

## CUSTOMER SUCCESS STORY:

# Accelerating Operational Excellence with Veeva Vault CRM for a Global Life Sciences Company

## Partnering for a Successful Veeva Vault CRM Deployment

### The Challenge

A growing global company recently sought a trusted partner to support a newly acquired Veeva Vault CRM environment for their field Commercial and Medical teams across the US and Europe. The successful deployment of Vault CRM supported the company's completion of its acquisition of a leading provider of specialized medical technology used in advanced therapeutic treatments.



The company required an educated and experienced Veeva Services Partner to lead the program and integrate Vault CRM into its infrastructure to streamline operations. While partnering with Veeva Professional Services during the core implementation, Conexus Solutions, Inc. led the overall program, leveraging their expertise in complex, multi-regional projects and deep experience with Veeva. The company, now a happy Vault CRM customer, was referred to Conexus by an existing client who is confident in Conexus's ability to deliver scalable and seamless solutions.

### The Solution

Conexus delivered comprehensive services designed to address the customer's immediate needs and ensure long-term operational efficiency. The project focused on aligning systems, optimizing data workflows, and empowering users with the tools and training necessary for success. Key elements of the solution included:

- **End-to-End Project Management** to oversee the implementation project from start to finish.
- **Systems Integration** with a Data Warehouse and other systems, creating seamless workflows across platforms.
- **Data Activities** such as extraction, cleansing, loading, and archival, ensuring data quality and usability.
- **User Training** supported programs to drive system adoption and confidence.
- **Post-Implementation Support** of Veeva Vault CRM, tailored to the needs of Commercial and Medical teams in the US and EU.
- **Managed Services** to provide ongoing support and continuous optimization.



This holistic approach and partnership with the customer and Veeva Professional Services ensured a successful program and enabled the customer to streamline operations and leverage a robust, scalable CRM system for future growth.

## The Results

The collaboration between the customer, Conexus, and Veeva achieved remarkable outcomes that exceeded expectations:



**Accelerated Timeline:** The project was completed in just 10 weeks, delivering results faster than industry norms.



**Streamlined Operations:** Integration with Veeva Network, supported by Veeva's expertise, enabled a unified approach to data management, improving efficiency and reducing redundancies.



**Enhanced Collaboration and Decision-Making:** Teams now leverage a custom-configured system designed around their specific business needs, enabling more effective collaboration and decision-making.



**Successful Adoption:** Tailored user training and a seamless go-live process ensured immediate and widespread adoption across teams.



**Strategic Impact:** The implementation provided a scalable platform to support the customer's global goals, including advancing the reach of its ECP delivery systems.

The success story also represented a significant milestone for Conexus as the company's first Vault CRM project. This achievement underscores Conexus's experience and commitment to excellence and highlights the value of collaborative efforts with Veeva in managing complex, multi-regional projects that deliver transformative results.

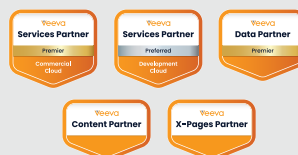
## The **team** behind your **team**.

Founded in 2016, Conexus Solutions, Inc. provides cost-effective outsourcing solutions that successfully empower small to midsize life science organizations to scale and enhance their commercial operations. With a team of specialized industry experts averaging over 25+ years of experience, Conexus helps clients accelerate portfolio expansion, adapt to market dynamics, and build enterprise value. Conexus understands the risks and complexities decision-makers face as they navigate a highly regulated landscape to meet business objectives in sales, marketing, data analytics, operations, research, and clinical development.

Conexus tailors advisory and managed technology services to mitigate risk and make life science organizations more competitive at every growth stage. It has the proven expertise to extend and enrich its clients' commercial capabilities, including various Veeva solutions, advanced analytics, cloud-based sales training, and other services. Learn more at [cnxsi.com](https://cnxsi.com).



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