

Press release
May 8, 2019
Boston, United States



Monocl partners with Veeva Systems to transform the way biopharma engage medical experts and opinion leaders

Boston, Massachusetts. May 8, 2019 – Monocl has been appointed to the Veeva Technology Partner Program, bringing the industry-leading stakeholder insights from Monocl seamlessly into Veeva CRM. Using Monocl for Veeva, Veeva CRM users are empowered with real-time insights and a 360-degree perspective on millions of medical experts and opinion leaders across the world to drive truly meaningful and proactive engagement.

Monocl, the leader in stakeholder mapping and engagement, today announced its new partnership with leading CRM provider Veeva Systems. Monocl for Veeva empowers Veeva CRM users - working in Medical Affairs, Field Medical and other related functions - with powerful real-time insights for millions of medical experts, opinion leaders, physicians and researchers to drive a truly proactive and meaningful engagement approach.

Björn Carlsson, CEO of Monocl: *"Veeva's vertical focus and purpose-built CRM solutions has put them in a unique market position. We are on a similar trajectory in the stakeholder mapping and engagement space. We are therefore thrilled to announce this strategic partnership, which expands our product portfolio and enables a unique end-to-end solution in this vertical. Moving forward, Veeva CRM users will be able to understand the collaboration network, research interests, relationships and influence of their customers in a new, powerful way."*

About Veeva Technology Partner Program

The Veeva Technology Partner Program allows companies to build best in class integrations and solutions for mutual customers to use alongside the Veeva portfolio. More information is available here:

<https://www.veeva.com/meet-veeva/partners/technology/>

About Veeva Systems

Founded in 2007, Veeva NYSE (VEEV), is a leading global provider of industry-specific, cloud-based software solutions for the consumer goods, chemical and life sciences industries. Its applications enable manufacturers to realize the benefits of a modern, cloud-based platform to manage the product journey and bring innovative, high-quality products to market faster without compromising industry-specific functionality, quality or regulatory compliance. Veeva is headquartered in the San Francisco Bay Area, with offices throughout North America, Europe, Asia, and Latin America.

About Monocl

Monocl enables professionals to confidently target and engage the right stakeholders across healthcare and life sciences. The cloud-based Monocl platform offers unparalleled global coverage and a 360-degree perspective on millions of medical experts, opinion leaders, physicians, investigators and researchers. Monocl is trusted by the global industry leaders – including Big Pharma, top biotech companies and leading instrument suppliers – to drive engagement, improve performance and lower cost. To learn more, visit www.monocl.com.

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