Why **Danone Nutricia Research** Chose Veeva as Partner for Critical Business Optimization Initiatives

Danone Nutricia, one of the world's leading nutrition companies, choose Veeva Systems, a global software provider and public benefit corporation, to partner on critical business optimization initiatives.

Danone Nutricia's research studies are now being managed and operated from a single source of truth on Veeva's Vault Platform. Consolidating and streamlining these processes, documents, and data is improving business outcomes and helping teams at Danone Nutricia uncover new and significant insights for making critical business decisions.

Danone Nutricia Research believes that every consumer and patient deserves optimal nutritional support. They use science and technology together with the passion, drive and expertise to pioneer nutritional solutions for those with special nutritional needs. Their research and innovation are continually evolving, using insights and data to tailor evidence-based nutritional solutions for infants, young children, patients, and the elderly, supporting them throughout their lives.

Food and beverage companies like Danone Nutricia face immense pressure to continue innovating in their highly competitive market. Now more than ever they need to show concern and take responsibility for not only their consumers, but also the environment, and the effect their business has on our planet and its resources.

The Challenge: Disparate, Siloed Information and Workflows Hinder Collaboration and Increase Risk

The nature of Danone Nutricia's work involves global teams working together with external suppliers and multiple partners. Prior to Veeva, the lack of a single platform for organizing processes, documents and data meant that research and other significant information was scattered between emails, excel spreadsheets, paper files, and even within people's own heads. Though Danone Nutricia had always managed to operate well and accomplish their business goals, they couldn't help but think that there must be a more efficient and effective way to work collaboratively.

The Opportunity: Partner with A Trusted, Industry-leading Technology Provider

Once they decided to invest in technology solutions to improve their business outcomes, Danone Nutricia considered and reviewed around 100 possible technology partners. This rigorous evaluation process found the best solution and most optimal fit with Veeva's Vault Platform and applications.

Robbert Sutorius, Strategic Evidence and Capabilities Manager in Nutricia's clinical research division reflected that Veeva was simply one of the best in class when it came to electronic trial master file (eTMF) and Clinical Trial Management System (CTMS) solutions. With substantial experience supporting some of the world's biggest Pharmaceutical and clinical brands, Sutorius and his team felt confident in choosing Veeva as a technology partner.

"There was a maturity that came with Veeva and Vault that would enable us to adopt more functionalities as and when we needed them," *Robbert Sutorius*

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Main Objectives: Harnessing Processes, Documents and Data for Better Business Outcomes

With a newfound energy and desire to innovate, the clinical team wanted technology solutions that would modernize their department and enhance its contribution to the company's mission and values.

One of the primary objectives was to standardize and digitalize workflows. This would help the department retain knowledge, be more transparent, and have access to important data in real-time. Ultimately this would allow internal and external teams to work more efficiently.

Another goal was to enable the leadership team to easily and accurately report on key performance indicators (KPIs). Historically, the clinical research team had struggled to establish and monitor KPIs because data was dispersed across systems and not easily accessible. This team aspired to standardize and digitalize their processes, documents, and data. Doing this would enable their teams to reduce time spent on manual tasks, be more resilient and agile amidst changing market dynamics, and increase transparency and visibility across their workflows.

In Practice: Expert Implementation, Rapid Acceptance and Adoption Has Lead to Early Successes

In hindsight, the clinical team's timing couldn't have been better. They began implementing Veeva's software and onboarding teams in 2020. The new ETMF system enabled the department's remote team to stay focused and productive despite the change in the situation due to the pandemic.

The eTMF system has been shown to be intuitive and user-friendly, and teams were happy to integrate the tool into their workflows. A critical success factor was that the teams bought into transitioning to the new system and liked using the new software. To ensure that their eTMF solution was easily accessible, the team employed a single sign-on feature, which made it easy for everyone to make the most of the software with as little downtime as possible.

While the clinical research unit continues to onboarding users as new studies begin, results from the first few years have shown broad acceptance of the eTMF solution, with positive feedback from active users. With this new suite of technology solutions, the whole department is moving to a higher level of quality. Veeva's solutions have also shown significant value when onboarding a new site, as clinical research associates can upload their own documentation to the Vault platform and go through the process more efficiently.

> Having a single source of truth is the biggest benefit to our department and organization.

One of the standout features based on user feedback thus far has been e-signatures. Prior to Veeva, team members were chasing manual signatures, printing and scanning documents across countries, and generally taking up a lot of overhead time getting manual documents finalized and filed. The ability to capture compliant e-signatures helps managers review and complete the approval process quicker, freeing up their time for other things. Putting aside old-fashioned paper-based systems and building a unified solution has enabled them to focus on what really matters.

With Veeva's modern cloud technology solutions, Danone Nutricia Research is now reimagining their workflows, looking critically at the way they govern their studies, and has begun to ask new and interesting questions.

Investing in digitalization has meant their department can contribute to business growth by increasing operational efficiency and improving productivity, customer experience, and employee morale.

> "The Veeva implementation team deserves our compliments and the collaboration with management has been excellent. Professional but personal every step of the way. Overall it has been a very good experience. We feel that is the secret sauce of Veeva - their quality and efficiency during the onboarding periods. It is what sets them apart."
> - *Willem De Bruijn, Senior Innovation Manager*

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