

News Release

February 20, 2015

CRECON Research & Consulting Inc.

Encise Inc.

Veeva Japan KK

CRECON Research & Consulting and Encise Form Business Alliance
with Veeva Japan:
Partnering on Solutions for Pharmaceutical and Wholesale Industries

CRECON Research & Consulting Inc. (hereafter “CRECON”) and Encise Inc. (hereafter “Encise”) have formed a business alliance with Veeva Japan KK (hereafter “Veeva”).

CRECON and Veeva will offer system solutions for validating and widely disseminating information on a global scale regarding the functions and activities of pharmaceutical wholesalers and their marketing specialists (MS), both of whom are essential to the health care industry in Japan as part of the medical infrastructure and play many important roles.

Encise and Veeva will link the data that Encise offers to pharmaceutical companies with the Customer Relationship Management (CRM) system that Veeva likewise offers to the same audience, and will offer system solutions that enable pharmaceutical company executives and medical representatives (MR) to view and utilize data efficiently and effectively.

Through this partnership, CRECON, Encise, and Veeva will help improve the productivity and presence of the pharmaceutical and wholesale industries, thereby supporting their continued development.

About CRECON Research & Consulting Inc.

As the first research organization for the pharmaceutical industry in Japan, CRECON has been consistently contributing to the health care system and pharmaceutical industry since 1955. It specializes in databases and networks that support pharmaceutical distribution, as well as in pharmacoeconomic expertise, and provides services known to play an important role in society. For more information, visit <http://www.crecon.co.jp/english/>

About Encise Inc.

Encise was established in November 2012 as a joint venture by companies in the pharmaceutical and related industries. Guided by its philosophical commitment to “contribute to a sustainable health care environment,” Encise consolidates health care and pharmaceutical information that has to be shared, and offers high-quality information, efficient systems, and advanced consulting services, thereby helping pharmaceutical and medical businesses improve productivity. For more information, visit <http://www.encise.co.jp/english/>

About Veeva Systems Inc.

Veeva Systems Inc. is a leader in cloud-based software for the global life sciences industry. Committed to innovation, product excellence, and customer success, Veeva has more than 200 customers ranging from the world’s largest pharmaceutical companies to emerging biotechs. Veeva is headquartered in the San Francisco Bay Area, with offices in Europe, Asia, and Latin America. For more information, visit www.veeva.com.

For More Information

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