



# Veeva Solutions



## Why choose C3i?

C3i is the only full service IT outsourcing company specializing in Veeva Systems integration for the life sciences industry.

**Sales force effectiveness is becoming a high priority in the global pharmaceutical market as the pressure to ensure Return on Investment (ROI) is increasing.**

Pharmaceutical companies have been leveraging the benefits of the Customer Relationship Management (CRM) applications for many years now. However, the demand to improve efficiency and reduce costs across pharma sales is still escalating in today's challenging market environment. The need to deploy faster, flexible and cheaper software solutions is evolving.

The Software-as-a-Service (SaaS) model appears to address those needs. Its ability to customize and quickly respond to market change, high user adoption and cost effectiveness help you reduce the technology investment and leads to higher ROI.

Today, Veeva Systems is one of the leading providers of SaaS-based CRM solutions for the global life sciences industry.

**C3i can be your full-service integration, training and support partner for Veeva Systems life sciences solutions.**

Get your organization up and running in new technology faster while reducing your costs with C3i. Our deep understanding of the pharmaceutical industry and IT systems gives us the capability to quickly map your business requirements to the technology solutions, deploy the application to your end users and manage your environment while delivering 24x7 multilingual support.

Our expertise and partnership with Veeva systems allows us to work with your business and technical team members throughout the full project lifecycle and post-launch. Your company can dramatically increase your end user's adoption of a new system with C3i's help.

Realize the benefits of your Veeva application and enhance user adoption with C3i's end-to-end support services.

## Veeva Partnership

Veeva and C3i have partnered to offer life science companies the applications and support expertise required to accelerate their migration to the Software-as-a-Service (SaaS) model. C3i is the only Veeva partner that can provide full “End-to-End” services for our customers—providing a single point of contact for managing your CRM environment.



*“Over the past dozen years, C3i has become a leader in providing life sciences companies with end-to-end services in support of their CRM environments. Veeva and C3i have many successful joint customers that use the Veeva CRM application along with training, help-desk, asset management, managed services, and implementation services from C3i.”*

— Matt Wallach  
EVP & General Manager

## Contact C3i

C3i’s outsourcing services helps the healthcare industry dramatically improve technology usage while lowering the total cost of customer relationship management environments. Only C3i provides a complete portfolio of systems integration, technology training, multilingual help desk, asset management, hardware provisioning and technical site assessments exclusively tailored for the needs of healthcare professionals.

C3i has global operations centers in North America, Europe, India, and China. For more information, please visit C3i’s website at [www.c3i-inc.com](http://www.c3i-inc.com).

## C3i’s Professional Services for Veeva Systems

C3i has the knowledge, expertise and resources to accurately define both your priorities and end-user’s needs. We’ll develop a tailored road map based on your company’s unique corporate goals. With so much at stake, it’s easy to see why so many leading pharmaceutical, biotech and clinical organisations turn to C3i for systems implementation and integration services. Our end-to-end solutions include:

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### **BUSINESS PROCESS MAPPING AND RE-ENGINEERING STRATEGY AND PLANNING**

*Set the stage for successful customer management*

- Includes close work with you to define priorities, map your business needs to technology solutions and develop a road map to achieve your objectives with the Veeva Systems application.
- Offers professional evaluation of the merits of different applications and identify the best solution based on your specialised business objectives and current operating environment.

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### **SYSTEM IMPLEMENTATION AND INTEGRATION**

*Deploy the right combination of processes and technology to meet your business needs*

- Provides comprehensive project management and business process analysis.
- Leverages C3i’s project expertise in major systems integration projects from application configuration to data migration and integration.

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### **SOFTWARE MAINTENANCE AND ENHANCEMENTS**

*Maintain your applications and optimise your technology environment*

- Performs ongoing application support for Veeva Systems such as enhancement configuration and upgrade maintenance.
- Offers ongoing user and territory alignment administration services.
- Performs ongoing loads and extracts of key pharmaceutical data.

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### **END-USER SUPPORT AND TECHNOLOGY TRAINING**

*Speed incident resolution and maximise user adoption*

- Provides access to live, 24x7 help desk support in multiple languages for global life sciences end-users.
- Educates your users during the initial deployment and with ongoing refresher training to ensure that they know how to use all the software’s features.