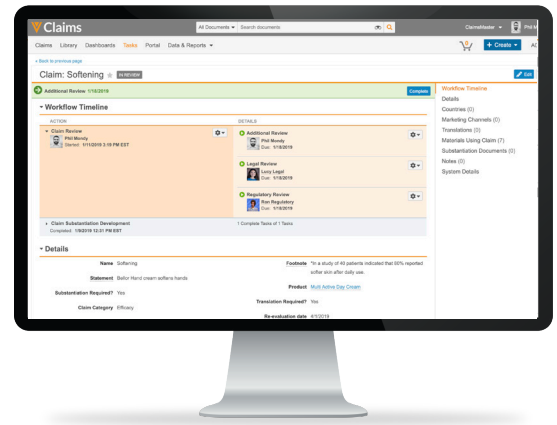


A single end-to-end solution for managing the advertising and product claims lifecycle

Advertising and product claims are critically important to companies, helping to define functional product benefits, differentiate from competition, and support the brand. The process of developing claims, substantiating, adapting to local markets, ensuring accurate translation to packaging and other assets, and monitoring usage is complex, involves multiple stakeholders, and can involve significant regulatory and legal risk for companies.

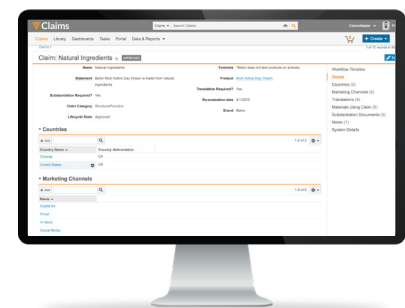


Veeva Claims provides a robust, cloud based solution that addresses five key business capabilities:

- **Claims Management** lies at the core of the application, and replaces email routing, shared folders, and spreadsheets that are commonly used today.
- **Localization of Global Claims** is handled seamlessly, with local approval workflows, translations, and variations to global footnotes or substantiation.
- **Challenge Response** is enabled through one click visibility to substantiation and usage in market, audit trails, and claim risk ratings.
- **Packaging Copy Management** reduces human error by drawing claims and other elements on packaging directly from the single source of truth into a digital packaging brief.
- **Oversight & Insights** through customizable reports and dashboards help optimize the process and gain a holistic view of claims across the enterprise.

Key Business Benefits

- **Faster Speed to Market:** Custom workflows and collaboration tools replace email to speed claims through the substantiation and approval process. Route bundles of claims associated with line extensions or new products. Local adaptations and approvals enable global product roll outs with full transparency down to the local level. Generate packaging briefs directly from the system or record, minimizing rework and changes.
- **Reduced Risk:** Veeva Claims provides a single source of truth for claims at the global and local level, minimizing the chance of unapproved claim usage. High risk words can be flagged prior to claim submission, and claim risk ratings provide transparency. Rapid challenge response is enabled through direct links to substantiation and downstream usage.
- **Stronger Brand Stewardship:** Bring greater clarity and control to the process of managing marketing and product claims across functions and geographies. Reduce the probability of unapproved claim use, respond to challenges quickly and confidently, and protect the reputation of your brand.

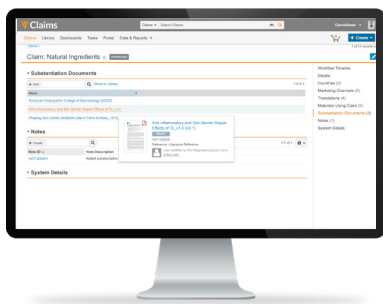


Veeva Claims Solution Features



Single Source of Truth for Claims

Claims can be reviewed, approved and stored in a central claims library, searched, traced and reported on, and made obsolete - all at the click of a button. With Veeva Claims, you can be confident that your claims are current and compliant, reducing legal and regulatory risk.



Defined Permissible Usage

Permitted usage of a claim is clearly defined across a variety of parameters from brand/product to marketing channels and countries. Local adaptations of global claims include translations and local permitted usage. For claims with a limited lifetime, expiration dates can be set.

Risk Management

Claims can be assigned risk levels based on customer requirements which can drive workflows. High risk words can be flagged at claim submission with suggestions for alternative wording. Rejected claims are stored in the library preventing repetitive requests for non permitted claims.

Configurable Workflows

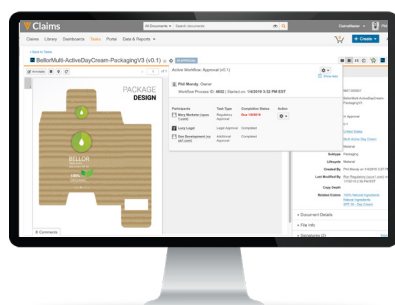
Veeva Claims workflows are tailored to the claims development and review process, and can be customized to your business needs. Include multiple stakeholders with sequential or parallel task assignment and sign-off capability. Send for review, request substantiation, request changes, or approve, all with the click of a button. Audit trails and e-signatures provide a clear history of the end to end process.

Centralized Digital Library

A single repository for all claims related substantiation documentation or marketing content and assets utilizing claims. Do away with multiple drives and locations for storing critical information, it's all in one place and directly linked to relevant claims.

Powerful Search and Filtering

Search and filtering capabilities based on the consumer web make it easy to locate claims, documentation, or assets incorporating a specific claim. Faceted filtering, typeahead search, and saved views make finding what you want quick and easy.



Upstream and Downstream Traceability

Claims can be linked to substantiation documentation as well as to all marketing assets utilizing the claim. If an issue arises with a claim, or a claim is challenged, you'll have all the information you need at your fingertips to coordinate a rapid response.

Packaging Copy Management

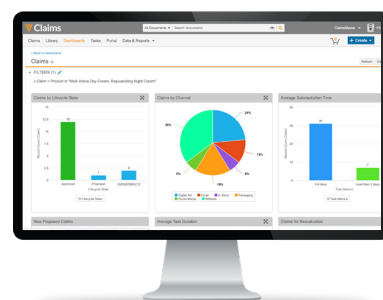
Assemble digital packaging briefs with all elements pulled from a single system of record. Claims and other elements such as warning statements, usage instructions, net contents are all reviewed, approved for use, and stored in a central element library. Create local packaging copy briefs translated directly from an approved master pack copy.

Marketing Review and Approval

Veeva Claims streamlines claims review for legal and regulatory across all asset types, including multimedia content, by delivering automated versioning, powerful search, and real-time annotations. Configurable workflows allow you to tailor approval processes to location-specific needs. Features like electronic signature and audit trails ensure accountability throughout the process.

Customizable Reports and Dashboards

With predefined and fully customizable reports and dashboards, view all claims by lifecycle state, and drill down to brand, product, geography, or other parameter depending on your needs. Identify bottlenecks and areas for process improvement. Export reports and charts to share across the business.



The Cloud Advantage

Veeva claims is built on a multi-tenant cloud platform. Tasks like changing workflows, security profiles, and even adding new users take seconds. Validation-ready software upgrades are pushed automatically multiple times per year to incorporate the latest functionality and best practices. Your system is always current, scalable, and adaptable to your needs.

Comprehensive Security

We protect customer data with world-class physical, network, application, and data-level security. All Communications to Vault and stored content are encrypted. Maintaining an ISO 27001 certified comprehensive security system, we ensure the confidentiality, integrity, and availability of our customers' data.

About Veeva

Founded in 2007, Veeva NYSE (VEEV), is a global provider of industry-specific cloud software solutions that address the unique operating challenges and regulatory requirements of the consumer products and chemical industries. Our solutions help R&D, quality, regulatory and commercial teams eliminate inefficiencies and bring high-quality, safe, sustainable products to market without compromising compliance. Veeva is headquartered in the San Francisco Bay Area, with offices throughout North America, Europe, Asia, and Latin America. [Learn More.](#)