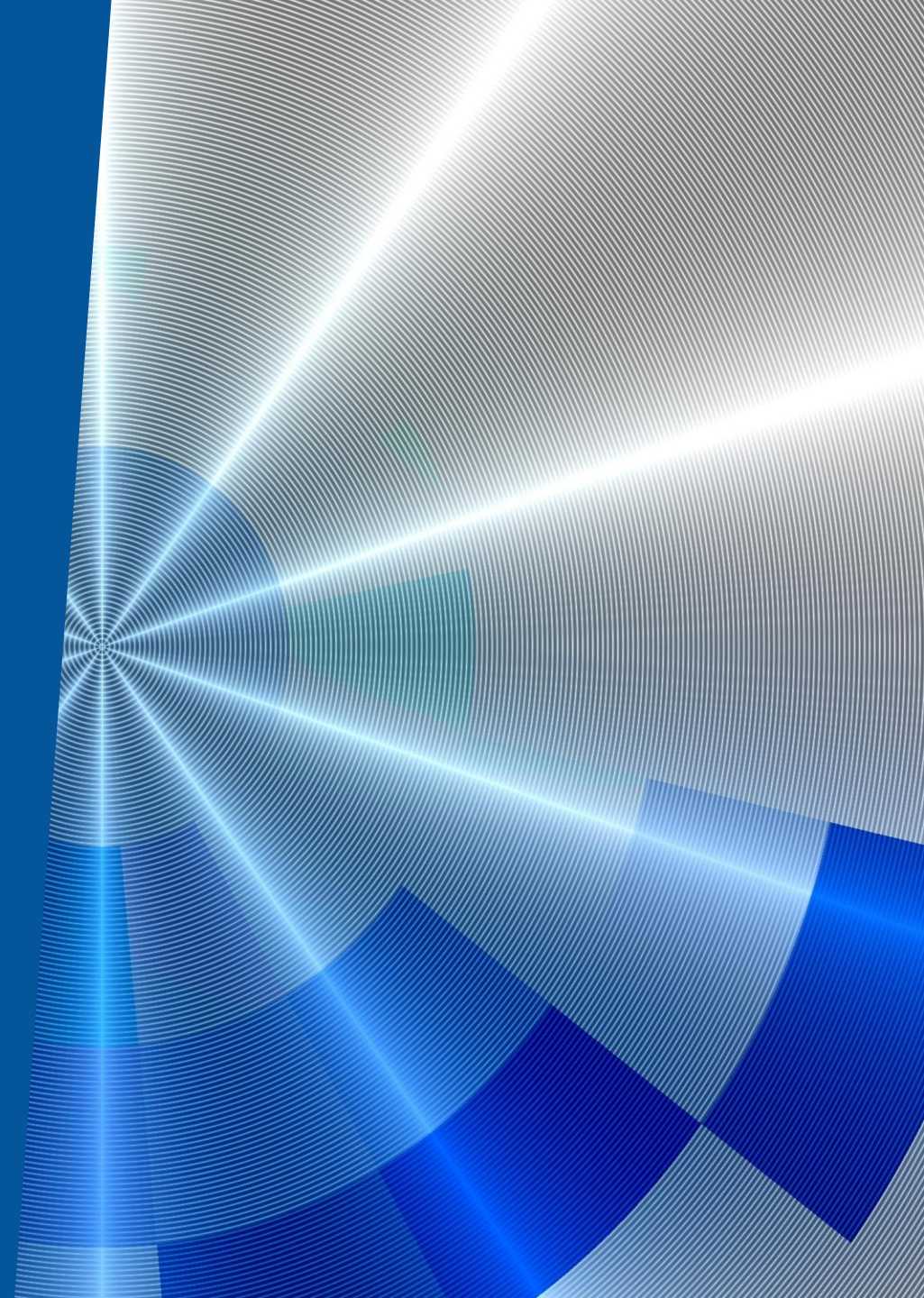
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- Need to streamline quality processes, enhance product safety, and support real-time, risk-based decision-making across global operations
- Stringent global regulations require life sciences companies to manage data, documents, and processes in a compliant, auditable, and consistent manner

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Executive summary: Key life sciences trends shaping the Veeva market

Key drivers



Bringing innovative therapies to market quickly requires unified, agile development platforms that enhance collaboration across R&D processes



Aligning commercial strategies to boost engagement with customers and expand market access



Need to streamline quality processes, enhance product safety, and support real-time, risk-based decision-making across global operations

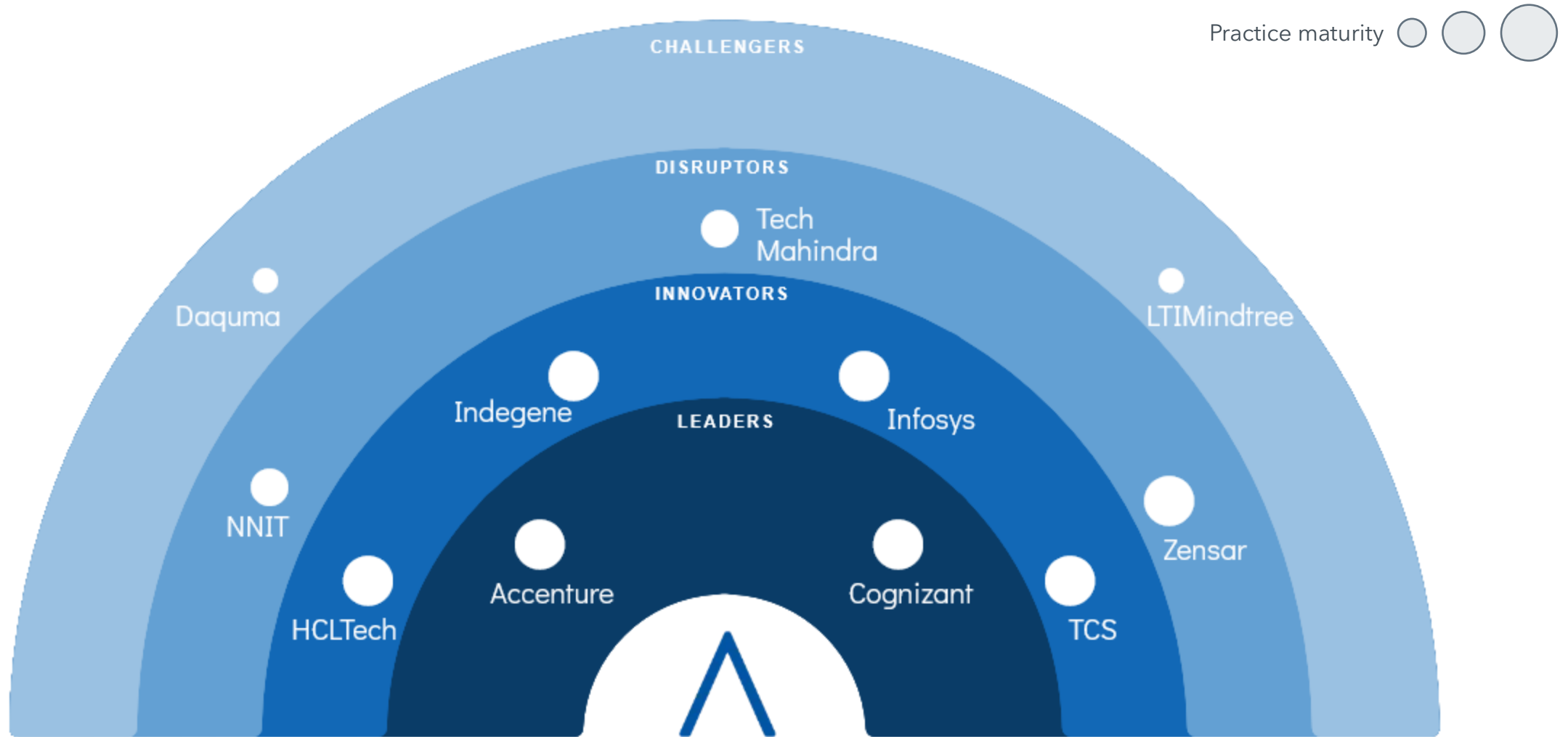


Stringent global regulations require life sciences companies to manage data, documents, and processes in a compliant, auditable, and consistent manner

Enterprise response

- Life sciences companies are adopting integrated clinical platforms to centralize trial management, streamline data collection, and eliminate silos between clinical operations, data management, and regulatory teams.
- They are accelerating the move to cloud-based R&D solutions by consolidating legacy systems into agile platforms, which will enable faster trial startup, real-time collaboration, and improved protocol compliance.
- Life sciences organizations are reimagining commercial processes to enable more patient-centric engagement, support personalized adherence programs, and scale direct-to-consumer outreach through integrated digital health tools and telehealth channels.
- They are tweaking their digital commercial strategies for AI-driven engagement, omnichannel orchestration, and real-time analytics to deliver personalized, data-informed experiences to healthcare professionals and patients.
- Life sciences organizations are utilizing integrated digital quality management systems (QMS) to streamline quality events, automate document control, and maintain global consistency across audits, training, and change management.
- They are leveraging cloud-based safety systems and centralized data platforms to improve signal detection, streamline adverse event reporting, and enable faster, more accurate safety assessments across the product life cycle.
- Life sciences organizations are digitizing regulatory document workflows with secure, compliant platforms that support version control, audit trails, and streamlined collaboration for submission preparation and health authority interactions.
- They are implementing cloud-based regulatory information management (RIM) systems to centralize regulatory operations, ensure timely submission tracking, and maintain consistent global product registration data.

Avasant recognizes 11 top-tier Veeva service providers supporting the digital transformation of life sciences enterprises



Note: Please refer to Avasant's *Veeva Services 2025 RadarView* for a detailed analysis of the service providers and supply-side trends.

Life sciences companies are adopting cloud-based clinical platforms to centralize trial management, streamline data, and replace legacy systems, thus accelerating trial startup, enhancing collaboration, and improving compliance across teams

IT service providers support this shift by delivering cloud-based clinical platform implementation, integration, and managed services to help life sciences companies modernize R&D operations and improve trial efficiency.



Life sciences R&D use cases

Smith+Nephew

Smith+Nephew implemented Veeva Vault eTMF to transition from manual, Excel-based processes to a unified digital platform, enhancing transparency and speeding up study timelines. This move improved audit readiness and streamlined document quality control and creation.

Boehringer Ingelheim

Boehringer Ingelheim has launched the 'One Medicine Platform' in collaboration with Veeva Systems, integrating clinical, regulatory, and quality data to streamline product development. This unified approach enhances trial efficiency and collaboration with research sites, accelerating the delivery of treatments for currently incurable diseases.

CG ONCOLOGY

CG Oncology modernized its clinical trial management by implementing Veeva Vault CTMS, enabling a lean team to centralize planning, track performance, and streamline oversight. This reduced manual work and improved trial efficiency and data quality.

B | BRAUN SHARING EXPERTISE

B. Braun transformed its global clinical trial management by implementing Veeva's eTMF, CTMS, and Payments solutions. This integration unified diverse processes into a single source of clinical information, enabling real-time data access, standardization, and enhanced study coordination across divisions and regions.

Jazz Pharmaceuticals

Jazz Pharmaceuticals adopted a hybrid model by integrating Veeva Vault eTMF and CTMS, enabling greater flexibility, improved visibility, and faster clinical trial execution. This unified approach enhanced collaboration across teams while supporting both internal and outsourced trial models.

Life sciences firms are enhancing commercial strategies by integrating digital health tools, telehealth, and AI-driven engagement to offer personalized experiences to patients and healthcare personnel

IT service providers help life sciences organizations by integrating digital tools, telehealth, AI, and real-time analytics to enable personalized engagement with patients and healthcare professionals.



ADVANZ PHARMA is standardizing its commercial operations across Europe by implementing Veeva Commercial Cloud, aiming to enhance field engagement with healthcare professionals (HCPs) and streamline its expansion into new markets.

CSL Behring

CSL Behring leverages the ON24 platform to enhance digital engagement with HCPs, gaining valuable insights into content interactions and attracting new potential customers. By integrating with Veeva CRM, the platform enables real-time data capture, optimizing follow-up strategies and strengthening HCP relationships across 40 countries.



ANI Pharmaceuticals adopted Veeva Commercial Cloud to enhance its support for rare disease patients, enabling agile, data-driven, and efficient operations. Leveraging Veeva's unified platform, ANI launched its FDA-approved Purified Cortrophin® Gel in just 75 days, streamlining processes and accelerating time-to-market for critical therapies.



Bayer has globally committed to implementing Veeva Vault CRM and Veeva OpenData, aiming to harmonize customer data and enhance engagement across regions and therapeutic areas. This strategic move positions Bayer to leverage AI-driven engagement and streamline commercial operations worldwide.



Boehringer Ingelheim has selected Veeva Vault CRM as its commercial foundation to streamline processes, enhance customer experiences, and accelerate product launches. This transition aims to unify data across Veeva Commercial Cloud, supporting the company's goal of delivering up to 25 new treatments by 2030.



Sanofi has enhanced its omnichannel marketing by integrating Veeva Crossix, enabling unified data analysis across HCP and direct-to-consumer campaigns. This integration facilitates coordinated strategies, leading to improved engagement and optimized marketing efforts.



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