



Grow Your IT Operating Leverage with an Integrated Platform Approach

How IT and digital leaders can be a stronger partner to the business in driving superior quality, safety, and compliance across the enterprise.

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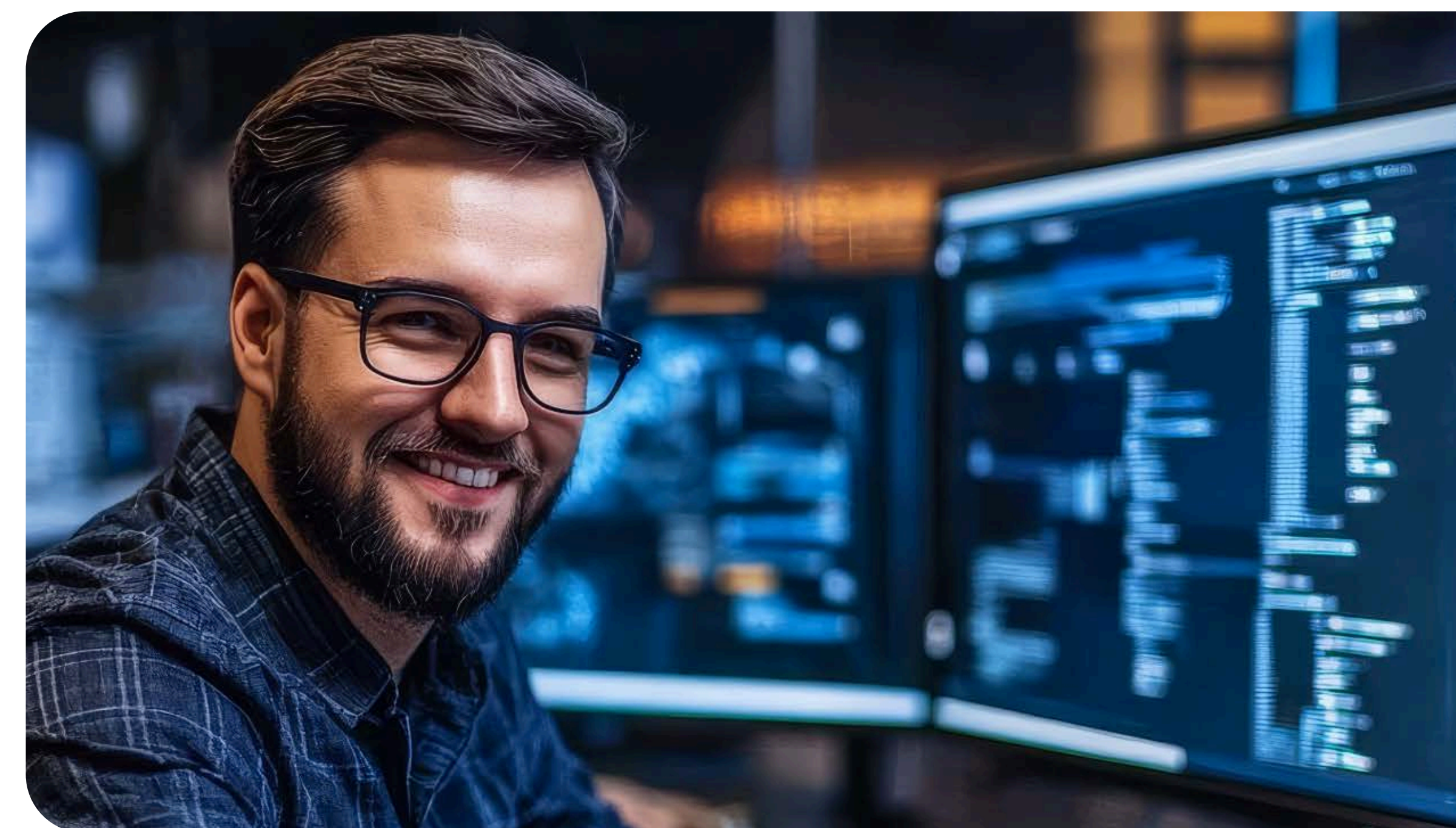
1. The Strategic Role of IT in Consumer Products

In today's competitive consumer products landscape—including CPG, food & beverage, and specialty chemicals—IT is now a critical enabler of business success. Digital and technology leaders are expected to do more than maintain systems—they must deliver agility, accelerate compliance, and unlock innovation.

Business applications increasingly serve as the bedrock for productivity and insights, combining data across functions and preparing organizations for the era of AI. In this context, IT is becoming a proactive partner in shaping business strategy by:

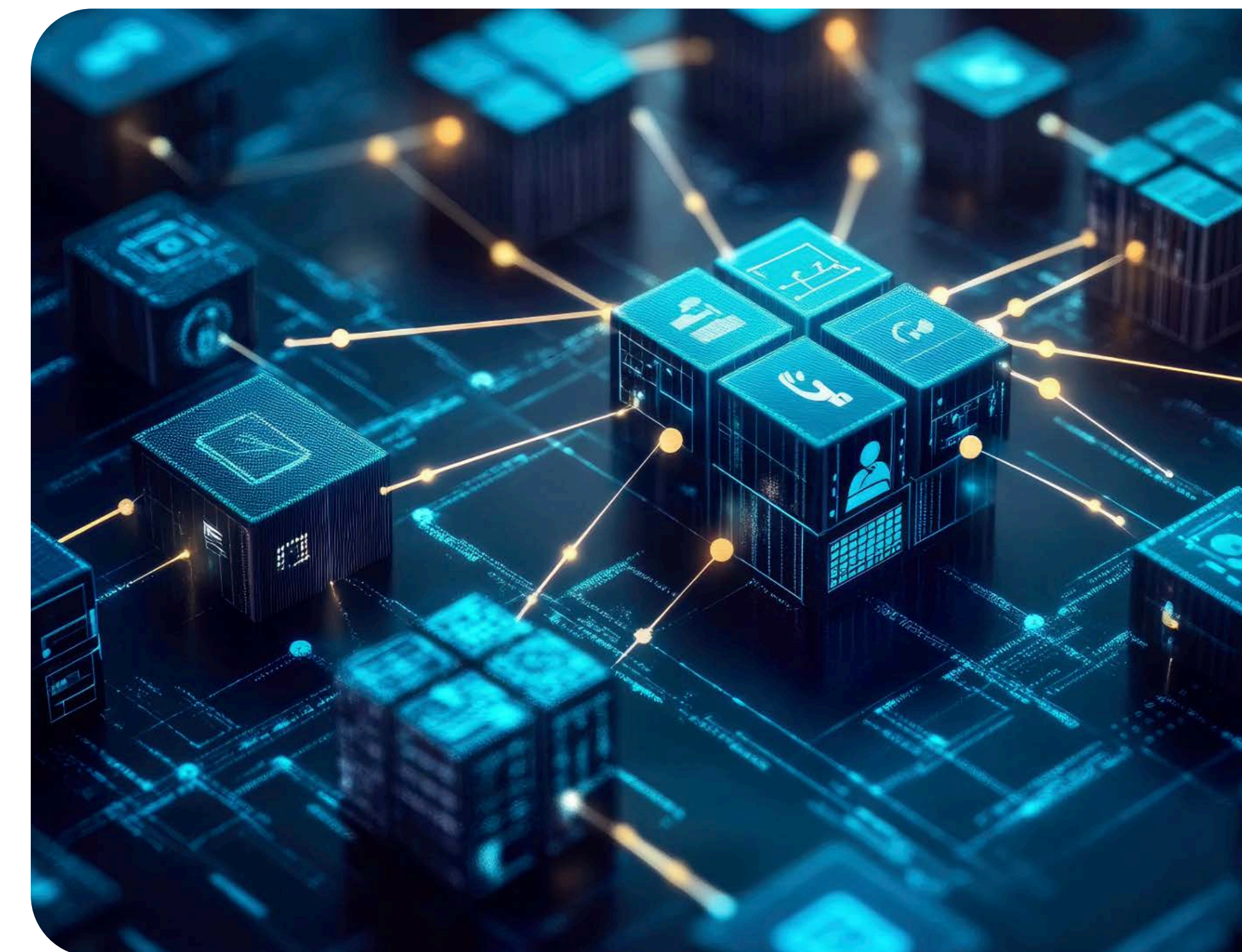
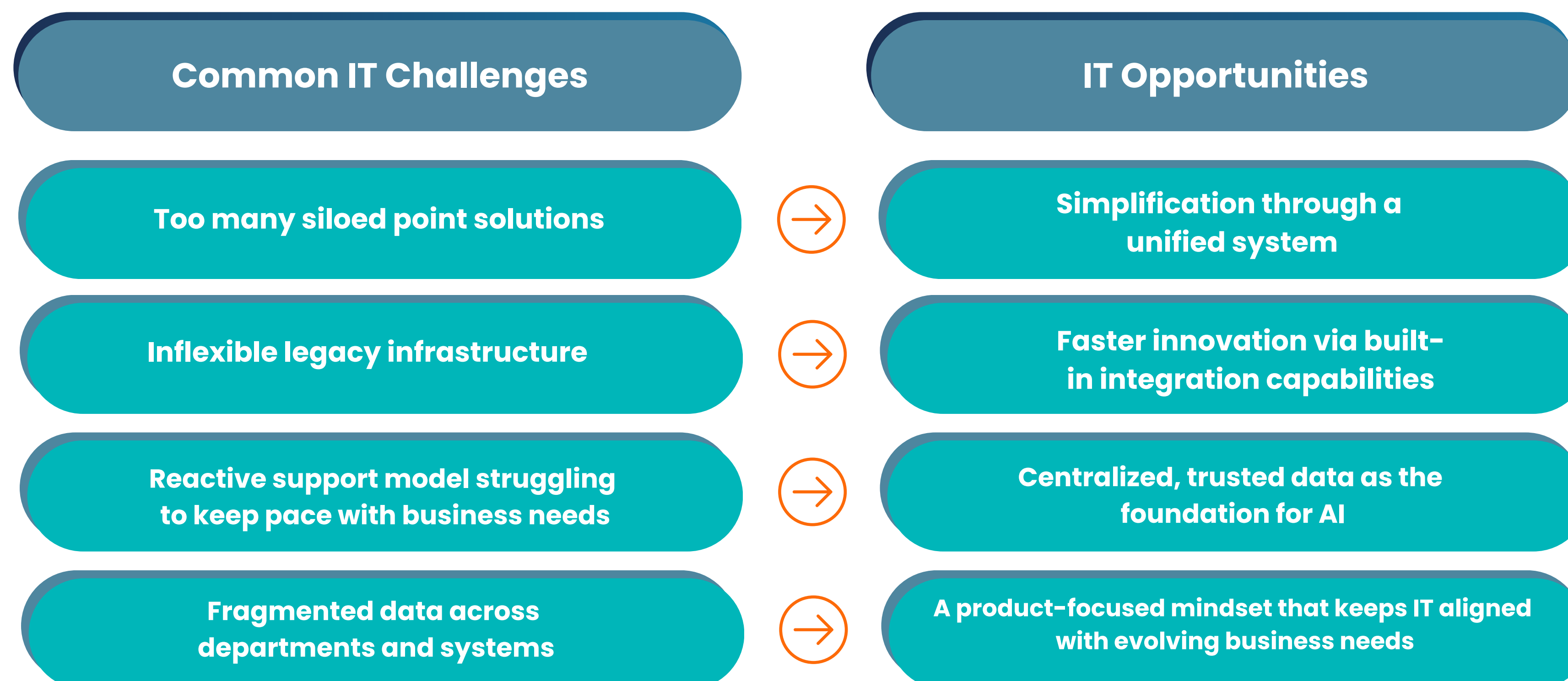
- Aligning digital capabilities with strategic goals
- Delivering data when and where it's needed most
- Empowering innovation through data visualization and AI-readiness

But this requires a fundamental shift from fragmented tools to integrated, scalable platforms.



2. Overcoming Complexity: From Legacy Systems to Platform Thinking

Despite technological ambition, IT teams are often held back by technical debt, slow legacy systems, and the burden of maintaining integrations across disconnected applications.



A modern, platform-based approach like Veeva's offers simplified operations, seamless integration, centralized data access, and built-in compliance capabilities—empowering IT to move faster and drive greater business value. Moving from a patchwork of tools to a single platform, organizations unlock the ability to adapt, grow, and compete more effectively.

3. The Veeva Vault Advantage: A Unified Approach to Innovation

Veeva Vault is purpose-built to help enterprises modernize their digital infrastructure and become more agile. It's more than just software—it's a foundation for continuous improvement across R&D, supply chain, and manufacturing.

Unified Platform for AI Readiness

Vault consolidates structured and unstructured data into one secure environment with consistent taxonomies—ideal for AI model training and predictive analytics.

Integration by Design

Open REST APIs and the Vault API Library (VAPIL)
Integration with ERP systems, SSO, and other business tools. Support for both real-time and batch data access.

Secure and Scalable

Industry-leading security at every layer: physical, application, and network.

Full Data Ownership

exportability for customers and scalability to support global operations, growth, and future workloads.

Built for Compliance

Vault's features simplify regulatory alignment:
Audit trails, e-signatures, and version control
Pre-configured workflows tailored to industry best practices. Adaptability to changing regulatory requirements.

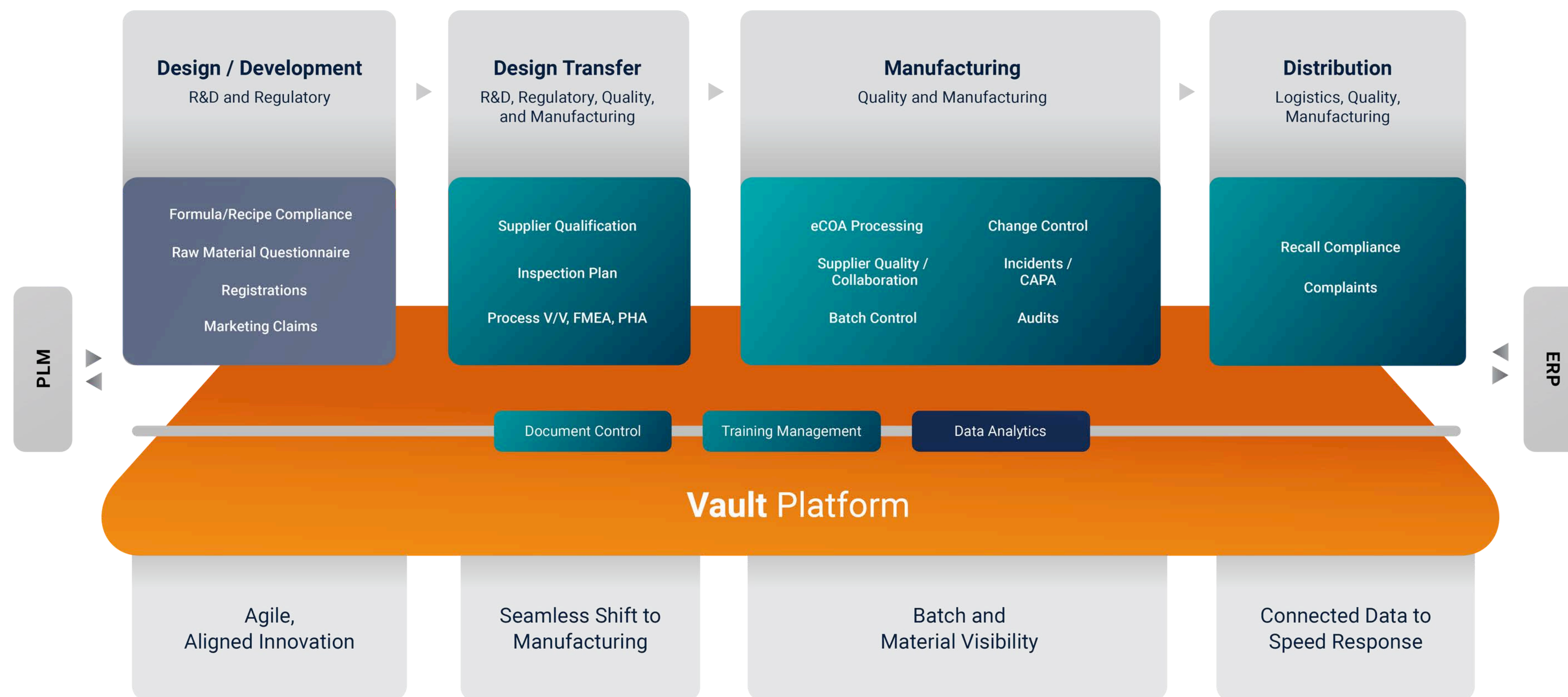
Low-Code Configuration

Administrators can tailor workflows and data models with drag-and-drop tools. More complex scenarios are supported via SDKs—balancing agility with depth.

4. Increase IT's Value to the Business

Gain Visibility

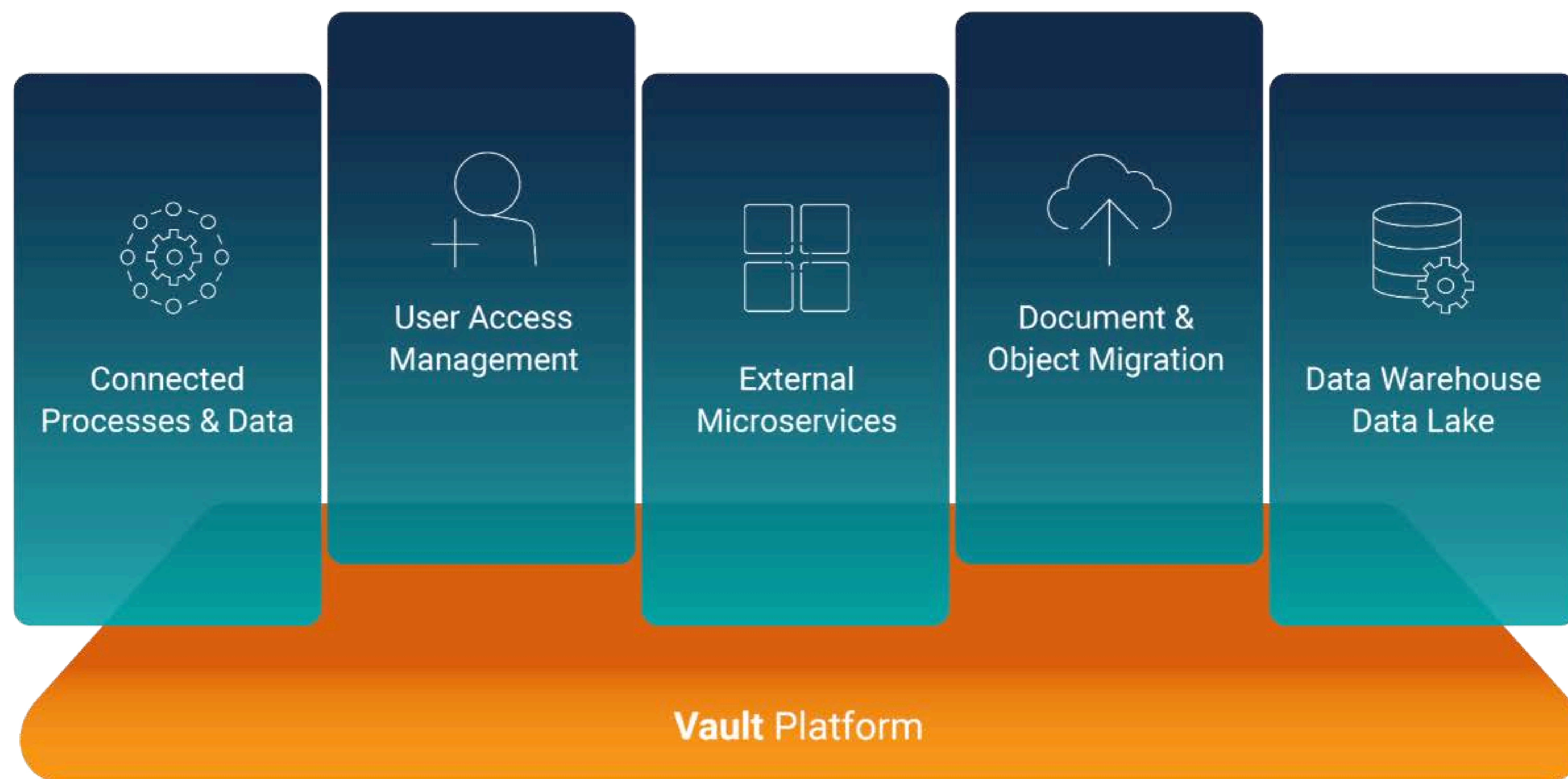
Technology executives and decision makers in leading consumer products enterprises need digital systems that build common ground, are integrated by design, and help both IT and the business move faster.



Increase IT's Value to the Business

Tailor Veeva Vault to fit your exact business needs.

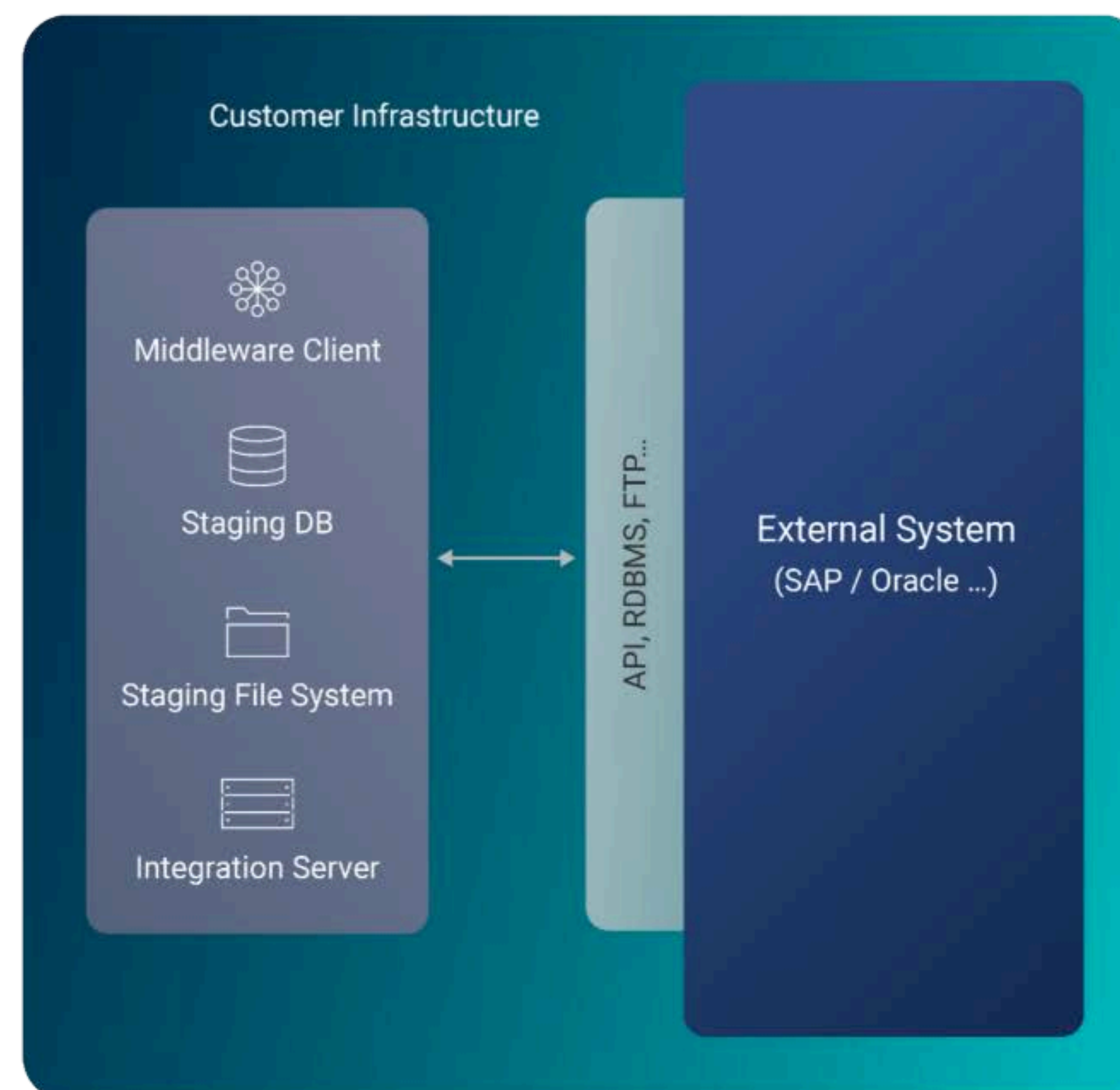
From data integration to user access and migration, customize with ease. Leverage the Vault Platform to enable scalable, connected solutions.



Increase IT's Value to the Business

Seamlessly integrate systems to streamline operations and cut expenses.

Eliminate redundancies with unified data and process flows.
Maximize efficiency and reduce total cost of ownership with Vault.



5. Future-Proof Your Enterprise with a Unified IT Platform

To thrive in today's fast-paced, regulated industries, IT must be more than an operational necessity—it must be a competitive advantage. Veeva's integrated platform empowers IT leaders to:

- Break free from legacy constraints
- Enable strategic, data-driven decisions
- Create sustainable partnerships with the business
- Unlock the potential of AI and advanced analytics

The future belongs to organizations that invest in agility, integration, and innovation. With Veeva Vault, that future starts now.





6. Frequently Asked Questions

Direct Access: Jump to FAQs

- 1. How does Veeva's platform and applications contribute to my organization's readiness for artificial intelligence (AI)?**
- 2. How does the Vault Platform and applications fit into my overall system architecture?**
- 3. How does Veeva ensure that our proprietary content and data are secure?**
- 4. How do I get access to my content and data once it's stored in Vault?**
- 5. What are the scalability benefits of implementing Veeva Vault in a large enterprise environment?**
- 6. How does Veeva Vault support compliance with industry regulations and standards?**
- 7. Does system configuration require any code?**
- 8. How does the Veeva team handle data and content migration?**

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- 9. What's the difference between digital migration and digital transformation? How do Veeva and its solutions relate to these concepts?**
- 10. Does the Vault Platform and applications openly integrate with other systems?**
- 11. What is Veeva's implementation methodology?**
- 12. What should I expect in terms of internal IT resourcing needed for a Veeva implementation for an upcoming project?**
- 13. What type of post-go-live support do you offer?**
- 14. How can I get my staff trained on Vault?**
- 15. How often does Veeva release platform and application upgrades? How do we handle upgrades? Do we need to do anything?**

1. How does Veeva's platform and applications contribute to my organization's readiness for artificial intelligence (AI)?

Veeva's Vault Platform (Vault) provides a unified and secure data environment that serves as an essential foundation for AI applications. By consolidating data and documents on a single platform, Veeva's solutions ensure consistent data taxonomies and integration capabilities, which are critical for training AI models. This readiness enables organizations to leverage AI for predictive analytics, trend analysis, and real-time decision-making, driving innovation and operational efficiency.

2. How does the Vault Platform and applications fit into my overall system architecture?

Veeva Vault is designed to fit into any customer's system ecosystem and supports modern integration patterns. Each Veeva customer brings unique integration requirements based on their current landscape.

The Veeva Professional Services team offers a large breadth of experience in partnering with enterprise companies to build complex integrations. Sharing best practices from these engagements ensures a sound integration architecture strategy regardless of the specific applications required to integrate with Vault. Our dedicated Technical Services team can help you plan and design integrations leveraging your current landscape.

3. How does Veeva ensure that our proprietary content and data are secure?

Data security is paramount for Veeva and our customers. Veeva protects customer data with world-class physical, network, application, and data-level security. In addition, Veeva invests in the most advanced and modern infrastructure available to provide an innovative, scalable, global, predictable, and secure environment.

4. How do I get access to my content and data once it's stored in Vault?

A customer's data is their own data; neither Veeva nor its processing partners has access to that data stored within a customer's environment.

Customers have a range of tools that allow them to always get access to their data at any time. These include the ability to export data and content on a scheduled basis to flat files; an API layer to retrieve data in near-real time; and Vault Loader, a UI-based tool to facilitate export of data and content. In addition, the Direct Data API allows for high-speed, read-only access to large volumes of data on an incremental basis, as a basis for supporting AI applications to access and process the data stored in Vault.

5. What are the scalability benefits of implementing Veeva Vault in a large enterprise environment?

Vault offers significant scalability benefits, making it ideal for large enterprises. As a multitenant cloud platform, it can easily accommodate large numbers of users, larger datasets, and expanding business processes without compromising performance. The platform's scalability ensures that as your organization grows and evolves, Vault can seamlessly support additional workloads, new functional areas, and complex integrations. This flexibility allows IT teams to focus on strategic initiatives rather than infrastructure limitations, ensuring continuous business growth and innovation.

6. How does Veeva Vault support compliance with industry regulations and standards?

Vault is designed to streamline compliance with industry regulations and standards by providing a robust, audit-ready platform. Our solutions include comprehensive document control, automated workflows, and built-in compliance features such as version control, electronic signatures and audit trails. These capabilities ensure that all processes adhere to regulatory requirements, reducing the risk of non-compliance and enhancing overall operational integrity. Vault's flexible platform enables customers to stay up-to-date with the latest regulatory changes, helping to ensure continuous compliance.

7. Does system configuration require any code?

Vault applications come pre-configured with domain-specific best practices, including workflow processes and document lifecycles. These provide industry best practice processes as a starting point. In addition, we allow for additional business requirements and functionality, which can be achieved with simple drag-and-drop configuration via the administration user interface.

While we do permit more complex requirements via native SDK tools and coding, our approach is one of keeping solutions simple, to make adoption by end users easier, as well as ensuring the ability to take advantage of rapid innovation in subsequent releases. Interested to learn more about this? Contact one of our Veeva Professional Services leaders.

8. How does the Veeva team handle data and content migration?

Veeva has extensive experience leading our customers through the data and content migration element of their programs. Most data and document migration scenarios can be handled by the Veeva Professional Services team, but for more complex or specialist data migrations, we are able to engage our network of approved migration partners. The appropriate pre-planning efforts around inventory definition, such as establishing and categorizing data based on guidance, has led to a simplified approach and reduction of effort in the overall migration scope. Veeva's Professional Services team offers several options to accommodate the migration of documents and metadata from other repositories into Vault.

Veeva has performed transfers from a variety of validated environments and many different types of content. The migration methodology for moving data from a source system into Vault can be flexible to support either a one-time, linear migration approach or one that supports migration iterations (or waves), structured by groups of documents/data based on selected criteria, which can be completed over time. Loading, augmenting and testing the source data is executed through an iterative process. While customers are ultimately responsible for the migration of their data from legacy systems into Vault, Veeva provides a range of tools, processes and support from our Veeva Professional Services team, to streamline the data migration process as much as possible.

9. What's the difference between digital migration and digital transformation? How do Veeva and its solutions relate to these concepts?

Digital migration involves moving existing processes and data to digital formats, while digital transformation encompasses a broader rethinking of how technology can enhance business operations and strategies. Veeva's solutions for the consumer products industry support both by not only migrating legacy data, processes and systems to a modern cloud environment, but also enabling comprehensive digital transformation. Vault applications streamline and digitize processes across R&D, supply chain, and manufacturing, fostering innovation and improving efficiency.

10. Does the Vault Platform and applications openly integrate with other systems?

Almost all of our projects will be integrated with other systems, starting with single sign-on (SSO) as the simplest form of integration up to fully bi-directional integrations with ERP systems and other typical master data sources. Veeva products are able to operate independently from other customer systems and interfaces. Integration with other systems may be achieved through the Vault open, REST-based API. The Vault API provides programmatic access to Vault information and functionality using a simple, powerful, and secure application programming interface. The API provides streamlined data access, and can be leveraged with custom applications and integrations, or to develop higher-level tools such as data loaders or schema visualization.

The API provides methods to read and write to Vault securely, so your application can import, update, and retrieve data and documents. It respects all the same business rules and security model as if you were in the Vault Web UI directly. Veeva also provides the Vault API Library (VAPIL) which is an open-source Java library for the Vault REST API that includes coverage for all Platform APIs. This library allows developers to quickly build and test API integrations that can be hosted on any Java-based external system.

Please see the Veeva Vault API webpage for additional details. In addition to the API reference documentation, developers can download the official Vault Platform Postman™ Collection which includes all Platform APIs with matching API endpoint names and variables. This collection allows developers to test and analyze integration designs.

11. What is Veeva's implementation methodology?

Veeva employs an agile project methodology emphasizing configuration planning, rigorous scheduling, and continuous progress tracking. This approach ensures project agility, improves solution quality, and reduces risk. Unlike traditional methods, Veeva's model allows for faster testing and training, real-time review of user requirements in the live system, and seamless integration of change management. All applications are built on the Vault platform, streamlining testing and acceptance.

Veeva offers two implementation paths based on a pre-project scoping exercise.

The Pre-Defined Configuration approach is ideal for smaller teams (4–6 members) with minimal changes to the standard Vault model, no system integrations or data migrations, and targeted training efforts. The Client-Specific approach is tailored for larger teams with established business processes, requiring system integrations, legacy data migration, and broader training initiatives.

Typical implementation phases include project planning, solution design and configuration, integration, data migration, validation and testing, training and deployment, and post-production support.

12. What should I expect in terms of internal IT resourcing needed for a Veeva implementation for an upcoming project?

While roles vary based on customer needs, a typical implementation team includes:

- **IT Support:** Assists with system access and technical discussions.
- **System Administrators:** Identified closer to deployment to manage application changes. Larger projects might require a lead administrator in addition to business-area sponsors.
- **Project Management:** Often led by the customer's Project Management Office (PMO) teams for overall coordination.
- **Migration Lead:** Responsible for identifying content, planning the migration, populating templates, and collaborating with Veeva during testing to finalize the migration inventory.

13. What type of post-go-live support do you offer?

Veeva has a wide range of post-go-live support options to ensure sustained customer success. These include:

Product Support: Veeva provides 24/7/365 product support at no additional cost as part of the Veeva license subscription fee. Product support is intended for system administrators working for or on behalf of the customer to configure, maintain, manage, and support the Veeva solution. There is no limit to the number of support cases that can be filed.

Post Go-live Configuration Services: For customers seeking support administering and maintaining their Veeva application, Veeva offers a Post Go-live Configuration Services program which provides a named consultant to assist with ongoing, ad hoc administrative needs. Also referred to as Managed Services, this is a cost-effective way for customers to maintain their Veeva applications, implement configuration changes and enhance applications when new product features are released. Consultants are by your side, serving as an extension of your internal team as you embark on the journey with Veeva's applications.

Technical Managed Services: For customers who have customized their Vaults with SDK or complex integrations, Veeva can provide a named Technical Managed Services Consultant to assist with retaining familiarity with your code, addressing defects or minor changes, monitoring system performance and acting as a technical subject matter expert on all things Vault. Technical Managed Services is a supplemental service to Post Go-live Configuration Services.

Product Education: These experts are assigned to select customers to act as post go-live product and application management advisors. They increase the value of Veeva applications by ensuring application owners are up-to-date on releases, best practices, and existing functionality.

14. How can I get my staff trained on Vault?

We recommend that each customer have at least one team member complete the Veeva Certification Program. Beyond formal certification, the Veeva Services team works with the customer to build an educational curriculum and training materials based on the final configuration of the application(s).

Once this is developed, they prepare the training environment and conduct a Train the Trainer (TTT) session. The customer's core project team or an in-house training resource is responsible for additional end-user training.

15. How often does Veeva release platform and application upgrades? How do we handle upgrades? Do we need to do anything?

We upgrade the Vault Platform and applications three times per year, or approximately every 120 days. Veeva customers benefit from instant deployment of new versions, meaning the entire customer base is always working on the latest version, eliminating wasteful upgrade projects that plague their industries. Veeva's multitenant model delivers long term value for all customers since new features and innovation in these upgrades are immediately available across the entire platform and provided at no additional cost to the customer.

Several weeks in advance of a release, all customers have access to an informational webinar, detailed release notes, and the ability to connect with Veeva Services Representatives for more information about the release. Customers who are actively engaged with Veeva Services also have the option to receive a customized Impact Assessment for their Vault(s) for every release. Releases include many features, some of which may be "auto on" and automatically activated when the new release is deployed. Other new features may be optional and require additional configuration changes in order to utilize.

All of our customers also have access to a pre-release environment for several weeks in advance of the official release deployment, to allow for testing and familiarization of their specific configuration alongside the new release features. Interested to learn more about this? Contact one of our Veeva Product leaders.



Grow Your IT Operating Leverage by Partnering with Veeva
Contact us today at industries.veeva.com