V Veeva Technology Partner

Transform Your Veeva Data into Actionable Information

Qlik® for Veeva CRM

LEAD WITH DATA™ Qlik **Q**

Qlik and Veeva Systems Together

Qlik, a Veeva Systems Gold Technology Partner, simplifies integrating data analytical capabilities with Veeva CRM for self-service data discovery and user-driven dashboards to provide insight at the point of decision. Online or offline, mobile or in-office, Qlik for Veeva CRM provides an advanced modern business intelligence experience that allows users to see the whole story in their data and get the most out of their investment in Veeva CRM.

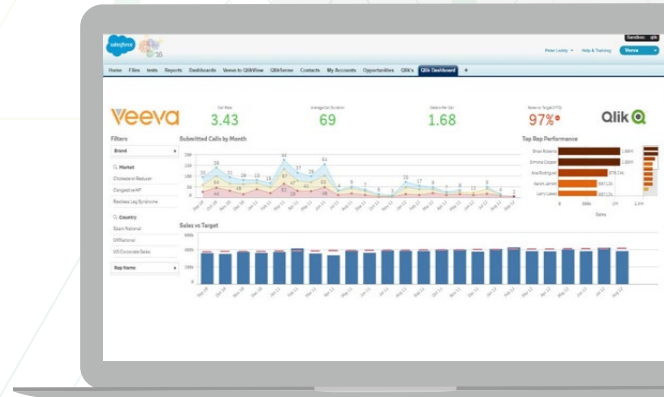## Turn Your Veeva Data into Powerful Information

What if you could easily access your Veeva CRM data, combine it with other data sources, make sense of it, and interact with it intuitively all without leaving your Veeva CRM environment or having to depend on IT?

What if you could ingest supply chain data to understand product availability, or incorporate customer surveys, research or clinical trial data to get a well-rounded perspective of customer sentiment?

Qlik has partnered with Veeva to deliver a powerful, user- friendly, mobile-first and fully integrated analytical experience that provides unparalleled visibility into Veeva CRM and all other organization data to empower smarter decision-making.
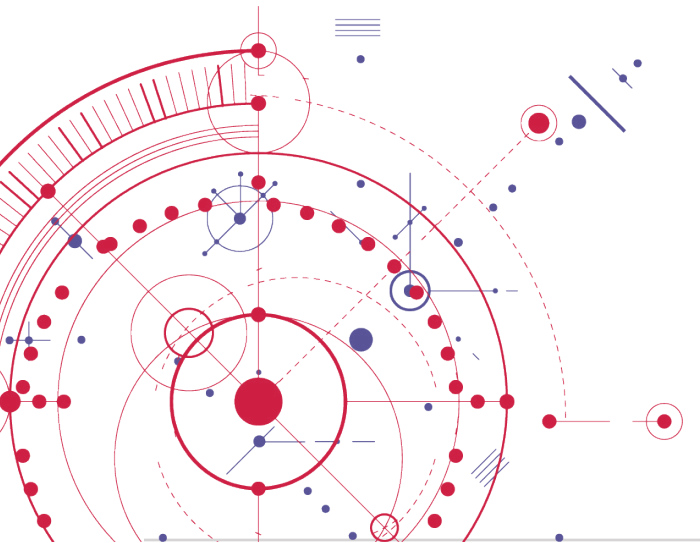
Qlik enhances the value of Veeva CRM and Veeva CRM Mobile by enabling business users to visualize of all their customer interaction data across an unlimited number of dimensions on any device.

You might want to determine how products are performing in various markets and better target physicians by leveraging external market share data, or perhaps include investment data and correlate with customers to determine spending limits and ensure compliance with aggregate spend regulations. Qlik offers an alternative to data consolidation complexity by relating information within Veeva CRM and other enterprise systems for seamless visual analysis, dashboards and reports in a very simple and agile way. Perform historical trend analysis to see how key metrics such as market share, switch/add and other drivers of growth are changing – Qlik's patented associative capabilities can easily be accessed within Veeva CRM via a custom tab or as embedded Qlik visualization objects and data elements within existing Veeva tabs or from within MyInsights for Veeva CRM Mobile.

Solution Highlights

- Easily access and view custom Veeva tables/fields from within the Qlik development UI via a native connector.

- Combine Veeva data with other enterprise data sources to create rich, powerful and comprehensive dashboard visualizations that empower business users to interact with and find the whole story in their data.

- Attain flexible and powerful security by leveraging existing security infrastructure for single sign-on, logging and auditing, group-based content and section access data security, Salesforce Cloud authentication/authorization and delegated administration.

- Embed interactive Qlik dashboards directly within the Veeva CRM UI. Add complementary Qlik analytics, charts, tables, custom links or data elements into existing Veeva tabs to augment the user experience with relevant data.
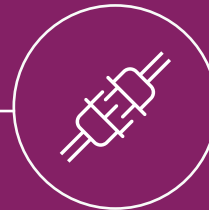
Veeva Technology Partner

75+
Mutual Customers

Qlik, Veeva Systems Gold Partner Status

Native Veeva Connector

Market and Industry-leading Partners deliver Qlik-on-Veeva

Seamless Security Integration
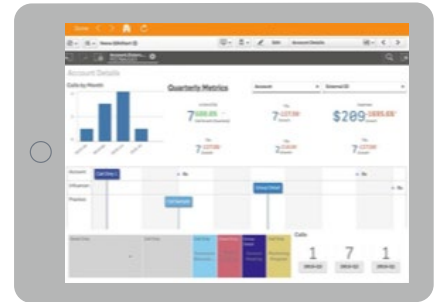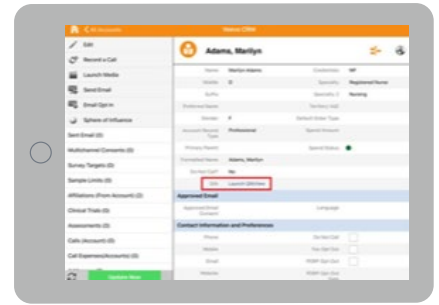
Easily Combine Veeva Data with Other Data Sources

Embed Qlik Directly in Veeva CRM and Mobile User-interfaces

Transform Your Veeva Data into Actionable Information

Empower your Mobile Workforce

Qlik improves the Veeva CRM Mobile (iRep) experience by enabling users to visualize all of their customer data both online and offline across an unlimited number of dimensions and analyze it in any direction against underlying data sources — right down to the transaction level and all from their mobile device. The Qlik for iOS apps make it easy to render Qlik visualizations to Veeva CRM Mobile users

Qlik for Veeva CRM Mobile facilitates seamless interaction between your Veeva and Qlik for iOS apps - add and display custom links within a user's account profile, embed Qlik analytic content directly within the Veeva CRM Mobile interface and pass parameters from Veeva into Qlik Visualizations for targeted context. Leverage new or existing selection bookmarks to download slices of data locally to enable offline consumption.

The Qlik for iOS apps are free applications that can be downloaded from the Apple App Store, runs natively on iOS devices, and can connect to any Qlik Enterprise Server as needed. Qlik® for Veeva CRM Mobile integration provides a native user experience for Qlik visualizations while extending and enhancing Qlik's HTML5 capabilities for analytical applications. Whether you want to incorporate script data to better understand physician prescribing behavior, or leverage competitive intelligence insights to be equipped with the most current positioning before a sales meeting, mobile users get all the power and flexibility of Qlik's associative engine from within the ease and convenience of the Veeva CRM Mobile environment.

Qlik Q®

About Qlik
Qlik's vision is a data-literate world, one where everyone can use data to improve decision-making and solve their most challenging problems. Only Qlik offers end-to-end, real-time data integration and analytics solutions that help organizations access and transform all their data into value. Qlik helps companies lead with data to see more deeply into customer behavior, reinvent business processes, discover new revenue streams, and balance risk and reward. Qlik does business in more than 100 countries and serves over 50,000 customers around the world.
qlik.com

For more information regarding Qlik and Veeva please contact:

Qlik Contact:

Andrew Schwartz
Manager, Global Technology Alliances
Andrew.Schwartz@qlik.com

Veeva Contact:

Melanie Pollard
Director, Product Alliances
Melanie.Pollard@veeva.com

VEEVACRM042020-AS