



# The Future of **CRM** in Life Sciences



# Intro



## TECNOS

Asian Region



## TRUESON

Europe + Asian Region



## LIRIK

United State Region



# Why This Event



## The CRM Landscape in Life Sciences Is Evolving

The Life Sciences industry is facing a major shift:

- Veeva is transitioning to Vault CRM
- Salesforce is entering the market with Life Sciences Cloud
- IQVIA's OCE is being phased out.



## Plan Your Migration Strategically

Every company must act soon to align CRM migration with product launch timelines.

Changing CRM **during a launch** can create unnecessary risks. Planning early means control and continuity.



## End of Support – Veeva CRM (2030)

Veeva will officially end support for its current CRM platform by **2030**.

Migrating before then ensures time for adaptation and proper validation.



## End of Support – IQVIA OCE (2029)

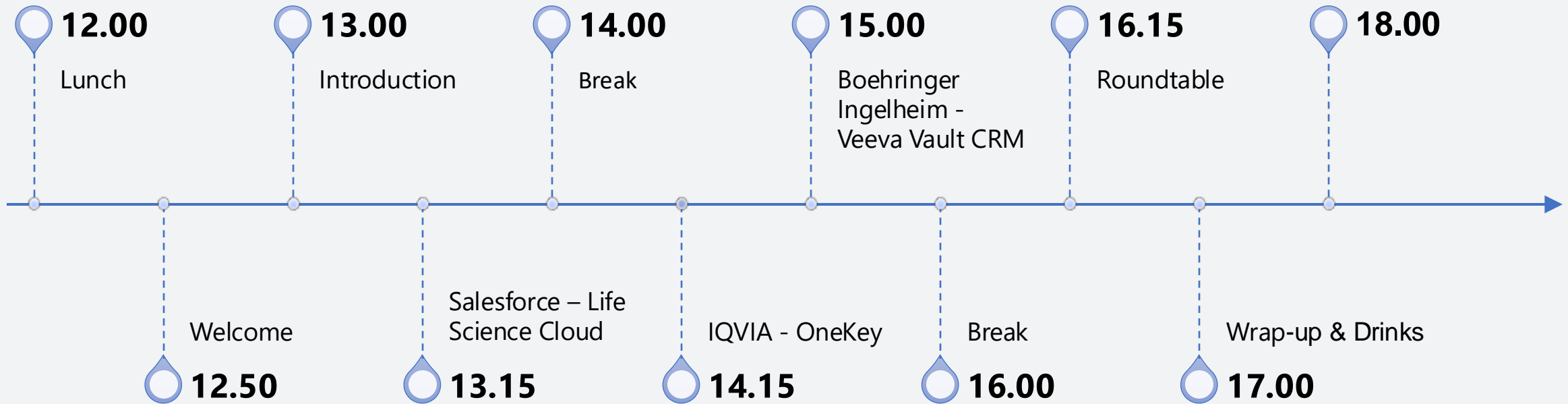
IQVIA will discontinue support for OCE by **2029**.

Teams using OCE should anticipate and plan now to avoid disruption.

Staying on legacy **CRM systems** will soon no longer be an option.



# Agenda for today



The Salesforce logo, which consists of a blue cloud shape with the word "salesforce" written in white lowercase letters inside it. The background of the entire slide is a dark blue space with a glowing world map and radiating light beams.

salesforce

# Salesforce Presentation

# BREAK TIME



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# **IQVIA Presentation**

# Effective HCP engagement with OneKey insights

*Trueson Round Table*

Marc van Schijndel  
Director Solutions



OUR VISION

# Power smarter healthcare for everyone, everywhere



# Accelerating

innovation for a healthier world



OUR STRATEGY

# Connect intelligence to advance healthcare and improve patient outcomes

A diagram illustrating the healthcare ecosystem. It features five large, colored circles representing different stakeholders: Consumer Health (green), MedTech (teal), Pharma (light blue), Payer / Provider (dark blue), and Government (cyan). These circles are interconnected by a dense network of colorful lines (red, orange, yellow, green, blue, purple) that converge towards a central point at the top of the image, where a bright, multi-colored light beam emanates. The background is dark blue with scattered small, colorful dots and lines, creating a sense of a complex, interconnected network.

Consumer  
Health

MedTech

Pharma

Payer /  
Provider

Government

# The healthcare landscape is under pressure... and is rapidly changing

## Trends



**Double aging**



**Popularization  
of healthcare**



**Healthcare personnel  
burn-out**

## Implications



**Cost pressure**



**Data  
scatteredness**



**Lack  
of employees**

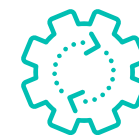
## Solutions



**Centralization**



**Regionalization**



**Appropriate  
care**

# The tremendous workload results in a reduction of HCPs availability for personal engagement



# Challenges in building digital relationships with HCPs



Engage on  
channels where  
HCPs are

Content  
that  
resonates  
to HCPs

Connect actions  
into meaningful  
journeys

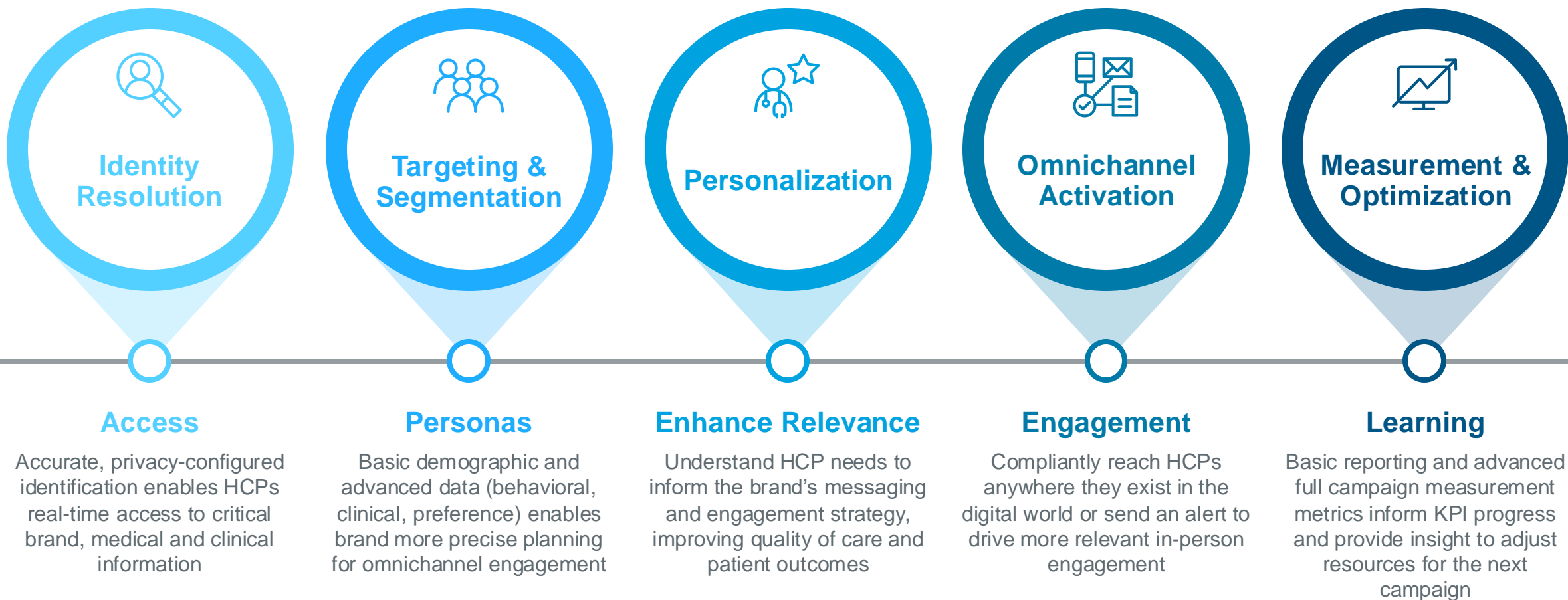
Speed to insight  
and action

Personalize to the  
right customer

Field force  
insights  
driven

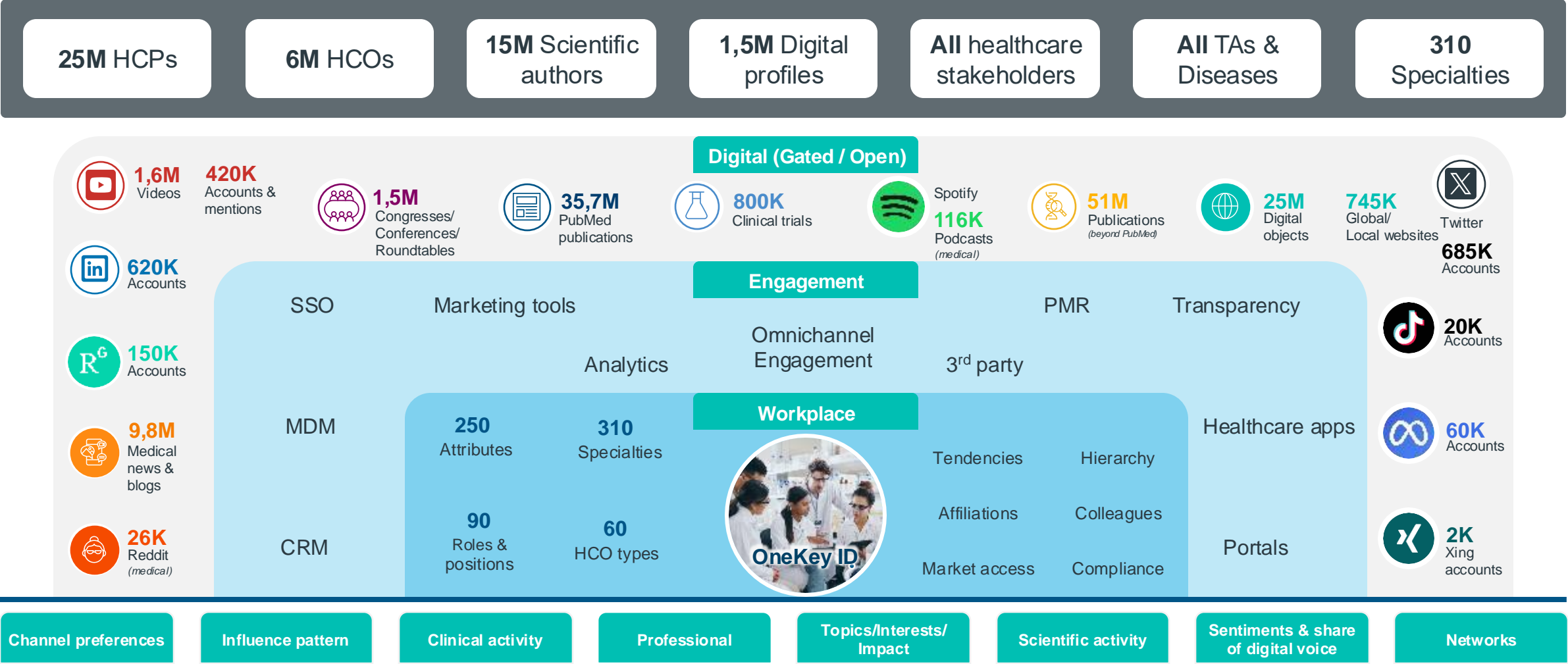


# 6 Key Trends in HCP Engagement



# Precision identification requires dynamic insights

*OneKey connected network is available in 117 countries with real time insights*



# To achieve relevant engagement, brands require deep and dynamic insights that inform the HCP's needs and preferences



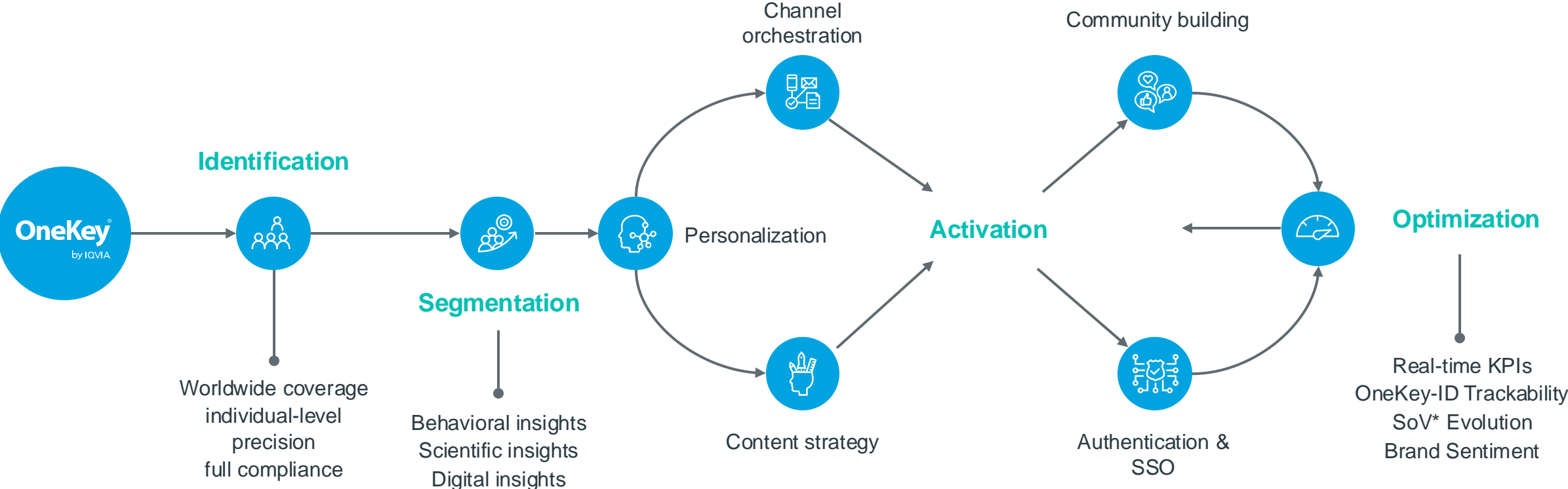
# Data-driven Omnichannel Engagement

*Managed by a worldwide network of healthcare marketing experts*



# Unparalleled data, insights, and omnichannel solutions

Create a seamless end-to-end HCP engagement strategy with OneKey



\*SoV – Share of Voice

# OneKey Integration is Tech Agnostic

*Seamless Integration via API's*

All HCP Data & Omnichannel engagements can be seamlessly integrated into your Ecosystem via API's

CRM

MDM

Analytics

Compliance

Events



Personalized HCP insights embedded everywhere



Shared with everyone within your ecosystem devices via APIs



Healthcare-grade AI™ optimized on IQVIA's vast data assets



Realtime HCP Insights generated from an ecosystem of more than 1M contributors



The background of the slide is a dark blue gradient. On the left side, there is a complex, glowing network of blue and purple lines and dots, resembling a data visualization or a molecular structure. A bright, horizontal streak of light in shades of blue and purple cuts across the middle of the image, adding a sense of motion and energy.

# Accelerating

innovation for a healthier world



# **Boehringer Ingelheim Presentation**

# To be or not to be

**Wilbert Beumer**

# introduction

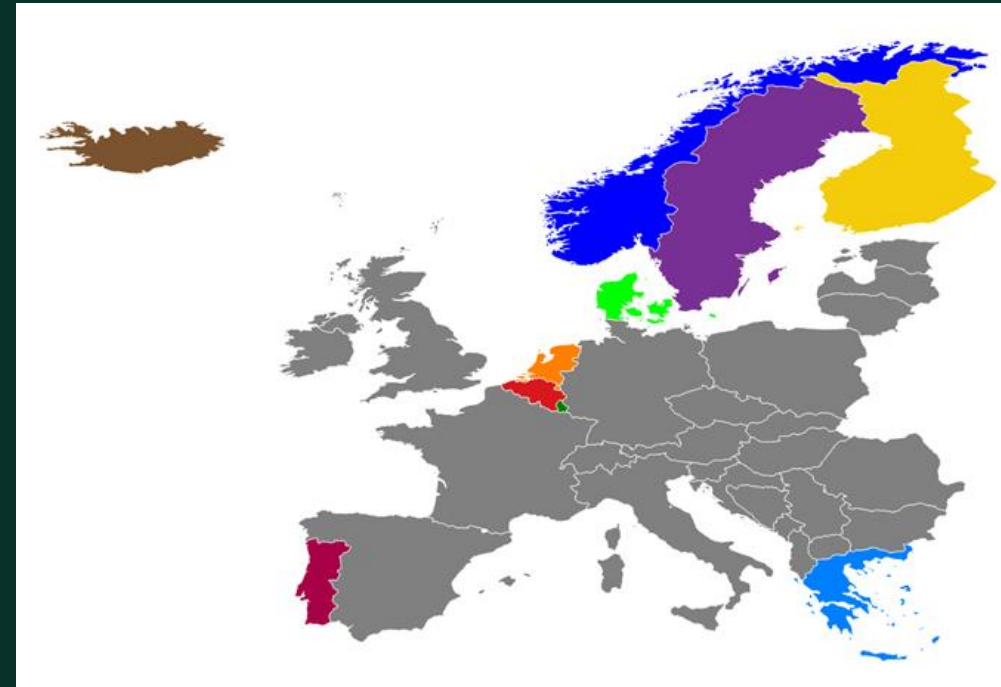
Wilbert Beumer

Customer Operations Team Leader

Responsible for CRM and Analytics

History:

- Consultancy
- Siebel-Veeva migration
- Front runner introducing:  
MCCP, Veeva email, Align, Account plans, Suggestions, MyInsights, Engage



# 2024: Reaching more patients than ever

## Investing in our future

**6.2** billion EUR  
invested in R&D

**1.2** billion EUR  
Capital Expenditure

**~20** Potential new therapy  
launches until 2030  
Human Pharma



## Transforming lives for generations

Reaching  
**66**  
million patients



## Net sales

**26.8** billion EUR  
(+6.1%)



### Human Pharma

**21.9** billion EUR  
(+7.0%)



### Animal Health

**4.7** billion EUR  
(+1.9%)





Until Dec 2022

- All major Pharma companies in same train, same track.





Veeva

Sales

Force



2030

IQVIA











# Our approach

- Project team in place
  - Business+IT
  - External consultants

No RFP



- Foo Fighters
- Red Hot Chili Peppers
- Fleetwood Mac

# Constraints&considerations

- All content in Vault
- Minimize impact field users.
- Around 20 new product launches before 2030
- No new developments in Veeva CRM until 2030
- No budget

# Announcement Veeva EU summit 2024

- Trust in partnership with Veeva, including Veeva business consulting
- Veeva's specialized focus on life sciences provides a competitive edge over Salesforce.
- Choosing Vault CRM delivers a consistent user experience for reps and MSLs, and so requires minimal retraining for field forces. As all content will be deployed through Vault CRM, brand managers can remain focused on launching assets to patients

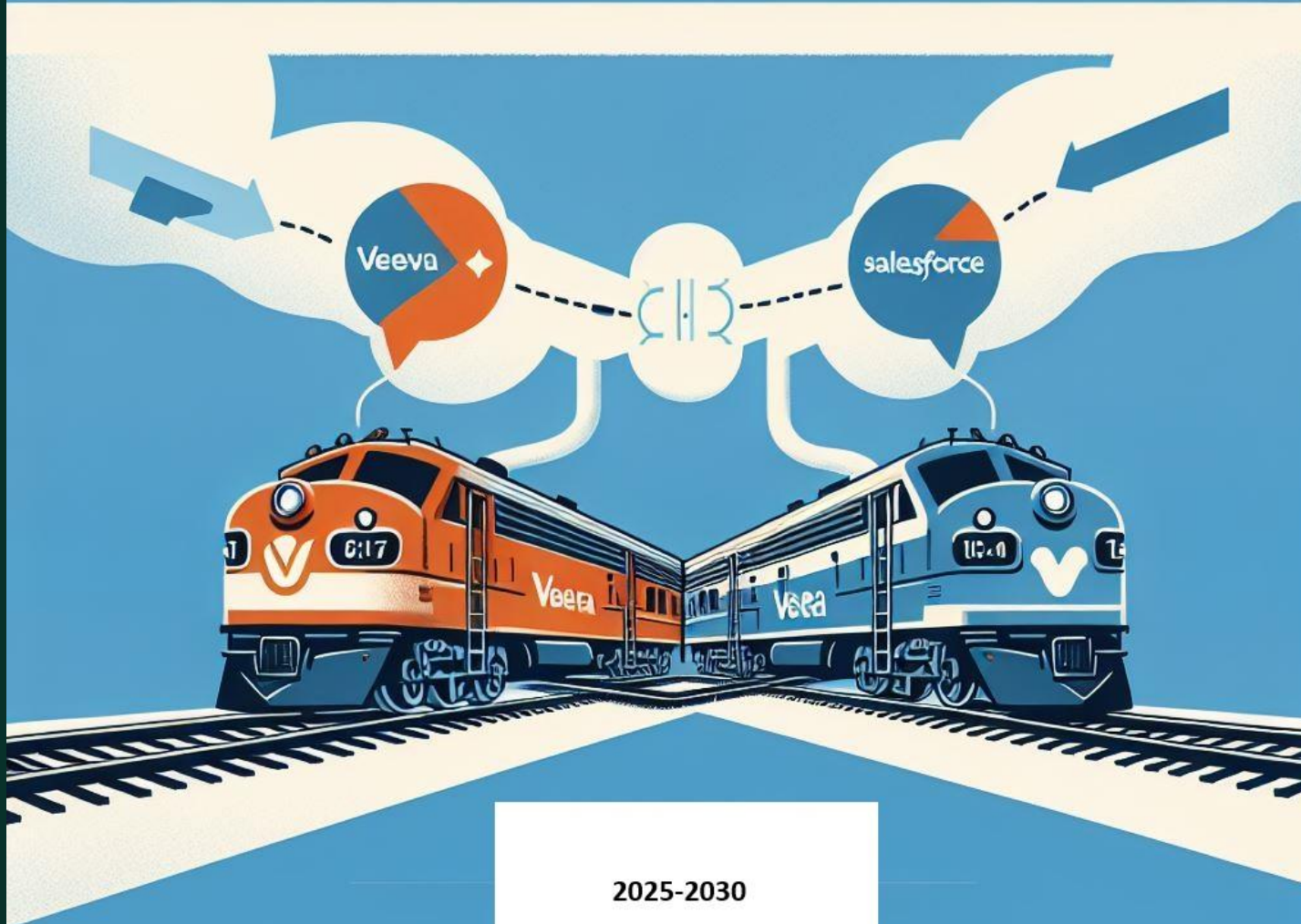




## Next steps

- Internal Project team
  - Business+IT
  - Work on rollout plan with Veeva, plan to move by Org
  - 'cleaning' started.
  - US first
  - Detailed timelines and local resources required not confirmed yet

# Q&A



# BREAK TIME



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# ROUNDTABLE



TRUE  
SON.

10 years



TRUE  
SON.

THANK YOU

