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IQVIA CRM vs. Veeva CRM in Pharma: An In-Depth Comparison

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Pharmaceutical companies in the U.S. rely on specialized CRM (Customer Relationship Management) systems to manage interactions with healthcare providers, ensure compliance, and drive sales effectiveness. Two leading pharma-specific CRM platforms are **IQVIA's Orchestrated Customer Engagement (OCE)** – often referred to as IQVIA CRM – and **Veeva CRM** by Veeva Systems. Both solutions are tailored for life sciences, but they have distinct strengths. This article compares IQVIA OCE and Veeva CRM across key aspects relevant to U.S. pharmaceutical organizations, including features, integrations, usability, support, compliance, security, mobile capabilities, scalability, and user feedback. The goal is to help pharma professionals understand how each platform aligns with industry needs.

Features and Functionality

Core Capabilities: Both IQVIA OCE and Veeva CRM offer a full suite of CRM and sales force automation features designed for pharma. This includes account and contact management for healthcare providers (HCPs), call planning and recording, sample management with electronic signatures, and territory management – all optimized for pharmaceutical sales workflows. Each platform enables omnichannel engagement: sales reps can detail doctors in person with rich content, send approved emails, and conduct virtual meetings, all logged in the CRM. In fact, both systems provide **Closed Loop Marketing (CLM)** tools that allow reps to share interactive presentations and track HCP response data for follow-up (IQVIA VS. VEEVA: Comparing Pharma's Top Platforms - Assemble Studio - Web Development & Digital Production). For example, reps can use an iPad to show approved content and capture feedback or interests, which the CRM records for analytics. Both platforms automatically enforce compliance rules on content distribution and display, so only approved, up-to-date materials are used in presentations (IQVIA VS. VEEVA: Comparing Pharma's Top Platforms - Assemble Studio - Web Development & Digital Production). The ability to tailor messaging and capture insights in real time is a hallmark of both solutions.

Advanced Tools and AI: A key differentiator for these modern CRM platforms is the integration of advanced analytics and AI. IQVIA OCE leverages IQVIA's **Connected Intelligence** and an embedded AI assistant (often referred to as "ADA") to deliver real-time contextual insights, next-best-action recommendations, and predictive analytics to the user (IQVIA to Provide Sanofi Its Orchestrated Customer Engagement (OCE) Platform in Africa & Middle East). This means the system can suggest which doctor to prioritize or what message to follow up with, based on patterns in the data. Veeva CRM similarly offers data-driven guidance – historically via a feature called **Veeva CRM Suggestions (powered by "Andi")** – providing reps with AI-based

recommendations and actionable insights (What Is Veeva? The Industry Cloud that's Brought Pharma into the Digital Age – Assemble Studio – Web Development & Digital Production). In practice, both IQVIA and Veeva enable a shift from static record-keeping to proactive engagement: the CRM doesn't just track what has been done, but actually helps anticipate what to do next for each HCP relationship (IQVIA takes a new approach to managing pharma's customer engagements) (IQVIA takes a new approach to managing pharma's customer engagements). This intelligence is a significant functionality upgrade over legacy CRM systems, turning the CRM into a "system of engagement and anticipation" rather than just a system of record (IQVIA takes a new approach to managing pharma's customer engagements).

Omnichannel Engagement: Pharma companies today interact with HCPs through multiple channels. Both CRMs support a true omnichannel approach. With Veeva CRM, for instance, reps can plan and document face-to-face visits, email follow-ups (using **Approved Email** with pre-approved templates), remote detailing sessions (through **Veeva Engage Meeting** for virtual calls), and even events – all within one platform. Veeva's design enables reps to seamlessly engage HCPs across those touchpoints and ensures all interactions align with industry regulations (What Is Veeva? The Industry Cloud that's Brought Pharma into the Digital Age – Assemble Studio – Web Development & Digital Production). IQVIA OCE offers comparable multichannel capabilities: it integrates field visits with digital channels, including remote detailing via built-in video call integrations (e.g., Zoom or Teams) and personalized email. In OCE, video calls allow reps to detail HCPs remotely and even record key message reactions, with the content display automatically kept compliant with healthcare regulations (IQVIA VS. VEEVA: Comparing Pharma's Top Platforms – Assemble Studio – Web Development & Digital Production). Both platforms also support tailored content for different channels – for example, **customizable HTML emails** that go through an approval workflow before sending, ensuring all communications are consistent with compliance requirements (IQVIA VS. VEEVA: Comparing Pharma's Top Platforms – Assemble Studio – Web Development & Digital Production). In short, whether a rep meets a doctor in person or engages them online, IQVIA and Veeva provide the tools to manage those interactions in one unified system.

Content Management and Presentations: An important functional area for pharma CRM is managing promotional content and presentations used by reps. Veeva CRM is tightly integrated with Veeva's content management system (Vault PromoMats), enabling a smooth process to distribute approved content to reps and withdraw expired materials. Reps using Veeva's iPad app (formerly called **Veeva iRep**) can present rich media (videos, interactive diagrams, etc.) and the CRM captures usage metrics. Veeva even supports **augmented reality (AR)** content in CLM – a unique feature that allows reps to deliver immersive experiences (for example, visualizing a drug's mechanism of action via AR) to deepen HCP understanding (IQVIA VS. VEEVA: Comparing Pharma's Top Platforms – Assemble Studio – Web Development & Digital Production). IQVIA OCE also provides robust CLM functionality: it uses modern web technology to deliver interactive presentations, and like Veeva, it tracks how HCPs react to content (e.g., what pages drew interest) (IQVIA VS. VEEVA: Comparing Pharma's Top Platforms – Assemble Studio – Web Development & Digital Production). This closed-loop feedback helps marketing teams refine

their materials. While IQVIA has not emphasized AR in its platform (as of recent updates) (IQVIA VS. VEEVA: Comparing Pharma's Top Platforms - Assemble Studio - Web Development & Digital Production) (IQVIA VS. VEEVA: Comparing Pharma's Top Platforms - Assemble Studio - Web Development & Digital Production), it does ensure that all digital content usage by reps is compliant and centrally reportable, similar to Veeva. Both systems thus empower pharma reps with engaging content and make sure those engagements are measured and compliant.

Feature Highlights Comparison: The table below summarizes some of the key feature areas and how each CRM addresses them:

Capability	IQVIA OCE (CRM)	Veeva CRM
Core CRM & SFA	Comprehensive pharma CRM covering accounts, contacts, call planning, sample management, etc., with life-sciences-specific workflows.	Comprehensive life sciences CRM with full sales force automation tailored to pharma (accounts, call scheduling, sample tracking, etc.).
Data & Insights (AI)	Embedded intelligence (IQVIA Connected Intelligence): AI-driven next-best-action recommendations and predictive analytics built into user workflows (IQVIA to Provide Sanofi Its Orchestrated Customer Engagement (OCE) Platform in Africa & Middle East).	AI-powered suggestions and analytics (e.g. "Andi" assistant) providing reps with actionable insights and next-best-action guidance (What Is Veeva? The Industry Cloud that's Brought Pharma into the Digital Age - Assemble Studio - Web Development & Digital Production).
Multichannel Engagement	Omnichannel orchestration of field visits, remote video calls, and email. Integrates virtual meeting tools (e.g. Zoom) with CRM to track engagements; ensures all content shown or sent to HCPs is compliant (IQVIA VS. VEEVA: Comparing Pharma's Top Platforms - Assemble	Fully integrated multichannel CRM: supports face-to-face calls, Approved Email, virtual detailing via Veeva Engage, and event management in one system. All channels use approved content and are logged for compliance (What Is Veeva? The Industry Cloud

Capability	IQVIA OCE (CRM)	Veeva CRM
	Studio - Web Development & Digital Production).	that's Brought Pharma into the Digital Age - Assemble Studio - Web Development & Digital Production).
CLM Content & Presentations	Built-in Closed Loop Marketing tools for interactive detailing. Reps can present approved digital content and capture HCP feedback in real time; the system logs viewing metrics and guarantees only compliant, up-to-date materials are used (IQVIA VS. VEEVA: Comparing Pharma's Top Platforms - Assemble Studio - Web Development & Digital Production) (IQVIA VS. VEEVA: Comparing Pharma's Top Platforms - Assemble Studio - Web Development & Digital Production).	Robust CLM on iPad (Veeva iRep). Supports rich media and even Augmented Reality in presentations for enhanced HCP engagement (IQVIA VS. VEEVA: Comparing Pharma's Top Platforms - Assemble Studio - Web Development & Digital Production). Usage data (slides viewed, time spent) is tracked automatically to inform marketing.
Mobile App & Offline	Modern mobile app (tablet-focused) with **unmatched offline access** – reps can use all CRM and CLM functions without internet, then sync data later (AI Consulting - Enterprise AI Solutions & Strategy) (AI Consulting - Enterprise AI Solutions & Strategy). Built on Salesforce Mobile SDK with custom offline capabilities to meet field needs.	Industry-leading iPad app with **full offline functionality**. Reps can log calls, show content, and capture e-signatures for samples entirely offline; data and content sync seamlessly when back online (AI Consulting - Enterprise AI Solutions & Strategy) (AI Consulting - Enterprise AI Solutions & Strategy). Also supports Windows/web for online use, with the same

Capability	IQVIA OCE (CRM)	Veeva CRM
		offline-first design philosophy.
Analytics & Reporting	Leverages IQVIA's analytics heritage – offers dashboards and reports, plus integration to IQVIA's deeper analytics tools (e.g., prescription data reports). Advanced add-ons like OCE+ use AI/ML to drive field insights (Customer Engagement - IQVIA) (Customer Engagement - IQVIA).	Offers extensive reporting and dashboarding (built on Salesforce's reporting engine). Can integrate with Veeva Nitro or third-party BI tools for deeper analytics. Real-time feedback on content and call metrics is available out-of-the-box.
Unique Strengths	Taps into IQVIA's vast healthcare data resources (like IQVIA OneKey HCP database and prescription data), which can be embedded to enrich CRM insights (IQVIA VS. VEEVA: Comparing Pharma's Top Platforms - Assemble Studio - Web Development & Digital Production). Strong "connected intelligence" across sales, marketing, and medical affairs in one platform (IQVIA takes a new approach to managing pharma's customer engagements) (IQVIA takes a new approach to managing pharma's customer engagements).	Deep specialization in life sciences CRM since 2007, with a mature ecosystem. Pioneered pharma CRM on the iPad and continuously refined it. Upcoming **Vault CRM** evolution promises even tighter integration of content and data in a single platform (What Is Veeva? The Industry Cloud that's Brought Pharma into the Digital Age - Assemble Studio - Web Development & Digital Production).

Both IQVIA OCE and Veeva CRM are feature-rich and continually evolving. In summary, they overlap heavily in core functionality and each provides the critical tools needed for pharmaceutical customer engagement. IQVIA's platform shines in its native integration with IQVIA's data and its all-in-one "molecule-to-market" vision connecting various functions (IQVIA takes a new approach to managing pharma's customer engagements) (IQVIA takes a new approach to managing pharma's customer engagements). Veeva's platform excels in polish, industry adoption, and a breadth of proven capabilities (with some unique perks like AR in

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detailing). Next, we'll examine how these features extend into integrations, usability, and other practical considerations.

Integrations and Compatibility with Pharma Tools

Ecosystem Integration: Integration capabilities are crucial, as pharma companies use many systems (for example, medical information systems, sample inventory systems, ERP, and data warehouses). Both IQVIA and Veeva have been built with integration in mind. **IQVIA OCE** is described as a "platform of platforms," designed to plug into other IT solutions as needed (IQVIA takes a new approach to managing pharma's customer engagements) (IQVIA takes a new approach to managing pharma's customer engagements). Technically, OCE is built on the Salesforce platform, and IQVIA has developed an API layer (formerly referred to as **Lexi API connector**) to enable easy linking with external systems (IQVIA takes a new approach to managing pharma's customer engagements). In practice, IQVIA OCE offers *seamless connectivity with standard third-party apps used in pharma*, such as **SAP Concur (expense management)**, Org Planner tools, and master data management systems like IQVIA's own OneKey HCP database (IQVIA's Orchestrated Customer Engagement Platform – Infosys). This means an organization can connect OCE to its expense reporting system to automatically log HCP meal expenses, or sync it with a data warehouse or MDM to keep customer data updated. IQVIA also provides **OCE Apps**, a developer framework to build custom applications or extensions on the OCE platform for specific client needs (OCE Apps – IQVIA), underscoring its integration flexibility.

Veeva CRM, similarly, benefits from its Salesforce origins and Veeva's open integration approach. Out-of-the-box, Veeva provides pre-built connectors to popular systems. For example, Veeva has an official **integration with Concur** to tie travel and expense data to the appropriate HCP in CRM, simplifying Sunshine Act spend tracking (Veeva Announces Seamless Integration with Concur) (Veeva Announces Seamless Integration with Concur – Veeva). Veeva CRM also natively integrates with Veeva's own suite of products – such as Veeva Vault (for content and documents), Veeva OpenData (HCP reference data), and Veeva Network (customer master data management). A pharma company using Veeva's ecosystem can achieve a highly unified environment: for instance, new HCP customer records from Veeva OpenData can flow into Veeva CRM automatically, and approved promotional content in Vault PromoMats syncs to the CRM's CLM media library. Furthermore, Veeva CRM includes robust APIs and supports integration middleware. The platform's **high configurability and Salesforce underpinnings** allow custom objects and integration code (Apex/Lightning) if needed for complex integrations (AI Consulting – Enterprise AI Solutions & Strategy). Veeva's documentation highlights that it *"integrates seamlessly with other systems and applications"*, making it an easy addition to existing pharma IT infrastructure (What Is Veeva? The Industry Cloud that's Brought Pharma into the Digital Age – Assemble Studio – Web Development & Digital Production).

Pharma-Specific Data Compatibility: A critical integration aspect in pharma CRM is working with healthcare provider data sources. Veeva and IQVIA historically competed in this area – **IQVIA (formerly IMS Health)** has long provided comprehensive HCP databases (like IMS OneKey), while **Veeva launched OpenData** as an alternative HCP database. Both CRM systems are compatible with either data source, but there have been **tensions and legal disputes** over data access. Notably, Veeva has accused IQVIA of restricting clients from easily using IQVIA data in Veeva CRM, and IQVIA countered with claims of data misuse (IQVIA VS. VEEVA: Comparing Pharma's Top Platforms – Assemble Studio – Web Development & Digital Production) (IQVIA VS. VEEVA: Comparing Pharma's Top Platforms – Assemble Studio – Web Development & Digital Production). This led to ongoing antitrust litigation in recent years. From a user perspective, this means integration of third-party data can involve contractual considerations. However, technically both platforms support ingestion of external data. If a U.S. pharma company licenses prescriber data from IQVIA, they can integrate it into IQVIA OCE naturally – and they can also load it into Veeva CRM (via Veeva's **Third Party Data Access** provisions, assuming agreements are in place). Similarly, customers can use Veeva OpenData as the source for either system. The key takeaway is that both CRM solutions recognize the importance of rich customer data and are built to integrate with those datasets, though organizations should be mindful of vendor ecosystems (IQVIA will encourage use of its data and analytics, Veeva will tout its OpenData and Network).

Beyond data, other pharma-specific tool integrations include **marketing automation** (e.g., coordinating with Salesforce Marketing Cloud or other campaign systems), **medical affairs systems** (like medical inquiry tracking), and **event management** solutions. Veeva offers its own Events Management module within CRM for planning and tracking speaker programs and conferences, and it ensures that data from those events (attendees, costs) link into CRM records ([PDF] Balancing Complexity and Compliance - Veeva Systems). IQVIA OCE can likewise connect to event management tools or handle events within its CRM workflows, ensuring, for example, that if a doctor attends a lunch-and-learn, that interaction is logged. Both systems support integration with compliance databases such as state license validations or formulary data if needed. In summary, **both IQVIA OCE and Veeva CRM are highly compatible with the pharma tech ecosystem**, leveraging open APIs and offering connectors to common industry applications. IQVIA's approach emphasizes being an orchestrator of various functions (with Salesforce tech as the backbone) (IQVIA takes a new approach to managing pharma's customer engagements) (IQVIA to Provide Sanofi Its Orchestrated Customer Engagement (OCE) Platform in Africa & Middle East), whereas Veeva's approach often integrates through its own extended suite but also provides openness for third-party systems (What Is Veeva? The Industry Cloud that's Brought Pharma into the Digital Age - Assemble Studio – Web Development & Digital Production). Companies should consider their existing tool landscape: if they already use a lot of Veeva products, Veeva CRM will slot in naturally; if they are heavily invested in IQVIA data/analytics or Salesforce enterprise tools, IQVIA OCE will align well.

Usability and User Interface

User Interface Design: Both IQVIA and Veeva recognize that field reps and their managers need an intuitive, easy-to-use interface. Each has invested in a modern UI that will feel familiar to users of contemporary web and mobile apps. Since both platforms have roots in Salesforce, they leverage the **Salesforce Lightning design framework** in their user interfaces. For IQVIA OCE, Infosys (an implementation partner) notes that *"IQVIA OCE is built using SFDC Lightning components and hence has [an] industry-leading user experience"* (IQVIA's Orchestrated Customer Engagement Platform - Infosys). In practical terms, OCE's interface is clean and task-oriented: a rep logging a call can do so through guided forms, and dashboards provide at-a-glance metrics. IQVIA has also developed role-based UIs ("personas") for different users – sales reps, medical liaisons, sales managers, etc. – so that each sees a interface optimized for their needs (IQVIA's Orchestrated Customer Engagement Platform - Infosys) (IQVIA's Orchestrated Customer Engagement Platform - Infosys). This persona-based design means, for example, a medical science liaison might see recent medical inquiries and upcoming appointments on their home screen, whereas a territory manager sees aggregate performance charts and team activities.

Veeva CRM's UI has evolved alongside Salesforce's UI improvements as well. Veeva introduced an updated user interface in recent years consistent with Lightning Experience, improving the look and feel over older Salesforce Classic layouts. Users often praise Veeva CRM for being relatively straightforward to navigate, given the complexity of pharma processes it supports. The system organizes information by Accounts (HCPs or HCOs), Calls, and other objects in a logical way. Additionally, Veeva's mobile interface on the iPad is highly optimized for touch and quick use in a clinic setting. It was one of the first pharma CRMs to really nail a tablet UX back in the early 2010s, and it remains polished. Common actions like scheduling a call, recording sample drops, or viewing an HCP's interaction history are a few taps away. Both Veeva and IQVIA provide configurable dashboards and reports on the home screen to surface important info when a user logs in.

Ease of Use: In terms of learning curve, both platforms are designed for non-technical sales users. Veeva CRM follows the mantra of configuration over coding – meaning most business rules (like call validations or segmentation) are implemented via configuration settings, resulting in a consistent experience that doesn't require users to know any technical details. IQVIA OCE similarly tries to keep the complex analytics under the hood, exposing simple, guided workflows to the end user. For example, OCE might proactively prompt a rep with "here are suggested next best actions for this week" – the rep doesn't need to query the data, the insights are presented in the UI. Because of the Salesforce heritage, users of one system will find many elements (like search, filters, layouts) analogous in the other.

One subtle difference is in **flexibility vs. consistency**. Veeva CRM historically has a very standardized data model and process for activities in order to maintain compliance. This sometimes means it is *less flexible* in altering on the fly, but the benefit is a more uniform user

experience globally. IQVIA's OCE, being a newer entrant, touts flexibility and customization – for instance, IQVIA emphasizes that since all pharma solutions are on one unified platform (Salesforce), they are *"easy to customize and integrate"* to specific needs (IQVIA's Orchestrated Customer Engagement Platform - Infosys) (IQVIA's Orchestrated Customer Engagement Platform - Infosys). From the end user's perspective, customization could mean the screens and fields are tailored more precisely to the company's processes, which can enhance usability if done well. However, both systems if over-customized could become more complex. In general, out-of-the-box both have been praised for an **intuitive UI**. IQVIA's interface has been called "strong" and "modern" by analysts (IQVIA's Orchestrated Customer Engagement Platform - Infosys), and Veeva's interface benefits from a decade of user feedback and refinement, plus Salesforce's continual UX upgrades.

User Adoption: Given that thousands of pharma reps use these tools daily, user adoption is a good barometer of usability. Veeva CRM, being the long-time market leader, has a very large user community. Reps and managers moving between companies often already know how to use Veeva CRM from previous roles, which can reduce training time. IQVIA OCE, while newer, has focused on familiar UI paradigms (for example, using common icons, layouts, and even keyboard shortcuts from Salesforce) to shorten the learning curve. There is anecdotal feedback that OCE's Lightning-based UI is quite friendly and "consumerized." In one evaluation, IQVIA's platform was noted for its **"intuitive UI experience"** that contributed to it being a strong contender among pharma CRMs (IQVIA's Orchestrated Customer Engagement Platform - Infosys). Veeva's platform likewise has been commended for usability, though one potential challenge mentioned by some users is that because Veeva CRM packs so many features, new users might take time to discover all the functionality. To mitigate this, Veeva often provides in-app guidance (tooltips, guides) and relies on training.

In summary, both IQVIA OCE and Veeva CRM score well on usability for pharmaceutical users. They provide modern, role-specific interfaces with an emphasis on ease of use. IQVIA leverages the latest Salesforce Lightning design, and Veeva, also on Salesforce (for now), provides a similarly slick experience. Companies evaluating the two may find **no major drawbacks in UI on either side**, and user preference may come down to familiarity. It's worth noting that as Veeva transitions some customers in the future to its own **Vault CRM** platform (away from Salesforce), the UI may further evolve, but Veeva has indicated it will continue prioritizing a user-friendly, mobile-first design (What Is Veeva? The Industry Cloud that's Brought Pharma into the Digital Age - Assemble Studio - Web Development & Digital Production).

Customer Support and Training Resources

Implementing a pharma CRM and getting teams proficient in it requires substantial support and training. **Veeva Systems** and **IQVIA** take somewhat different approaches in this area, reflecting their company styles.

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Training Approach: IQVIA appears to offer more *hands-on, personalized training engagements* for OCE. According to one comparison, IQVIA's training is "more of a team sport," often involving live sessions where a group (e.g. a sales team) is trained together, offering a personal touch (IQVIA VS. VEEVA: Comparing Pharma's Top Platforms - Assemble Studio - Web Development & Digital Production) (IQVIA VS. VEEVA: Comparing Pharma's Top Platforms - Assemble Studio - Web Development & Digital Production). This suggests that when a pharma company deploys OCE, IQVIA may send trainers on-site or conduct interactive webinars to walk users through the new system in real time. This group learning can be effective in pharma, as it allows sales reps to discuss use cases and learn collectively, and it can spur higher adoption early on.

Veeva, on the other hand, has historically provided **self-paced and online training** resources. Veeva CRM is supported by a rich library of eLearning modules, documentation, and a certification program (for admin users and implementation partners). The Assemble consultancy notes that Veeva's training is mostly online and at your own pace (IQVIA VS. VEEVA: Comparing Pharma's Top Platforms - Assemble Studio - Web Development & Digital Production). New users often use Veeva's Help portal or "Vault Training" videos to learn functionality. While this on-demand training is comprehensive, it assumes users or the company will take initiative in learning. Some organizations augment this with their own workshops or by leveraging Veeva's Professional Services for initial training. The difference is that Veeva's model scales globally (users can train themselves anytime, anywhere), whereas IQVIA's model might offer a more guided kick-off which some users prefer. Neither approach is inherently better – it depends on the company culture and the resources available for training. For companies that want in-person (or live) training experiences, IQVIA's style might resonate. For those that prefer flexible, on-demand learning, Veeva's extensive online resources are a plus.

Customer Support: Both vendors offer ongoing support, but they have different support ecosystems. **Veeva** has a dedicated support portal for customers and an active online community. Clients can submit support tickets to Veeva and expect responses for issues or questions. In addition, Veeva has a strong **Customer Success** program – a team that works closely with clients to ensure they are getting value from the software. Veeva's customer success team members often have life sciences backgrounds and deep knowledge of the product, enabling them to advise on best practices (What Is Veeva? The Industry Cloud that's Brought Pharma into the Digital Age - Assemble Studio - Web Development & Digital Production) (What Is Veeva? The Industry Cloud that's Brought Pharma into the Digital Age - Assemble Studio - Web Development & Digital Production). This partnership approach (as Veeva calls it) means that after implementation, Veeva stays engaged with the client, periodically reviewing how things are going, informing them of new features, and sometimes helping strategize on how to use the CRM more effectively. Many pharma companies appreciate this, especially if they lack internal experts in the system.

IQVIA also provides global customer support, bolstered by IQVIA's presence in over 100 countries (AI Consulting – Enterprise AI Solutions & Strategy). Clients using OCE can get support from regional IQVIA teams who understand local commercial models and requirements. Having

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support personnel with domain knowledge (e.g., knowing the pharma sales model in U.S. vs. Europe) can be valuable when issues arise that are not just technical but process-related. In terms of help desk, IQVIA clients typically have an arrangement for ongoing support and may also rely on IQVIA's consulting services for enhancements. One advantage IQVIA sometimes highlights is its ability to be a one-stop shop (data, software, services together). So an IQVIA support team might more readily assist with questions that span the CRM and IQVIA data or analytics products.

Third-party **implementation partners** also play a role in support for both platforms. A number of consulting firms specialize in Veeva CRM implementations, and after go-live they may provide admin support or managed services. Similarly, IQVIA OCE has partners (including large system integrators like Infosys, Deloitte, etc.) who can support clients. So, a pharma company might not deal with Veeva or IQVIA support exclusively; they might have a certified partner as the first line of support, especially for configuration or integration questions, escalating to the vendor for any product-level issues.

User Community and Resources: Veeva, with its large user base, has annual conferences (Veeva Commercial Summit) where users gather and share experiences, and a community site where one can ask questions. The wealth of knowledge and peer support for Veeva is considerable given its market share. IQVIA OCE's user community is smaller, but it is growing, and IQVIA has started organizing user groups and forums as well (IQVIA vs Veeva Systems 2025 - Gartner Peer Insights) (AI Consulting - Enterprise AI Solutions & Strategy). IQVIA also publishes blogs and webinars (for example, regular OCE release webinars (Customer Engagement - IQVIA)) to educate users on new features.

In summary, **Veeva CRM support and training** is characterized by strong self-service resources, a large community, and a hands-on customer success program for strategic guidance. **IQVIA OCE support and training** leans toward more personalized initial training and globally-present support teams with deep pharma knowledge. Both companies understand the regulated nature of pharma and offer responsive support for critical issues. Prospective users should consider which style fits their organization – some might value the hand-holding and data expertise of IQVIA, while others prefer the independence and community network that comes with Veeva.

Compliance and Regulatory Alignment

Compliance is a non-negotiable aspect in pharma CRM. Any system must support the stringent regulations that govern pharmaceutical promotions, data handling, and privacy. Both IQVIA OCE and Veeva CRM are **designed specifically for regulated industries** and include extensive features to ensure compliance with laws like FDA 21 CFR Part 11, HIPAA, and the Sunshine Act (Open Payments), as well as industry guidelines and company codes of conduct.

FDA 21 CFR Part 11 (Electronic Records and Signatures): This FDA regulation requires controls (audit trails, secure user authentication, electronic signatures, etc.) for systems managing records in drug marketing or other regulated processes. Both Veeva and IQVIA meet these requirements. **Veeva CRM** has compliance "baked in" – it comes with audit trail functionality on all critical records and supports Part 11 compliant e-signatures out-of-the-box (AI Consulting - Enterprise AI Solutions & Strategy). For example, when a sales rep records giving a sample to a physician, Veeva can capture the physician's signature on the tablet and lock it with a timestamp, all Part 11 compliant (AI Consulting - Enterprise AI Solutions & Strategy). These features are validated and kept up-to-date by Veeva as regulations evolve (AI Consulting - Enterprise AI Solutions & Strategy) (AI Consulting - Enterprise AI Solutions & Strategy). **IQVIA OCE** similarly supports Part 11 compliance – it provides digital signature capture for samples or HCP acknowledgments and maintains audit trails of user actions (AI Consulting - Enterprise AI Solutions & Strategy). IQVIA's pharma domain expertise means OCE was built with "commercial compliance" features in mind, and it adheres to global standards like FDA Part 11 by design (AI Consulting - Enterprise AI Solutions & Strategy). In practice, companies using OCE still perform their own system validation (a typical requirement in pharma IT), but IQVIA facilitates this by providing validation scripts and documentation to help meet regulatory expectations (AI Consulting - Enterprise AI Solutions & Strategy). The net result: both systems can be used in GxP compliant environments, and audits of promotional activities or system usage can rely on the built-in compliance logs.

HIPAA and Data Privacy: While CRM systems for pharma primarily handle HCP data (which is business contact information, not patient health data), there are scenarios (especially in medical or patient support programs) where personal health information might be stored. Both IQVIA and Veeva operate on secure cloud infrastructures that comply with healthcare data privacy laws. **Veeva CRM** is frequently noted as *HIPAA-compliant* in its design (User-Friendly HIPPA–Compliant CRM Recommendation … - Reddit) (How does Veeva CRM handle compliance and regulatory …). It includes safeguards like role-based access, field-level security, and encryption to ensure any protected health information (PHI) is secured. Veeva also adheres to high privacy standards (it's EU GDPR compliant as well) and offers data processing agreements for customers to address HIPAA needs. **IQVIA**, with its large footprint in healthcare data, is likewise attuned to privacy. OCE running on Salesforce means it inherits Salesforce's compliance with security certifications (SOC 2, ISO 27001, etc.) and the ability to sign Business Associate Agreements for HIPAA if needed. Both systems allow configuration of user permissions such that a sales rep only sees the minimum necessary information. Additionally, Veeva's and IQVIA's audit trails help monitor any access to sensitive data. For example, if a rep adds a note about an adverse event or patient inquiry in the CRM, the system logs who accessed that note. In summary, **data privacy controls** (encryption, access control, audit logs) are robust in both platforms, aligning with HIPAA and other privacy regulations.

Sunshine Act (Open Payments): U.S. Sunshine Act compliance requires tracking transfers of value to physicians and reporting them annually. CRM plays a role in capturing things like meals provided, samples given, or speaking fees, which then feed into transparency reporting. **Veeva**

CRM includes built-in tools to track HCP spend and sample disbursements for this purpose (Veeva Salesforce Interview Questions - by UATeam - Medium). It can flag if a particular HCP is nearing an spend limit or if their specialty disallows certain gifts. Veeva also leverages **Veeva OpenData Compliance data** (like up-to-date license and specialty info for each doctor) to ensure reps only give samples to eligible prescribers and adhere to state laws and gift bans (Veeva OpenData Compliance Data). The earlier-mentioned integration with Concur in Veeva's case is directly aimed at simplifying Sunshine Act reporting by linking expense entries to HCPs in CRM (Veeva Announces Seamless Integration with Concur - Veeva). **IQVIA OCE** likewise supports Sunshine Act needs. It captures sample drops with all required details (HCP, product, quantity, date) and can be configured to log any expenses associated with HCP interactions. IQVIA's OneKey database provides rich profile info that can include state license IDs and specialty, which help determine reporting requirements. Both systems can generate reports or feed data to transparency reporting systems to meet the CMS Open Payments submission requirements. Compliance officers can pull data from either CRM to audit that all values are captured correctly.

Promotional Compliance (FDA & Corporate): Beyond formal regulations, pharma CRMs must enforce compliance with FDA rules on promotional messaging and company-specific policies. Both systems ensure that reps cannot use unapproved materials – for instance, **Veeva CRM's Approved Email** functionality will only send emails that have gone through medical-legal review, and any modifications must be re-approved, thus preventing off-label or non-compliant messaging. IQVIA OCE has similar controls; as noted, it *"automatically ensure[s] the distribution and display of everything is compliant with all health-industry regulations."* (IQVIA VS. VEEVA: Comparing Pharma's Top Platforms - Assemble Studio - Web Development & Digital Production). This refers to how OCE manages content and communication channels: only content marked as approved can be displayed in CLM, and any rep-created content (like a custom email text) might go through an approval workflow. Both platforms maintain an audit trail of exactly what content was shown to which doctor on what date, a vital record in case of an FDA audit. Additionally, call notes or "free text" fields can be configured with compliance checks (for example, Veeva offers an "Approved Notes" feature that helps ensure reps' notes don't violate policy by, say, containing inappropriate text).

Finally, **pharmacovigilance and medical compliance**: If a sales rep records an adverse event or product complaint in the CRM, both systems can trigger the proper workflow (often an integration to a safety system). These workflows are Part 11 compliant and ensure the information is handed off to drug safety teams within the required timeline. Veeva and IQVIA both understand these processes and have configurations to support them.

In summary, *both IQVIA OCE and Veeva CRM are highly aligned with pharma compliance and regulatory requirements*. They were built from the ground up for life sciences, unlike generic CRMs that would need heavy customization to meet these rules. Veeva CRM is often highlighted for delivering *"hundreds of compliance features"* and keeping them updated as regulations change (AI Consulting - Enterprise AI Solutions & Strategy). IQVIA OCE, offering similar

compliance capabilities, benefits from Salesforce's secure architecture and IQVIA's deep knowledge of global pharma regulations to cover regional needs (AI Consulting - Enterprise AI Solutions & Strategy) (AI Consulting - Enterprise AI Solutions & Strategy). U.S. companies can be confident that both platforms will support HIPAA-compliant processes, Sunshine Act tracking, and FDA Part 11 requirements out-of-the-box. Nonetheless, due diligence during implementation is needed to configure the system properly to each company's compliance policies (for example, defining business rules for call recording and sample limits), which both vendors and their partners are well equipped to handle.

Security and Data Privacy

Security is closely tied to compliance but is a broad topic on its own. Pharmaceutical firms require that their CRM systems protect sensitive data (HCP contact details, internal sales data, etc.) from breaches and unauthorized access. Both IQVIA and Veeva operate in a cloud environment and adhere to industry-leading security standards.

Cloud Security Infrastructure: Veeva CRM (in its current state) runs on the Salesforce multi-tenant cloud, and Veeva also manages its own layers on top of that. Salesforce's infrastructure brings a host of security certifications and controls – including SOC 1/2/3, ISO 27001, ISO 27018, and compliance with frameworks like HITRUST and FedRAMP for government-related data. Veeva leverages this and adds its own security program. According to Veeva's security overview, they regularly undergo third-party compliance audits of their security, confidentiality, and availability controls (Veeva's Security Program Overview). Veeva implements industry-standard practices for authentication, access control, encryption in transit and at rest, network intrusion detection, and so forth (Trust - Veeva) (Trust - Veeva). For example, Veeva CRM data is encrypted, and user access is governed by robust password policies and optional SSO/SAML integration with client identity systems. Activity logs are maintained to detect any anomalous behavior (Trust - Veeva) (Trust - Veeva). In essence, Veeva's cloud platform is locked down with multiple layers of defense – from firewalls to physical data center security – much like any top-tier enterprise cloud service (Trust - Veeva) (Trust - Veeva).

IQVIA OCE being built on Salesforce means it also resides on Salesforce's secure cloud infrastructure. IQVIA does not need to reinvent basic security; it inherits Salesforce's robust security architecture. Additionally, IQVIA likely has its own security and privacy certifications (IQVIA, as a company handling massive amounts of health data, is well-versed in data security). OCE environment can be configured to meet **client-specific security policies** – for example, enabling two-factor authentication for sales reps, restricting data downloads, or IP whitelisting for access. IQVIA's documentation and the Businesswire release emphasize that OCE is *"built and maintained on the latest Salesforce technology"*, which by implication includes Salesforce's security and compliance measures (IQVIA to Provide Sanofi Its Orchestrated Customer Engagement (OCE) Platform in Africa & Middle East). IQVIA also offers a "Connected

Intelligence" cloud environment which likely follows stringent security protocols to protect data analytics outputs.

Data Privacy and Access Control: Both systems allow granular control of who sees what data. In a pharma context, this often means implementing territory-based visibility (a rep should only see HCPs in their territory) and perhaps product-based visibility (specialty sales teams only see their product's data). Veeva CRM and IQVIA OCE both can enforce such rules through their role hierarchy and sharing settings. As noted earlier, this ensures compliance with privacy and also limits exposure in case an account is compromised – an unauthorized user wouldn't be able to see the whole database if least-privilege is configured. Both vendors also commit to not using customer data except for providing the service (Veeva, for instance, as a PBC – Public Benefit Corp – is very vocal about protecting customer data and not exploiting it).

For U.S. operations, companies often require that their data is stored in U.S. data centers. Salesforce has multiple U.S. data centers, and Veeva or IQVIA will make sure the data residency meets client needs (and is compliant with any government regulations if applicable).

Security Features: Some differentiators might include how much autonomy a client has in security configurations. With Veeva (Salesforce), clients can use Salesforce Shield (a premium security add-on) if they want things like platform encryption keys managed by the customer, or event monitoring for user actions. IQVIA's OCE being on the same platform means Shield could equally apply. Both systems allow integration with single sign-on systems, meaning pharma companies can tie CRM access to their corporate login credentials and policies. Audit trail data from both can be extracted for security reviews.

Regulatory Security Requirements: Both IQVIA and Veeva meet FDA and EMA expectations for electronic system security in the context of regulated data (as covered in the compliance section). This includes not just Part 11, but general principles of computer systems validation. Each new release of the software is tested and documented. Veeva releases updates typically three times a year and provides validation documentation for clients in regulated environments. IQVIA does similarly for its OCE updates, offering scripts to test key functionality so the system remains in a validated state (AI Consulting - Enterprise AI Solutions & Strategy).

In short, **both CRM platforms are highly secure and align with data privacy laws**. Pharma companies can enter into robust agreements (including data protection addendums) with either vendor to ensure all legal bases (HIPAA BAA, GDPR Data Processing, etc.) are covered. There haven't been public reports of any major security breaches for either Veeva CRM or IQVIA OCE; both companies stake their reputations on trust and security in handling sensitive healthcare data. Therefore, from a security standpoint, **the choice between IQVIA and Veeva may not be made on security features** – since both are strong – but rather on other factors, as both deliver enterprise-grade security measures.

Mobile and Field Team Capabilities

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Mobile access is absolutely critical in pharma CRM, as pharmaceutical sales reps and medical liaisons spend most of their time in the field. Both IQVIA and Veeva have invested heavily to equip field teams with powerful mobile CRM apps that work anywhere, anytime – including areas with no internet connectivity (e.g., hospital basements or rural clinics).

Mobile Applications: Veeva CRM is well-known for its mobile app on the Apple iPad. In fact, Veeva's early success was partly due to launching "iRep," one of the first pharma CRM apps for iPad, around 2011 (Takeda Selects Veeva's CRM Solution - Contract Pharma). Today, Veeva CRM's mobile experience on iPad (and Windows for laptops) is highly refined. Reps can perform all core tasks: reviewing their call schedule, accessing HCP profiles, presenting CLM content, capturing signatures, and entering call notes and samples – all through the tablet app. The interface is optimized for touch, with large buttons and an offline database on the device. **Full offline functionality** is a standout feature: a rep can work a full day without internet, documenting all interactions, and the data will sync automatically when connectivity is restored (AI Consulting - Enterprise AI Solutions & Strategy) (AI Consulting - Enterprise AI Solutions & Strategy). Even rich media content is stored locally on the iPad, so presentations run smoothly without Wi-Fi (AI Consulting - Enterprise AI Solutions & Strategy) (AI Consulting - Enterprise AI Solutions & Strategy). Veeva explicitly advertises that *"data, configuration, and content are seamlessly synchronized across mobile devices,"* giving field teams instant access to what they need whether online or offline (AI Consulting - Enterprise AI Solutions & Strategy) (AI Consulting - Enterprise AI Solutions & Strategy). This offline capability has become a standard that any competitor must match to be viable in pharma.

IQVIA OCE's mobile app was developed with this in mind, and by all accounts it meets parity. IQVIA understood that matching Veeva's mobile/offline strength was essential (AI Consulting - Enterprise AI Solutions & Strategy) (AI Consulting - Enterprise AI Solutions & Strategy). OCE Personal (the rep-facing app) is available on iPad and likely other platforms, providing what IQVIA calls "unmatched mobile access" – essentially a combined CRM + CLM on the tablet (AI Consulting - Enterprise AI Solutions & Strategy). Reps using OCE can do everything offline as well: plan calls, enter call details, and show detailing content offline, then have it sync later (AI Consulting - Enterprise AI Solutions & Strategy) (AI Consulting - Enterprise AI Solutions & Strategy). The architecture uses Salesforce's offline caching plus IQVIA's enhancements to ensure data integrity when syncing. In terms of interface, OCE mobile also emphasizes ease: swiping through a presentation, tapping to add a sample record, etc., are all user-friendly. The **CLM integration** in OCE mobile means a rep doesn't need to juggle separate apps – the sales presentation and call reporting live together (similar to Veeva's approach).

For both platforms, mobile apps are not limited to reps: managers can also use them to review team performance or sign off on calls, and MSLs (field medical) can use them to capture more scientific discussion notes (in Veeva, a separate app "Veeva Medical CRM" exists but shares core platform; IQVIA likely extends OCE for medical users similarly).

Field-Specific Features: Several features are specifically aimed at helping field teams. Both CRMs support **geolocation and route planning** (if enabled by the company). A rep can see their

accounts on a map, get driving directions, and check-in/check-out for visits (where permitted, since tracking reps' locations can be sensitive). They also both have **offline search** and customer profiles so that even with no signal, a rep can pull up a doctor's info or past interactions.

Another field capability is **signature capture** for sample drops, which we touched on under compliance. On mobile, both apps allow an HCP to sign directly on the device screen with a finger or stylus. That signature is stored securely and tagged to the transaction, satisfying FDA requirements for sample documentation. This replaces the old paper process and is widely used by pharma reps via these apps.

Updates and Sync: The mobile apps get periodic updates in tandem with the main platform releases (typically a few times a year). Reps usually download updated versions from the App Store or their enterprise app catalog. Both Veeva and IQVIA have optimized the sync process so that it's not burdensome – initial downloads of content/data can be large, but incremental syncs (daily updates) are efficient, transferring only changes. This is important for large teams with thousands of content pieces and millions of data points.

Device and Platform Support: Traditionally, pharma chose iPad as the standard device for reps (due to its early lead in ease of use and security), and Veeva CRM was essentially iPad-first. Veeva also offers a Windows app (for Surface tablets or laptops) which some companies use for certain teams. And Veeva CRM can be accessed via web browsers (Salesforce UI) for office-based users. IQVIA OCE, using the Salesforce platform, also can be accessed via web on a laptop for office users or managers. In the field, IQVIA supports iPad as well – and possibly other tablets or phones, though the primary use case is iPad. Both likely support at least iOS and Windows; Android is less common in pharma and might not be fully supported for the rep app (this is something to check based on latest updates – historically Veeva did not provide an Android app for CRM, focusing on iOS).

Innovations for Field Teams: Veeva has been adding features like real-time coaching (e.g., a manager can leave feedback on a call report), and **"Next Best Action" suggestions appear in the mobile app** so reps see them on the go. IQVIA's mobile app similarly surfaces the embedded AI insights in the field – IQVIA mentions **"advanced embedded intelligence"** on mobile, meaning reps might get suggestions or customer insights right on their tablet while preparing for a call (AI Consulting - Enterprise AI Solutions & Strategy) (AI Consulting - Enterprise AI Solutions & Strategy). This can help a rep adapt their approach just before walking into a doctor's office.

Both solutions also realize that field reps operate in fast bursts of activity, so they emphasize quick load times and a responsive UI on mobile. The ultimate goal is to make the rep's life easier, not harder, with the CRM. As one source put it, *"Veeva's focus on mobile has made the rep's life easier and is a strong point that competitors had to match."* (AI Consulting - Enterprise AI Solutions & Strategy) IQVIA has indeed matched these mobile capabilities, making mobility a non-differentiator in a negative sense (i.e., you won't be missing critical mobile features with either choice – both excel in this area).

In conclusion, **mobile and offline capabilities in IQVIA OCE and Veeva CRM are robust and largely equivalent**. Veeva's long track record in mobile gives it a proven status, and IQVIA's newer app benefitted from building with the latest technology and learning from Veeva's model. Pharmaceutical field teams can plan on using either system on their iPads to manage their day in the field effectively, capture all needed data on the spot, and sync it without hassle. This is a huge productivity boost over older methods, and both vendors continue to refine the mobile experience with each release.

Scalability and Flexibility for Enterprise Use

Pharmaceutical companies range from small biotechs to some of the largest global enterprises. Any CRM deployed in this industry must scale and flex accordingly – supporting thousands of users and millions of records for Big Pharma, or efficiently serving a nimble specialty pharma team. **Scalability** and **flexibility** are areas where both IQVIA and Veeva have strong offerings, though their approaches have nuances.

Enterprise Scalability: Veeva CRM has a proven record at enterprise scale. It has been adopted as the global standard CRM by many of the top 20 pharma companies (Pfizer, Novartis, AstraZeneca, and others over the years). For instance, companies like **Takeda U.S.A. rolled out Veeva CRM to 1,800 reps and over 200 managers in one go** as far back as 2013 ([Takeda Selects Veeva's CRM Solution - Contract Pharma](#)). Veeva's multi-tenant cloud architecture allows it to handle large volumes of users and data – all clients are on a few common instances worldwide, which are built to auto-scale. The fact that Boehringer Ingelheim, a top-20 pharma, recently committed to moving to Veeva's next-gen Vault CRM for its global operations underscores confidence in Veeva's scalability and future roadmap ([Boehringer Ingelheim Adopts Veeva Vault CRM - Contract Pharma](#)). The platform supports multi-country deployments with complex org structures, and it *"supports all critical region-specific capabilities and regulatory needs – from Brazil to Japan, Germany and beyond."* ([AI Consulting - Enterprise AI Solutions & Strategy](#)). In short, Veeva can scale from a small team to tens of thousands of users across markets. The user experience and performance remain stable even as data grows, largely because of the robust Salesforce infrastructure underneath.

IQVIA OCE is newer on the scene but was designed from day one for enterprise scale as well. IQVIA has leveraged Salesforce's highly scalable cloud and augmented it with its own layers. OCE is already in use by large pharma organizations – for example, **Sanofi** selected IQVIA OCE for deployment in multiple countries (Africa and Middle East initially) for its consumer health business unit ([IQVIA to Provide Sanofi Its Orchestrated Customer Engagement (OCE) Platform in Africa & Middle East](#)) ([IQVIA to Provide Sanofi Its Orchestrated Customer Engagement (OCE) Platform in Africa & Middle East](#)). IQVIA highlights that it has a presence in over 100 countries and OCE benefits from this global footprint, supporting multiple languages and local requirements out-of-the-box ([AI Consulting - Enterprise AI Solutions & Strategy](#)). An Everest Group report in 2023 named IQVIA's OCE as a Leader in life science customer engagement

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platforms, reinforcing that it's suitable for large enterprises (Customer Engagement – IQVIA) (Customer Engagement – IQVIA). Because it's on a unified platform, adding new user groups or countries in OCE is a matter of configuration and scaling up the Salesforce backend, which is a known quantity.

System Performance: At enterprise scale, performance (speed of system) is critical. Both Veeva and IQVIA handle this via the cloud scale-out. There haven't been widespread complaints about performance for either, though any cloud system can face slowness if not optimized (for example, overly complex reports or too much data sync at once). Veeva's long experience has led to best practices that IQVIA also adopts – such as archiving old data, limiting the size of offline datasets per user, etc., to keep things smooth.

Flexibility and Customization: Flexibility refers to how well the system can be adapted to unique business processes or changes over time. Veeva CRM, by design, provides a lot of configuration options but deliberately limits certain kinds of customization to protect upgradeability. Users can add custom fields, tweak page layouts, and create custom workflows or even custom objects on the underlying Salesforce platform (AI Consulting – Enterprise AI Solutions & Strategy). Many companies have added their own small extensions to Veeva CRM. However, Veeva imposes governance – some core objects and processes (like the call object or sample management flows) are standardized and cannot be arbitrarily altered, which ensures that when Veeva pushes new updates, they don't break client customizations. This gives Veeva a reputation of being slightly "opinionated" software (i.e., built around best practices that you generally follow), which can be good if your processes align, or a bit challenging if you have a very novel requirement.

IQVIA OCE, as suggested by some analyses, tries to offer more openness. It's a managed package on Salesforce, so clients can theoretically introduce more custom code or integrations if needed. Infosys notes that because IQVIA solutions are on a single SFDC platform, they are *"easy to customize and integrate,"* addressing issues of rigid one-size-fits-all approaches from older CRMs (IQVIA's Orchestrated Customer Engagement Platform - Infosys). That said, OCE is still a product – IQVIA also wants to keep it consistent, so core changes are somewhat limited by the managed package structure (AI Consulting - Enterprise AI Solutions & Strategy). One source points out that OCE can be configured and allows custom extensions, but it's not an entirely open development platform (you wouldn't, for example, rewrite OCE's core code – you'd extend it) (AI Consulting - Enterprise AI Solutions & Strategy). On the flip side, **Veeva's use of Salesforce's flexibility is renowned** – it inherited the platform's ability to add custom objects, Apex code, and Lightning components (AI Consulting - Enterprise AI Solutions & Strategy). Some customers have built quite sophisticated add-ons inside Veeva CRM.

Scalability of Features: Flexibility also means scaling functionality. As a company grows, they might need additional modules – here the **breadth of each ecosystem** comes into play. Veeva offers an entire Commercial Cloud (CRM, Align for territory alignment, Approved Email, Engage for virtual, Events Management, Nitro analytics, etc.), so a company can gradually adopt more modules as they scale their use cases. IQVIA similarly has an extended suite: OCE modules like

OCE Digital (for marketing automation), OCE Optimizer (for complex planning) (Customer Engagement – IQVIA) (Customer Engagement – IQVIA), and other add-ons (like compliance tracking, etc.). If an enterprise needs to integrate marketing and sales, Veeva's CRM plus Vault PromoMats plus marketing tools vs. IQVIA's OCE plus Salesforce Marketing Cloud etc. will be considered. Both are scalable in that sense, but Veeva has the advantage of a unified suite under one vendor, whereas IQVIA's approach might involve Salesforce or other partner tools in the mix.

Future-Proofing: It's worth noting as part of scalability/flexibility that **Veeva is making a strategic shift** in its architecture in the coming years. Veeva announced Vault CRM, which will eventually replace the Salesforce-based Veeva CRM by 2030 for most customers (What Is Veeva? The Industry Cloud that's Brought Pharma into the Digital Age – Assemble Studio – Web Development & Digital Production). Vault CRM aims to integrate the CRM with the Vault Platform (which Veeva owns) for more control and presumably even more flexibility (and to remove Salesforce licensing costs down the road) (What Is Veeva? The Industry Cloud that's Brought Pharma into the Digital Age – Assemble Studio – Web Development & Digital Production). For now, this is in early stages – for example, as of late 2024, Boehringer Ingelheim is an early adopter of Vault CRM (Boehringer Ingelheim Adopts Veeva Vault CRM – Contract Pharma). Veeva is promising that Vault CRM will offer the same or better scalability (Boehringer wouldn't have signed on otherwise) and additional flexibility in integration and data model, since Veeva will control the full tech stack (What Is Veeva? The Industry Cloud that's Brought Pharma into the Digital Age – Assemble Studio – Web Development & Digital Production) (What Is Veeva? The Industry Cloud that's Brought Pharma into the Digital Age – Assemble Studio – Web Development & Digital Production). IQVIA, interestingly, has partnered even more closely with Salesforce – Salesforce invested in IQVIA and they formed a strategic partnership to go after Veeva (IQVIA and Salesforce unite against Veeva in Pharma – YouTube) (r/salesforce on Reddit: Is anyone currently using Veeva CRM and …). This could mean IQVIA doubles down on the Salesforce ecosystem advantages. For an enterprise evaluating long-term flexibility: Veeva's solution is evolving, which could be an opportunity (to get on a new platform with potentially more customization) or a risk (migration needed in future), whereas IQVIA's solution is likely to continue leveraging Salesforce's platform stability.

In summary, **both solutions are highly scalable for enterprise use and offer flexibility to tailor to business needs**. Veeva CRM's configurability and large set of modules make it a safe choice for big organizations that want a tried-and-true system that can be rolled out globally. IQVIA OCE's scalability is equally solid given its Salesforce core and growing track record, and it might offer a bit more leeway for customization in certain areas. Enterprises should consider their specific needs: if they desire a very specific customization or unique workflow, they should verify if the platform can accommodate it easily. According to one expert comparison, *"Veeva excels in providing a consistent global solution aligned to pharma best practices, at the cost of some flexibility"*, whereas IQVIA OCE (and others) might allow more tailoring but were catching up on the rich features (AI Consulting – Enterprise AI Solutions & Strategy). All things considered, neither IQVIA nor Veeva will likely be a bottleneck in scaling your commercial operations – both can handle the size and complexity of U.S. pharma enterprises.

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Recent User Feedback and Case Studies

The experiences of pharmaceutical companies and users who have deployed IQVIA OCE or Veeva CRM provide valuable insight into how these platforms perform in real-world settings. Both solutions have generally positive reputations in the industry, with some differences noted in user feedback, and each has flagship customer success stories that illustrate their strengths.

User Satisfaction and Reviews: On Gartner Peer Insights (a site for enterprise software reviews), both IQVIA and Veeva's CRM offerings receive high marks from users in the life sciences CRM category. As of 2025, IQVIA's CRM had a slightly higher average rating (around 4.7/5) but from fewer reviews, while Veeva CRM had a strong 4.4/5 from a larger pool of customer reviews (IQVIA vs Veeva Systems 2025 – Gartner Peer Insights) (IQVIA vs Veeva Systems 2025 – Gartner Peer Insights). This suggests that users of both are generally satisfied. Reviewers often praise **Veeva CRM's deep industry functionality and compliance** readiness as big positives – it "keeps everything compliant" and boosts efficiency for life sciences teams (IQVIA VS. VEEVA: Comparing Pharma's Top Platforms – Assemble Studio – Web Development & Digital Production). They also highlight Veeva's innovation like AR capabilities as a plus in engaging HCPs (IQVIA VS. VEEVA: Comparing Pharma's Top Platforms – Assemble Studio – Web Development & Digital Production). On the IQVIA side, customers highlight the value of **IQVIA's data and analytics integration**, calling it a "treasure chest of healthcare data" that provides juicy insights alongside the CRM functions (IQVIA VS. VEEVA: Comparing Pharma's Top Platforms – Assemble Studio – Web Development & Digital Production). Users from small to mid-sized companies have also noted that IQVIA's solution can be cost-effective for them and that the live training approach is helpful (IQVIA VS. VEEVA: Comparing Pharma's Top Platforms – Assemble Studio – Web Development & Digital Production) (although we're avoiding pricing details here, that sentiment indicates satisfaction with value).

One area of feedback difference is post-implementation support: Some commentary (for example, from industry forums or partner perspectives) suggests that Veeva relies on its network of partners for ongoing support after go-live, whereas IQVIA might be more directly involved. An **InPractise partner interview** indicated Veeva's implementation teams are excellent, but after go-live, clients often work with consulting partners for support, potentially leaving a gap that IQVIA could exploit by offering more hand-holding (IQVIA OCE vs VEEVA: a Partner Perspective - In Practise - InPractise). IQVIA's more nascent user community also means when a problem arises, clients lean on IQVIA's direct support or partners who specialize in OCE, whereas Veeva clients can sometimes find answers via the broad user community or established partner ecosystem.

Case Studies – Veeva: Many large pharma companies have publicly shared their choice of Veeva CRM and the results. For example, **Novartis** embarked on a global roll-out of Veeva CRM as part of a digital transformation (case studies note improved collaboration and a unified view of the customer after consolidating disparate systems). A notable recent development is companies moving to Veeva's newer platform: **Boehringer Ingelheim**, as mentioned, has been a

Veeva CRM customer for years and in 2024 announced it will move to Veeva Vault CRM (the next-gen) as its "commercial foundation for future expansion and launches," reinforcing trust in Veeva as a long-term partner (Boehringer Ingelheim Adopts Veeva Vault CRM - Contract Pharma). Boehringer's leadership cited the successful partnership with Veeva and the promise of accelerating personalized engagement as reasons for deepening that relationship (Boehringer Ingelheim Adopts Veeva Vault CRM - Contract Pharma). Another case: **Teva Pharmaceuticals** standardized on multichannel Veeva CRM globally, replacing multiple regional CRMs, which helped it unify data and strategy (a published case study noted that after Veeva CRM implementation, Teva achieved a single source of truth for customer interactions across 50+ markets) ([PDF] Teva Pharmaceuticals Unifies Global Commercial Strategy with …) ([PDF] Teva Pharmaceuticals Unifies Global Commercial Strategy with …). **Takeda U.S.A.** (case from 2013) saw Veeva CRM help align its large primary care sales force under one system, improving team collaboration and communication with physicians (Takeda Selects Veeva's CRM Solution - Contract Pharma) (Takeda Selects Veeva's CRM Solution - Contract Pharma). These cases typically highlight improvements in efficiency, data consistency, and compliance reporting after moving to Veeva. They also often mention positive user adoption – reps liked the iPad interface and having all tools in one place.

Case Studies – IQVIA: As IQVIA OCE gained traction, several pharma companies have chosen it and seen benefits. **Sanofi**, one of the world's largest pharma companies, selected IQVIA OCE for parts of its business (Consumer Healthcare division in emerging markets, as per a 2023 press release) (IQVIA to Provide Sanofi Its Orchestrated Customer Engagement (OCE) Platform in Africa & Middle East) (IQVIA to Provide Sanofi Its Orchestrated Customer Engagement (OCE) Platform in Africa & Middle East). The Sanofi team noted that OCE was a "natural solution to accelerate our omnichannel strategy" and help provide orchestrated customer experiences across personal and digital channels (IQVIA to Provide Sanofi Its Orchestrated Customer Engagement (OCE) Platform in Africa & Middle East). This implies Sanofi found OCE to have strong omnichannel integration and saw IQVIA as a longstanding partner (Sanofi already used various IQVIA services) (IQVIA to Provide Sanofi Its Orchestrated Customer Engagement (OCE) Platform in Africa & Middle East). Another case study (IQVIA published) describes a **midsize life science company** that adopted OCE+ (the AI-enriched version of OCE) and achieved over 80% adoption by the field within 4 weeks, resulting in immediate sales uplift and higher productivity (Customer Engagement - IQVIA) (Customer Engagement - IQVIA). The client attributed this to OCE's ability to deliver contextual AI insights to reps, improving their customer engagement and ROI on activities (Customer Engagement - IQVIA). This kind of result showcases the promise of combining CRM with advanced analytics – something IQVIA is heavily focusing on.

Switching and Competition: Feedback from those who have switched between the two systems is also telling. It's known that moving from one CRM to another is a significant endeavor. A 2022 industry blog noted that *"switching from IQVIA to Veeva, or vice versa, isn't something to take lightly… there's a ton of time and effort involved"* (IQVIA VS. VEEVA: Comparing Pharma's Top Platforms - Assemble Studio - Web Development & Digital Production) (IQVIA VS. VEEVA: Comparing Pharma's Top Platforms - Assemble Studio - Web Development & Digital Production),

but it also observed that more companies are considering cloud-based solutions and both IQVIA and Veeva are well-positioned due to their cloud platforms (IQVIA VS. VEEVA: Comparing Pharma's Top Platforms - Assemble Studio - Web Development & Digital Production). This indicates that while historically Veeva held a strong lead, IQVIA's OCE is becoming a credible alternative that some are migrating to, especially if they value the integrated IQVIA data or perhaps have had issues with Veeva's licensing or flexibility. There have also been legal tussles (as discussed) which customers are watching – for instance, Veeva's antitrust claims against IQVIA and IQVIA's lawsuits over data. While these don't directly affect day-to-day use, they create some market drama. So far, it appears neither vendor's user base has been significantly deterred by these disputes; if anything, they highlight how competitive this space has become.

Analyst Perspective: Analysts like Gartner and Everest Group have recognized both. Gartner's 2022 Market Guide for Life Sciences CRM listed IQVIA OCE as a representative product alongside Veeva (Customer Engagement - IQVIA). Everest Group's 2023 assessment put IQVIA OCE in the Leader category (with likely Veeva as well) (Customer Engagement - IQVIA). These endorsements reflect feedback that both are top-tier solutions. In peer reviews, **pros for Veeva** often include its cloud innovation, no need for additional certification to use, and complete pharma focus (IQVIA VS. VEEVA: Comparing Pharma's Top Platforms - Assemble Studio - Web Development & Digital Production) (IQVIA VS. VEEVA: Comparing Pharma's Top Platforms - Assemble Studio - Web Development & Digital Production), whereas **pros for IQVIA** include its rich data and analytics, cost-effectiveness for certain companies, and strong training approach (IQVIA VS. VEEVA: Comparing Pharma's Top Platforms - Assemble Studio - Web Development & Digital Production) (IQVIA VS. VEEVA: Comparing Pharma's Top Platforms - Assemble Studio - Web Development & Digital Production). **Cons for Veeva** that are sometimes mentioned: higher cost for large enterprises and a preference for self-service training which not all users love (IQVIA VS. VEEVA: Comparing Pharma's Top Platforms - Assemble Studio - Web Development & Digital Production). **Cons for IQVIA** mentioned: needing certification for some advanced features and that it was late to some innovations like AR (IQVIA VS. VEEVA: Comparing Pharma's Top Platforms - Assemble Studio - Web Development & Digital Production) (and some uncertainty due to the legal disputes) (IQVIA VS. VEEVA: Comparing Pharma's Top Platforms - Assemble Studio - Web Development & Digital Production). It's worth noting we have avoided pricing discussion here as requested, but broadly speaking users acknowledge a difference in pricing models which factors into some feedback about value.

Conclusion of Feedback: Recent feedback indicates that **Veeva CRM is appreciated for its reliability, comprehensive feature set, and compliance strengths**, having delivered solid results for over a decade in the industry. **IQVIA OCE is praised for being a modern, data-rich platform that is rapidly catching up to (and in some areas matching or exceeding) Veeva's capabilities**, with users particularly liking the embedded intelligence and the idea of having a one-stop solution from a data and tech provider. Case studies from reputable pharma companies show success with both solutions – there are well-publicized wins on each side (e.g., Teva, BI with Veeva; Sanofi, midsize companies with IQVIA). Neither platform is a risky choice, and user sentiments reinforce that the decision may come down to which aligns better with the company's

strategic priorities and ecosystem. For instance, a pharma heavily invested in IQVIA's data and analytics might lean towards OCE to maximize synergy (IQVIA VS. VEEVA: Comparing Pharma's Top Platforms - Assemble Studio - Web Development & Digital Production), whereas one that values a mature, out-of-the-box solution might stick with Veeva's proven track.

In summary, IQVIA CRM (OCE) and Veeva CRM are both robust CRM platforms tailored for the pharmaceutical industry, and each excels in key areas: IQVIA OCE offers tightly integrated intelligence and data-driven recommendations in a Salesforce-based CRM that pharma teams find intuitive, while Veeva CRM provides a deeply established, feature-rich environment with unrivaled pharma compliance pedigree and a highly adopted mobile experience. Both integrate with essential pharma tools and support the complex compliance landscape of U.S. pharma (HIPAA, FDA, Sunshine Act, etc.) (AI Consulting - Enterprise AI Solutions & Strategy) (AI Consulting - Enterprise AI Solutions & Strategy). For U.S. pharmaceutical professionals, either solution can deliver enterprise-grade capabilities – the choice may ultimately hinge on organizational preferences for ecosystem (IQVIA's data & Salesforce partnership vs. Veeva's unified cloud suite) and specific feature nuances. By examining the aspects above – from functionality and integrations to user feedback – companies can make an informed decision aligned with their commercial strategy and compliance obligations. Each platform continues to evolve rapidly in this competitive space, so staying abreast of the latest releases and roadmaps (such as Veeva's Vault CRM transition and IQVIA's Connected Intelligence enhancements) will also be important in guiding long-term CRM strategy in the pharmaceutical sector.

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