

# Innovative Solutions for Life Sciences Organizations

Conexus Solutions, Inc. is a leading provider of innovative solutions for the life sciences industry, empowering small to midsize 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.

At Conexus, we recognize that each life science organization is unique. That's why we take a personalized approach, tailoring our advisory and managed technology services to mitigate risk and make our clients more competitive at every growth stage. We combine deep life sciences expertise with scalable, flexible delivery across Veeva, Salesforce, AI, analytics, and operational support to help organizations focus on innovation, growth, and patient outcomes.



## Our Ecosystem Expertise

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**CRM Systems** – Specializes in implementing and integrating tailored CRM systems to optimize client interactions and streamline sales processes for increased efficiency and customer satisfaction.
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**Veeva Systems** – Provides expert guidance and support for leveraging Veeva’s cloud-based software solutions, enabling effective management of customer relationships, commercial operations, and regulatory compliance.
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**Data Management and Analytics** – Offers end-to-end data management and analytics services, enabling organizations to derive actionable insights and make informed decisions.
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**Validation** – Excels in comprehensive validation services, ensuring regulatory compliance and industry standards through rigorous testing and quality assurance processes.
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**Interactive Learning** – Develops engaging interactive learning solutions using cutting-edge technologies for effective training tailored to client and learner needs.
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**Marketing Support** – Delivers strategic marketing services, leveraging industry expertise and market insights to drive awareness, engagement, and sales growth.
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**Field Management** – Specializes in optimizing field management operations to maximize productivity and revenue generation.
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**Strategy Planning** – Offers comprehensive strategic planning services, including market assessment and growth opportunity identification, to drive sustainable success aligned with business objectives.

# Our Practice Areas



## Veeva Services Practice Group

The Veeva Services Practice Group (VSPG) optimizes solutions to address the needs of emerging life science companies. As a Premier Services Partner for Veeva with certifications in multiple applications, VSPG offers advisory and outsourcing services supporting Veeva Commercial Cloud, Veeva Development Cloud, and Veeva Data Cloud.

- Implementation
- Implementation Support
- Ongoing Support
- Help Desk
- Data Stewardship
- Data Migration
- Audit Support
- Vault CRM Migration
- Integration
- Digital Asset Management
- Validation
- Release Management
- Case Processing
- Enhancements



## Commercial Services Practice Group

The Commercial Services Practice Group (CSPG) offers a unified suite of services aimed at helping small to midsize companies build and scale their commercial capabilities. CSPG's versatile solutions are designed to improve performance, enhance commercial capabilities, and foster a thriving ecosystem, increasing efficiency and effectiveness across multiple departments. CSPG consists of four specialized practice areas: Data Services and Insights, Learning Services, Marketing Operations, and Field Operations.



## Data Services & Insights

We provide data services to plan, organize, analyze, and visualize your data to make sound business decisions.

- Commercial Data Platform
- Data Warehouse
- Master Data Management
- Performance Reporting and Visualization
- Data Stewardship
- Data Governance
- Data Migration



## Learning Services

Our Learning Services are designed to address businesses' evolving needs and help them stay competitive in a rapidly changing world.

- Learning Cloud
- Custom Interactive Video
- Instructor-Led Training
- Guides and Documentation



## Marketing Operations

Providing cloud-based platform services, including implementation, integration, and continuing support.

- Patient Relationship Management
- Integrated HCP Communication Systems



## Field Operations

Providing proactive operational and exceptional field support to your user base and platforms.

- Roster Management
- Territory Management
- Target Setting
- Incentive Compensation
- Help Desk
- End-User Support



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



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