

Veeva Solutions for the Consumer Goods Industry

Cloud Applications that Drive **Transparency** and **Trust** throughout the Product Journey

Today's consumers expect safe, sustainable, and effective products. In addition to delighting consumers, sustainability is a proven business growth driver: sustainably-marketed products account for more than 50% of all consumer product growth over the past five years. This is forcing industries to operate at new levels of transparency and agility, and is accelerating digitally driven business transformations.

Veeva builds cloud applications that drive transparency and trust throughout the product journey - from raw material suppliers through manufacturing and ultimately to the consumer.

Our solutions and industry expertise **help consumer goods companies bring high-quality, safe, sustainable products to market whilst ensuring compliance.**

Spanning R&D, Quality, Regulatory, and Advertising Claims Management our cloud applications remove inefficiencies by unifying disconnected processes, documents and data.



How Veeva Supports Your Strategic Business Drivers

Investments Aligned to Meet the Consumer Goods Industry's Top Challenges



Product Compliance:

We help our customers accelerate and unify product compliance throughout the product journey.



Supply Chain Collaboration:

We help our customers break down traditional supplier network silos, allowing companies to operate with increased efficiency, transparency and greater collaboration to keep pace with changing market dynamics.



Transparency & Sustainability:

We help our customers achieve end-to-end transparency, surfacing key sustainability metrics along the product journey continuum.

Veeva Solutions for the Consumer Goods Industry

Veeva's secure cloud applications help consumer goods companies bring high quality, safe, sustainable, and compliant products to market faster. Learn how your peers in categories like cleaning and home care, cosmetics and personal care, food and beverage, pet care, and tobacco and alternatives have taken digital transformation from talk to action.

RegulatoryOne



Regulatory Documents
Compliance Management
Registration & Dossier Management

QualityOne



QA/QC, Food Safety
Document Control & Training
Supply Chain Collaboration
HSE Incident Management

Claims



Claims Management
Localization of Global Claims
Challenge Response
Packaging Copy Management

Operational Transparency

Veeva helps consumer goods companies bring high-quality, safe, sustainable, and compliant products to market faster through:

- Automated workflows for seamless handoffs and progression
- Collaboration tools document editing and messaging
- Inclusion of external parties in access and workflows
- A single source of truth for documents and data
- A universally accessible, scalable, global solution

Regulatory Affairs

Veeva establishes a global authoritative source for regulatory compliance and product information, with one place to manage:

- Automated Dossier Document Collection and Collaboration
- Global registrations and renewals tracking and requirements
- Third Party and Retailer Certifications
- Regulatory request management and response tracking
- Raw Material attributes and insights
- Regulatory Document Management
- Compliance by country/state/region, product and channel
- Commitments to and correspondence with authorities

Quality and HSE (QHSE)

Veeva enables seamless real-time collaboration and transparency in your Quality and HSE processes with:

- Document management for all types of content
- Nonconformance and Investigations
- HSE Incident Management
- Complaint management
- Corrective and Preventive Actions (CAPA)
- Change control to manage process and product changes
- Audit management for internal and external audits
- Supplier Quality Management (SQM)
- Training Management to ensure competency
- Risk Management
- Inspection Management

Advertising Claims Management

Veeva connects legal, regulatory, R&D, and marketing by managing:

- Claim creation, substantiation, review and approval
- Full detail around permissible usage down to the local level
- Direct traceability to substantiation and marketing materials by claim
- Claim risk ratings and flagging of high risk words
- Packaging copy briefs pulled from the system of record
- Internal and external access and permissions

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.](#)