

BASE life science's take on the next generation CRM platforms

A BASE life science whitepaper

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The life sciences CRM market has been capturing a lot of attention from the industry as well as from various outsiders since the announcement from Veeva to leave the Salesforce platform¹ onto their own platform, Veeva Vault. This event significantly increases the attention within the market and between the various players as it will have a noteworthy impact on the earnings and the customers.



Veeva is the current market leader in life sciences CRM with an estimated 85% market share², which underlines the magnitude of the news. The news resulted in a spike of opinions being shared ranging from perspectives by life sciences employees, advertising whitepapers by solution vendors and new market forecasts by analysts. In fact, Gartner immediately recommended life sciences CIO's to ask Veeva and IQVIA via an RFI what their exact plan was³. Since this initial announcement, lots of publications have been made by various players, promoting their solutions over the others, trying to gain potential market share.

The purpose of this whitepaper is to summarize the current state of the market one year after the Veeva announcement, assess the various players, outline key dates and their influence on the future of CRM within the life sciences industry. While this research aims at detailing public knowledge, additional insights are provided by recent survey results gained from selected customers during the 2023 Veeva Commercial Summit in Madrid.

A concentrated market with few vendors

The life sciences CRM market is remarkably concentrated compared to other industries. While the ecosystem is complex as it requires multiple capabilities, four players are getting the lion's share of the revenues while other players are sharing the remaining pennies. When looking at the ecosystem of CRM, the following capabilities must be considered:

- **Content management:** as every piece of promotional material must be approved via MLR, the capability to run this process and integrate with channels is essential.
- **Marketing Automation:** providing digital engagement capabilities to engage with customer in a seamless fashion across channels.
- **Core CRM:** the transactional interaction management from the field force with HCP's should be managed in an easy and frictionless way.
- **HCP data:** the foundation of any ecosystem to interact with stakeholders in an effective way.
- **Service Center:** supporting case management needs as well as the work of a call center based workforce or support organization.
- **Event management:** supporting the use cases around events from budgeting to the interaction itself, including meeting local compliance requirements.
- **HCP engagement:** ensuring compliant engagement of HCP from an interaction standpoint as well as from a transfer of value standpoint.

	Content Management	Marketing Automation	Core CRM	HCP Data	Service Center	Event Management	HCP Engagement
	✓	📅	✓	✓	📅	✓	
		✓	📅		✓		
		✓	✓	✓		✓	✓
		✓	✓			✓	

✓ Available
📅 Announced

BASE life science: Main CRM players and their customer engagement capabilities in life sciences

Description of the various players and their approximate positioning:

- Veeva:** the Veeva CRM is solution built on the Salesforce platform and currently eight of the top 10 biopharma companies globally are using this platform. Added to that they have a global market share of approximately 85% within Pharma & Biotech when it comes to CRM. Veeva has been on the market since 2007⁴ revolutionizing the CRM approach. They currently have more than 650 active commercial clients⁵. While CRM is their most mature product, Veeva offers additional connected applications such as Veeva Vault PromoMats, Veeva OpenData, Veeva Link, and Veeva Align.
- Salesforce.com:** Salesforce do not currently have a CRM product targeted at the life sciences industry but is the backbone technology used by Veeva and IQVIA.

- In 2025⁶ Salesforce will launch their CRM product targeted for the life sciences industry and will offer customers an HCP engagement component. The strength of SFDC is centered around the multifaceted ecosystem suite as well as their mature AI features (Salesforce Einstein). In addition, SFDC is a leading provider of marketing automation capabilities for the life sciences industry as well as service center support (Service cloud).
- IQVIA:** the OCE Personal has been built on the salesforce platform and was released to the market in 2017. The OCE suite is integrated natively with OneKey data (the largest HCP data set in the world) and they have two customers who are part of the top 10 biopharma companies⁷. While the OCE suite contains solutions for marketing automation, omnichannel CRM and engagement management, the OCE suite does not contain any solution for content management and requires integrations to manage content in a compliant way.

- **Exeevo:** the Omnipresence suite is built on the Microsoft dynamics platform. The solution is a result of the collaboration between Indigene and Microsoft and has been on the market since 2017⁸. Exeevo list various global pharma companies as⁹. The native integration with Microsoft Outlook and in general with Office 365 is one of the core strengths of the solution while the lack of integration with standard HCP data providers could be viewed as one of their weaknesses.

The above list is focused on the main players within the market, other companies are also offering CRM dedicated to life sciences such as Trueblue (a solution built on Office 365¹⁰), Ysura (in Germany¹¹) and Data3s¹². While the market has been relatively stable for the last five years, this recent announcement is forcing both customers and vendors to look at their options and their needs in a way that maybe they have not done before.

The announcements and how the next years will unfold

Veeva announced on the 30th of November 2022 their intention to move their CRM onto their own Vault platform. The main driver has been too free Veeva CRM from SDFC limitations and to deliver better customer experience and a more innovative and dedicated platform to life sciences companies¹³. The Vault platform is industry-specific and moving the Veeva CRM onto this platform would ensure the core components such as the robust security profiles and the pre-validation of the platform are available as a default.

Based on the survey conducted by BASE life science the announcement was received mostly positively, with more than 60% of the respondents stating that they were either positive or excited about the opportunities that it represents.

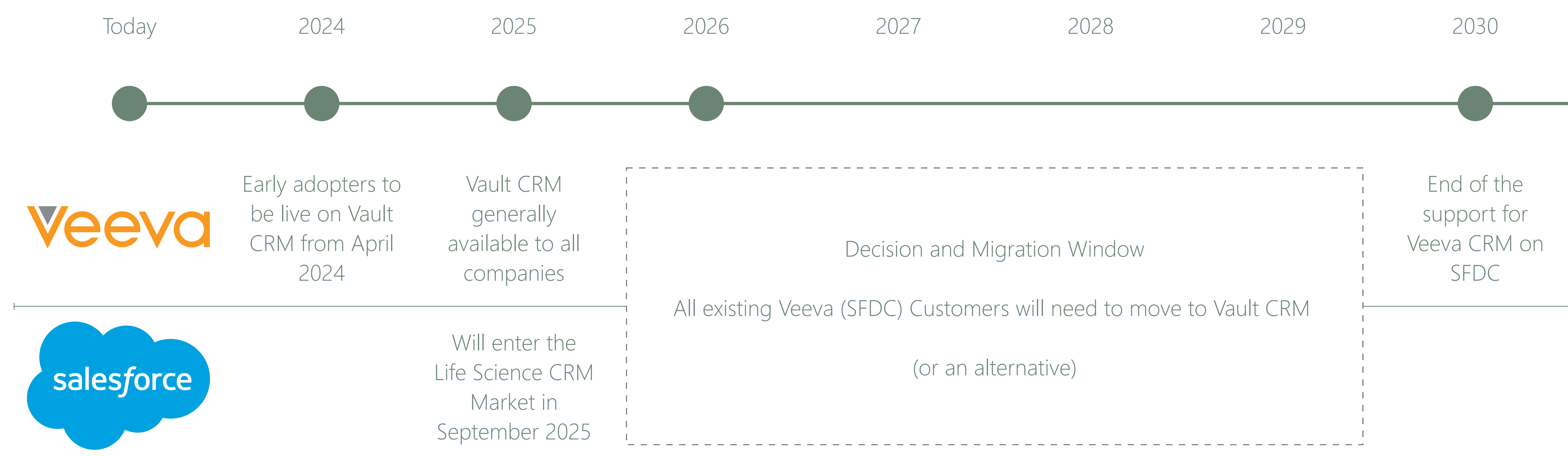
As one can expect a re-platforming will not be done in one day, Veeva has laid out a path of

migration for the industry. The essential dates are the following:

- **November 2023:** the first early adopter is live: the first company, a US biotech is live with the new Vault CRM platform¹⁴.
- **Q1 2024:** additional early adopter companies will be going live on the new Vault CRM platform.
- **1st of April 2024:** Vault CRM will be the new standard for new implementations. It means that Veeva will stop selling Veeva CRM on SFDC for any new customers.
- **1st of January 2025:** the migration window opens for the early adopter of the migration. This means that the first customers that are currently on Veeva CRM build on SFDC will be moving towards the Vault CRM platform. At least, two top-20 companies have already committed to this program¹⁵. Vault CRM will be, from that date onwards, having all the functionalities currently available in Veeva CRM on SFDC. In addition, new functionalities such as patient CRM, service center and marketing automation will be delivered as well¹⁶.
- **1st of January 2026 - to the end of December 2029:** the main migration window for companies interested in migrating to the Vault platform.
- **During 2030:** the support of Veeva CRM on SFDC will conclude.

While Veeva is the event trigger, the industry in general has not stayed inactive and another important date needs to be added to get the full picture.

- **Mid 2025:** Salesforce has committed to delivering a life sciences-specific CRM based on a mix of Health Cloud and Marketing Cloud as well as the Sales cloud¹⁷.



BASE life science: timeline of events linked to CRM

Those various elements and the upcoming release of the Salesforce solution has created some uncertainty in the market. This is illustrated by the fact that 70% of the respondents of the BASE life science survey are either waiting for more information or initiating an internal assessment program.

Only a small number of companies have made any definitive decisions regarding the direction they intend to pursue. While being a little conservative, this approach seems pragmatic given the pace of the news being released on the topic. The month of November 2023 saw four market-shaking news being released:

- Former VP and General Manager of Veeva Vault CRM has moved to become SVP and General Manager, Life Sciences at Salesforce¹⁸.
- Tact.ai being acquired by Aktana¹⁹.
- The first early adopter being live on Vault CRM.
- Veeva announced new product offering for Marketing Automation. The development will start in 2024.

The desire for more information from the marketplace and better understanding of the actual solutions that may be available from

September 2025 means that we are seeing some companies willing to play the long game and wait until 2028 or even 2029 to make a fully informed decision on which solution to move to. An area which BASE life science is currently exploring is the long-term requirements for the next generation of CRM systems. With the rapid development of AI and intelligent user interfaces combined with trusted data sources the CRM of today could very well be looking a lot different in 2030.

One central uncertainty - data

In addition, a key element to consider as a life sciences company when establishing its data strategy is the Health Care professional data provider. Currently, the market is dominated by two players, coincidentally, those two players are also leading the CRM market for life sciences. IQVIA with its dataset named OneKey is the largest and most comprehensive HCP reference data network²⁰ while Veeva Open Data is gaining traction.

A cautious approach focused on analysing business needs

All the moving parts mentioned before creates a lot of uncertainty. BASE life science therefore advises companies to perform the following:

1. Create a continuous assessment framework of the market. This assessment framework should include data from earning calls with of all the players, software release notes from the various vendors, public statements from the competitors as well as social media communication.
2. Engage with life sciences business stakeholders to understand the engagement model that should be supported in 2030. The exercise should be holistic and disruptive not focused on today's gap within the different systems. The impact of future AI capabilities and the HCPs & KOLs ways of working should be factored in.
3. Start analysing the existing internal setup in place to find areas to reduce the technical debts (unnecessary customization and complex configurations) as well as the data debts (records that are of bad quality or redundant).

Performing those three initiatives in parallel will ensure that companies make the right decision as soon as enough data is available while preparing the company to move in the direction required by business. Obviously, when companies have defined their needs, cleaned their system and initiated an assessment, a Request for Information (RFI) process could be initiated with the appropriate technology vendors to finalize the execution plan.

About BASE life science

BASE life science is an innovative and forward-thinking technology, product and service consultancy specialized in creating real business value from digital platforms and data. Our experienced teams optimize technology and business processes within Customer Engagement, Quality, Regulatory, Compliance and Clinical data management for companies within the life sciences industry.

About the BASE life science survey

During the Veeva Commercial Summit in Madrid on the 28th and 29th of November, BASE life science asked 5 questions to the consenting customers visiting our booth. The total data set includes 39 respondents. The questions were aimed at understanding the industry perspective linked to the Vault CRM announcements.

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Curious for a more in-depth discussion about life sciences CRM? Reach out to our team of experts!



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