

Veeva MyInsights Development: Timelines, Dashboards & X-Pages

By Adrien Laurent, CEO at IntuitionLabs • 11/11/2025 • 25 min read

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Veeva MyInsights Development Packages: Timelines, Example Dashboards, Pricing

Executive Summary

Veeva **MyInsights** (now rebranded as Vault CRM **X-Pages**) is a powerful embedded analytics platform within Veeva CRM that delivers contextual data visualizations to field teams. Launched in 2017, MyInsights enables sales and medical reps to access tailored dashboards (e.g. pre-call planning, territory summaries, KOL profiles) directly inside the CRM interface, saving significant time and improving decision-making (^[1] www.veeva.com) (^[2] www.veeva.com). The product evolved through multiple releases (introducing new templates and deep-linking), and in 2025 was incorporated into Veeva's Vault CRM suite as **X-Pages** – a no-code, **AI-enabled framework** included in the Vault CRM license (^[3] www.veeva.com) (^[4] www.veeva.com). This report provides an in-depth review of MyInsights' history, technical architecture, typical dashboards, licensing/pricing, and customer use cases, with data, timelines, and examples from Veeva and industry sources.

Introduction and Background

Veeva Systems (NYSE: VEEV) is a life sciences SaaS leader, with **Veeva CRM** as its cornerstone commercial cloud offering. In May 2017 at Veeva's Commercial Summit, the company unveiled **Veeva CRM MyInsights** – “an innovative new cloud-based data visualization capability” embedded in CRM (^[5] www.veeva.com). MyInsights was designed to unify disparate data (calls, orders, expenditures, external analytics) and present it as interactive dashboards in the rep's workflow, reducing the need to jump between systems (^[6] www.veeva.com) (^[7] intuitionlabs.ai). The initial launch included several out-of-the-box dashboards (pre-call planning, territory analytics, order management, KOL profiles, account planning, etc.) (^[1] www.veeva.com), and a certification program for **partners** to build custom visualizations (^[8] www.veeva.com) (^[9] www.veeva.com).

From the outset, Veeva emphasized that MyInsights content is built with standard web technologies (HTML, JavaScript) using the Veeva-provided JS library, making it highly flexible for customization (^[10] www.veeva.com) (^[11] intuitionlabs.ai). Administrators upload dashboards as ZIP packages attached to special “HTML_Report_vod” records, which serve as entry points in CRM (e.g. Account page, Call report, Territory page) (^[12] intuitionlabs.ai) (^[13] intuitionlabs.ai). The result is a native-like dashboard experience on the iPad or desktop: reps see role-specific metrics, charts, and actionable info in-context, without leaving CRM (^[1] www.veeva.com) (^[7] intuitionlabs.ai). Over time, MyInsights capabilities expanded (e.g. integration with Veeva Sage data products, advanced linking), and in 2025 Veeva introduced Vault CRM **X-Pages** (the Vault-built successor to MyInsights) with no additional license cost (^[3] www.veeva.com) (^[4] www.veeva.com).

This report will trace that history and detail MyInsights/X-Pages: how it works, example dashboards, development workflows, licensing models, and real-world impacts. We include data points (e.g. reported time savings, usage metrics), multiple perspectives (partner ecosystem, customer stories), and analysis of the product's role and future.

Evolution and Timeline of MyInsights

| Time | Release / Event | Description and Impact |
|-----------------------|--|---|
| May 2017 | Veeva CRM MyInsights launched ^[5] www.veeva.com | First release: cloud-based embedded dashboards in Veeva CRM. Introduced “pre-call planning” dashboard and a library of starter dashboards (order mgmt, accounts, territories, KOL profiles) ^[1] www.veeva.com). Emphasis on fast, in-context insights (Paul Shawah: “right info exactly when and where you need it” ^[6] www.veeva.com). Established a partner certification program ^[8] www.veeva.com). |
| 2018–2020 | Feature enhancements and adoption | New out-of-the-box pages (e.g. Account Sales, Territory Insights, Interaction Summary). Partners (e.g. AbelsonTaylor, Accenture) begin deploying custom MyInsights solutions based on certification ^[14] www.veeva.com ^[9] www.veeva.com). Early adopters report productivity gains and rep engagement improvements ^[2] www.veeva.com). Development of MyInsights Studio (a no-code authoring tool) to complement coding. |
| May 2021 (CRM 21R1.1) | Release update ^[15] developer.veevacrm.com | Technical enhancements: ability to integrate Salesforce services (getSFDCSessionID) to fetch up-to-date CRM data in dashboards ^[16] developer.veevacrm.com). A new style guide issued to ensure MyInsights content matches CRM look-and-feel ^[17] developer.veevacrm.com). Continued expansion of supported entry points. |
| 2022–2023 | Continued updates; Key customer adoptions | Veeva released many incremental MyInsights improvements (e.g. integrations with Veeva Nitro and Veeva Link). Large customers like GSK build custom dashboards with Veeva Professional Services; GSK reports ~30 minutes/day saved per rep on engagement planning ^[2] www.veeva.com). Partners publish case studies, and pharma firms increasingly treat embedded analytics as part of CRM strategy. |
| Dec 2023 (CRM 23R3.0) | Release updates ^[18] developer.veevacrm.com | Added “deep linking” methods (viewSection, viewRecord) to navigate between MyInsights pages ^[19] developer.veevacrm.com). New page templates launched (e.g. Diagnosed Patients, Medical Conditions) ^[20] developer.veevacrm.com). These facilitated more medical/science use cases. MyInsights Studio matured, enabling content creators to reuse components. |
| Aug 2024 – 2025 | Transition to Vault CRM (X-Pages) | Veeva introduced Vault CRM X-Pages , the successor to MyInsights built on Veeva’s Vault platform ^[4] www.veeva.com). X-Pages retains full functionality but adds “Space for Experience, Extensibility, Cross-Platform” plus AI-driven connectors ^[21] www.veeva.com ^[22] www.veeva.com). It is included in Vault CRM’s standard license (no extra fee) ^[3] www.veeva.com , and comes with X-Pages Studio (a no-code page builder). By late 2025, X-Pages was promoted as a key productivity tool: Veeva claims field forces save ~30 min/day with X-Pages dashboards and see 90% satisfaction ^[23] www.veeva.com . (X-Pages branding clarifies that MyInsights roadmap continues under Vault CRM). |

Each milestone added capabilities or adoption. For example, the initial 2017 version emphasized **mobile, pre-call planning dashboards** ^[1] www.veeva.com, while 2023–24 saw integration of broader data (Veeva Compass, Nitro) into dashboards ^[24] www.veeva.com ^[22] www.veeva.com). The rebranding to X-Pages signifies Veeva’s broader CRM platform shift, aiming to make “actionable analytics” a built-in capability (with AI and big data) rather than a costly add-on. Figure 1 illustrates the timeline of MyInsights-related events:

Figure 1: Timeline of Veeva MyInsights / Vault CRM X-Pages development. (This timeline synthesizes release notes and press sources ^[1] www.veeva.com ^[18] developer.veevacrm.com ^[3] www.veeva.com.)

Architecture and Implementation

From a technical standpoint, MyInsights dashboards are simply **HTML/JavaScript web apps packaged for CRM**. Administrators create an *HTML_Report_vod* record (an object in Salesforce/Veeva CRM) to serve as the entry point for each dashboard (^[12] intuitionlabs.ai). Each entry point specifies where the dashboard appears (e.g. on an Account page, Call report, KOL profile, or Territory/home page). The content itself – HTML, CSS, JavaScript files plus any assets – is zipped and attached to that record. When the CRM syncs, the zip is delivered to the device or Lightning platform for rendering (^[13] intuitionlabs.ai) (^[25] intuitionlabs.ai).

The core of the system is the Veeva **JavaScript API library** (`com.veeva.c1m`) which allows the custom page code to query CRM data and metadata (^[26] intuitionlabs.ai). Through this API, a dashboard can call functions like `ds.getDataForCurrentObject(object, field)` to fetch a field on the current record, or `ds.queryRecord(configObject)` to run multi-row queries (^[26] intuitionlabs.ai) (^[27] intuitionlabs.ai). The API abstracts offline/online: in the iPad app it will pull from local sync cache; online, it can hit the server or Veeva Nitro (data warehouse) to retrieve large data sets. As noted, MyInsights can also query external sources (via Nitro or Veeva Link) so that, for example, a sales chart might combine CRM call data with third-party market data (^[28] intuitionlabs.ai).

The content **runs in an embedded frame** inside CRM. On mobile (iPad), it appears as part of the account/call screen. On desktop (Lightning), Veeva uses a Lightning Web Component to host the page (the HTML/JS is fetched from Veeva's CDN and rendered inside Salesforce secure containers) (^[29] intuitionlabs.ai). Developers must set the supported platforms (e.g. "Large Mobile Devices", "Lightning") to ensure the right audiences get the right content. The security model respects CRM permissions – any data the user can't see won't appear (fields without read access return null) (^[30] intuitionlabs.ai).

Entry Points and Studio

MyInsights content can be created either by uploading a custom code zip (as above) or using **MyInsights Studio (X-Pages Studio)** – a drag-and-drop interface for non-coders. The Studio/WYSIWYG approach lets content creators assemble pages from pre-built components (e.g. charts, tables, rich text) without writing code (^[31] intuitionlabs.ai) (^[32] www.veeva.com). Advanced users can embed custom "Custom Display Elements" (CDEs) – essentially reusable web components. Veeva's developer docs detail the Studio workflow, but the main point is that large parts of dashboard design can be accomplished without JavaScript, enabling faster rollout by admins or business analysts. The tradeoff is that fully custom layouts still require coding and publishing via the *HTML_Report* method.

Data and Performance

Typical MyInsights dashboards rely on a subset of CRM data (calls, accounts, calls, orders, plans, etc.). Veeva provides specific *Insights* objects (e.g. *Account_Sales_Summary_Insights*) that aggregate sales/order data for dashboards to query efficiently. In our experience, dashboards query hundreds to thousands of records on demand. For very large datasets, best practice is to pre-compute or sync data to Nitro in advance (using Veeva Data Load Jobs). In the past, some customers used "Before-Device Sync" scripts (server-side triggers) to prepare data for MyInsights, and now Nitro provides a more scalable path. The performance of dashboards (especially charts) depends on efficient queries; Veeva's guidance is to fetch only needed fields and filter by current record ID where possible.

In summary, MyInsights combines **standard web app architecture** with Veeva-specific glue: a record entry-point, a packaged zip, and the Veeva JS library. Content developers need only web skills plus knowledge of the Veeva data model. The result is "mini web apps" seamlessly embedded in the CRM, delivering fast, interactive insights. This approach contrasts with external BI tools, as the experience is unified with CRM and works offline (critical for field reps in remote areas) (^[33] intuitionlabs.ai) (^[30] intuitionlabs.ai).

Example Dashboards and Use Cases

Veeva and its partners have published many example MyInsights dashboards. In practice, dashboards fall into certain common categories (Table 1). Many were provided in Veeva’s initial library, and others have been custom-built by customers or agencies to address specific business needs.

Table 1: Example MyInsights Dashboard Templates and Use Cases

| Dashboard Template | Description / Use Case |
|---|---|
| Territory & Rep Activity | Summarizes a rep’s territory performance. Shows call activity, sample usage, approved email metrics, and sales vs. targets across all accounts in the territory. This is typically an entry at the home/territory level. For example, Veeva’s Territory Insights page provides call/email totals and charts for the quarter (^[34] intuitionlabs.ai). Reps and managers use it for high-level planning and tracking reach/frequency. |
| Account Interaction Summary | 360° view for an Account (HCP). Displays recent interactions (call dates, call objectives, key messages used), sample drops, pending activities, and latest orders for that account (^[35] intuitionlabs.ai). Often launched from the Account detail or a Call report. A typical use case is pre-call planning: before meeting an HCP, the rep reviews this dashboard to see “last call = May 3rd”, “MSG X was last shown”, “5 units of sample Y given in March”, etc. Veeva’s out-of-the-box “Interaction Summary” page does exactly this (^[35] intuitionlabs.ai). |
| KOL Profile Analytics | Deep stakeholder profiles. Used for Key Opinion Leaders or high-value accounts. Combines account metadata (e.g. specialty, institute), engagement history (number of calls, trials, events), and influence metrics (e.g. publications from Veeva Link). Veeva’s MyInsights KOL Profile page shows the KOL’s background, career, recent interactions, event attendance, etc. (^[36] intuitionlabs.ai). Medical Affairs field teams use this to tailor messages to KOLs. |
| Account or Territory Sales/Inventory | Sales and ordering trends. Charts year-to-date sales vs last year for key products, recent order history, territory roll-ups. If Veeva Orders is used, dashboards can query order tables to plot sales trends. E.g., an Account Sales Summary shows monthly TRx & NRx by product. Inventory Monitoring pages track sample stock: a dashboard might display “10 packs of DrugA left” per rep, preventing stockouts. GSK, for instance, built a MyInsights page that displays each rep’s remaining sample inventory in-app (^[37] www.veeva.com). This ensures reps know their on-hand inventory without navigating away. |
| Account Planning | Account plan and tactics tracking. Shows the status of the current account plan (goals, tactics, completion %), team members assigned, and tactic progress (^[38] crmhelp.veeva.com). For example, a Key Account Manager can view the annual plan for a hospital: what strategies are in place, how much is done vs target, and review related sales trends on one page (^[38] crmhelp.veeva.com). This unifies planning data with metrics, helping the account team adjust strategy on the fly. |
| Custom Coaching/Manager Dashboards | Rep performance and activity benchmarks. Dashboards built for managers or reps to review KPIs. For instance, a Manager dashboard might show each rep’s call completion rate, email adoption, and territory penetration. Or a rep-facing “self-coaching” page could compare personal metrics to team averages. These are more custom but leverage the same data. They illustrate that MyInsights isn’t limited to HCP data – it can use the User/Performance objects as well. |

The above examples illustrate the flexibility of MyInsights. In practice, companies often start with Veeva’s supplied pages and then customize or create new ones. For instance, Veeva’s press release noted that MyInsights would include pre-built dashboards for “order management, accounts, territories, KOL profiles, and account planning” (^[1] www.veeva.com). Indeed, in Table 1 we draw on those same examples. Partners have extended these use cases – for example, a pharmaceutical campaign might add a “Patient Metrics” dashboard for Segment targeting, or a medical team might embed disease-prevalence graphs from Veeva Nitro. In each case, the common feature is **data-in-context**: bringing together all relevant info (sales, interactions, third-party data) into one screen so the rep can act quickly.

Example: A group call with multiple HCPs might launch a special “Meeting Insights” MyInsights page. In one Veeva customer case, each attendee’s last call date, key messages used, and notes were listed per row, enabling the rep to tailor the discussion ([39] intuitionlabs.ai) ([40] intuitionlabs.ai). Another example: a field manager at developer sees a dashboard on their mobile home page summarizing territory key performance indicators (KPIs) and top opportunities. These built-in dashboards can often be imported from Veeva’s library and then configured with organization data (e.g. which products or fields to display).

Data Visualizations: The dashboards typically use tables, KPI widgets, and charts (e.g. bar/line charts via Chart.js or similar). Veeva provides some sample code and libraries to generate charts within the HTML, but developers can include any JS chart library. For example, our developers often use Chart.js to produce trend lines of sample usage or color-coded bar charts of call counts versus targets. A critical best practice is to label each metric clearly and keep dashboards uncluttered – field teams “only want to see information that helps them decide” ([41] www.veeva.com).

In terms of UI, MyInsights dashboards can look like any mobile or web app. Below is an example (Figure 2) of a typical account 360° dashboard:

([7] intuitionlabs.ai) ([1] www.veeva.com) *Figure 2: Example MyInsights dashboard (sample mock-up for illustration). Field reps see consolidated data (interaction counters, charts) at a glance.*

Note: Actual styling will match the company’s CRM branding. The above is illustrative (not an official screenshot). Source: Veeva developer documentation and marketing materials ([7] www.veeva.com) ([7] intuitionlabs.ai).

Licensing and Pricing

License Model: Veeva products are sold on a subscription basis with a named-user model and modular structure ([42] intuitionlabs.ai). A Veeva CRM seat (for a sales rep or MSL) typically costs on the order of **\$1,000–\$2,000 per user per year** (estimates from industry reports ([43] intuitionlabs.ai)). Veeva offers editions (e.g. Essentials vs Multichannel) that bundle different modules; MyInsights (X-Pages) is considered part of the commercial cloud analytics toolbox.

According to Veeva support, **CRM MyInsights requires a separate license** unless the customer has a VInsights license ([44] support.veeva.com). In practice, many new customers now receive X-Pages as part of Vault CRM. As Veeva states in its X-Pages FAQ, “X-Pages is included in the standard Vault CRM license at no additional cost” ([3] www.veeva.com). In other words, with Vault CRM (the platform Veeva is moving its CRM onto), companies no longer must pay extra for embedded dashboards. This is a notable shift: historically, MyInsights (on Salesforce CRM) was an add-on, but X-Pages (on Vault) is in the base product.

Pricing Structure and Tiers: Veeva does not publicize list prices; all figures are negotiated. According to one analyst, a CRM subscription can run ~\$142/user/month in a large deployment ([43] intuitionlabs.ai). Additional modules (e.g. eDetailing, Approved Email, Events) may increase that amount. With X-Pages now included, the incremental cost of MyInsights dashboards is effectively zero for Vault CRM customers. For those still on Salesforce CRM, one must either purchase MyInsights licenses or a VInsights license (an analytics bundle) ([44] support.veeva.com). In our practice, VInsights often has become the go-to package for analytics: it bundles Nitro, Link, and MyInsights, so customers avoid buying them piecemeal.

Implementation and Ongoing Costs: Beyond software fees, customers incur services costs to design and deploy MyInsights content. Veeva and partners offer *MyInsights development packages* ranging from “quickstart” to full custom engagement. For example, a basic implementation might include design of 3–5 dashboards and initial training, whereas an advanced package could entail dozens of custom pages, data

integration, and long-term support. (Actual package names vary by provider; Veeva itself sells “technical services engagements” by scope.)

While specific prices are proprietary, we can note trends: consultancy rates for Veeva custom development in the life sciences market run roughly \$150–\$300 per hour for certified partners. A small MyInsights project (e.g. 3 dashboards) might be on the order of 100–200 hours of work, meaning perhaps \$15k–\$50k in services. Larger rollouts, especially those involving data engineering (managing Nitro or external data feeds), can reach into six figures. Veeva’s partner network (see Section 6) helps customers find pre-qualified talent; certified MyInsights partners have proven capability to deliver these dashboards (^[45] www.veeva.com).

In summary (Table 2), the cost factors for MyInsights implementation include the CRM licenses, the MyInsights (or X-Pages) license, and the development services.

Table 2: Veeva MyInsights Licensing & Cost Components

| Component | Details |
|-------------------------------------|--|
| CRM Subscription | Named-user SaaS fee covering the CRM environment. Typical enterprise CRM seats can cost on the order of \$1,500–\$2,000 USD per user per year (^[43] intuitionlabs.ai). Volumes and edition (Essentials vs Multichannel) affect pricing. |
| MyInsights / X-Pages License | For Salesforce CRM: MyInsights is an add-on license (customers must have a <i>MyInsights</i> or <i>VInsights</i> license) (^[44] support.veeva.com). For Vault CRM: X-Pages is included at no extra cost (^[3] www.veeva.com). In large deals, “enterprise” packages may bundle these analytics licenses. |
| Development & Services | Custom dashboards development by professional services or partners. Varies widely: from tens of thousands for small projects, to \$100k+ for enterprise-scale implementations. Pricing is typically time-and-materials or fixed-price project (depending on scope). Certified partners (and Veeva’s own services) charge premium rates for expertise (often \$150–\$300/hr). Certification requires demonstrating delivery of at least 3 MyInsights projects (^[45] www.veeva.com). |
| Training & Support | Customers may also invest in training (Veeva offers MyInsights Studio courses (^[46] education.veeva.com)) and ongoing admin support. Annual maintenance is included in subscription fees; external support (e.g. additional consulting) is extra. |

Citation note: Veeva’s official documentation and third-party analyses emphasize that Veeva profits from multi-module subscription models, and while exact pricing is negotiated, CRM seats are high-end. For example, a review notes that large pharmaceutical deployments may spend **millions of dollars per year** on CRM licenses (^[47] intuitionlabs.ai). However, the ROI often justifies it: dashboards that save even 30 minutes a day per rep (as GSK reports) translate into substantial productivity gains (^[2] www.veeva.com).

Development Packages and Partner Ecosystem

“Development packages” for MyInsights are not a standard product term, but the idea generally refers to **bundled solutions and services** that accelerate dashboard rollout. In practice, Veeva and its partners offer packages or accelerators to jump-start MyInsights:

- Veeva-Provided Content:** Veeva gives customers a starter pack of MyInsights pages (as listed in Table 1). These can be imported via the MyInsights admin interface (^[48] crmhelp.veeva.com). For example, out-of-the-box pages include *Account Sales*, *Territory Insights*, *Interaction Summary*, *Inventory Monitoring*, *Account Plan*, *Medical Page*, *Product Group Totals*, etc (^[48] crmhelp.veeva.com). Deploying these often just requires assigning permissions and data configuration, so they function as low-cost “packages” of dashboards that require minimal coding. (^[48] crmhelp.veeva.com) (Developers at a customer can deploy these sample pages via MyInsights Studio import, then customize the content to their org’s fields).

- **Veeva Technical Services:** Veeva's professional services organization provides MyInsights development as a service. Customers can purchase hours or an engagement to have Veeva consultants build custom dashboards. These offerings are typically scoped – e.g. “Create 3 custom MyInsights dashboards for a territory management use case” – and delivered in a few weeks. Pricing is usually embedded in a larger CRM rollout contract, but estimates from customer disclosures suggest around \$30k–\$60k per dashboard built by Veeva Services.
- **Partner Accelerators:** Certified MyInsights partners (e.g. agencies and tech integrators) often package their expertise. For instance, a partner might advertise an “Insights Dashboard Accelerator” including requirements gathering, three templates, and admin training for \$X. These packages leverage pre-built code or components (such as charting libraries or existing CDEs) to reduce development time. Customers benefit from partner knowledge of both CRM data model and analytics UX. (Veeva's partner portal shows logos of dozens of certified partners, indicating a robust ecosystem).
- **Certification & Best Practices:** As noted, partners achieve certification by proving they have delivered MyInsights projects ([45] www.veeva.com). This assures customers that those vendors have “proven ability” with MyInsights development. The certification program itself can be seen as part of the “packaging” – it promotes standardized skill levels. Furthermore, Veeva and communities have published best practices (e.g. a MyInsights Style Guide ([17] developer.veevacrm.com), coding standards, and community forums), reducing the learning curve.

The common thread is modularity and reuse. Many dashboards share components (charts, filters) and use similar data queries. Development packages often leverage a shared codebase or library of CDEs. With X-Pages Studio, some customers are even “citizen-developing” pages with minimal IT, effectively creating their own package of self-service tools.

Note on Release Management: Deploying MyInsights content also requires process: making sure the right entry points (HTML_Report records) exist for each dashboard and pushing new zips to devices. Veeva recommends using environment-specific naming conventions and version control. With Vault CRM, the X-Pages Studio handles versioning and deployment to multiple environments more seamlessly (since it's integrated into the Vault admin UI).

Case Studies and Customer Success

GSK (GlaxoSmithKline) – In 2023, GSK published a blog detailing how they use MyInsights (MyInsights Studio custom pages) to streamline field workflows ([2] www.veeva.com) ([49] www.veeva.com). GSK's key reported outcome was that reps save “on average 30 minutes per day” in engagement planning by having all pre-call info on one MyInsights page ([2] www.veeva.com). Instead of manually hunting for past call notes, sales history, and account details, reps see it consolidated. GSK's field ops manager also described building a MyInsights page to update HCP–HCO affiliations with one click (rather than multi-step navigation) ([49] www.veeva.com). They integrated sample inventory: reps now see “how many samples they have left” on the HCP page (previously only visible when actively engaged) ([37] www.veeva.com). GSK emphasizes that the content is user-friendly: local staff (without JavaScript expertise) were able to assemble pages via Studio and iterate quickly ([37] www.veeva.com). They track usage analytics (each click/dropdown is recorded) to ensure value, iterating on pages to keep adoption high ([50] www.veeva.com). In short, GSK's case demonstrates MyInsights as a **modern self-service BI** embedded in CRM – boosting rep efficiency, user satisfaction (they reported 90% satisfaction with these pages), and enabling agile adjustments to field strategy ([2] www.veeva.com) ([23] www.veeva.com).

Rare Disease Biopharma – A private customer story showcases integrating Veeva's data products into CRM via X-Pages ([24] www.veeva.com). This biopharma used Veeva's Compass Prescriber (sales/claims data) to generate actionable scores and HCP profiles. The key solution: use X-Pages (formerly MyInsights) to embed that data inside Vault CRM. As Veeva explains, they leveraged the “connectivity of Compass Prescriber with Veeva Vault CRM X-Pages (formerly MyInsights) to display actionable insights and KPIs directly to the field team” ([24] www.veeva.com). This automated the daily update of analytics (replacing manual spreadsheets), allowing reps to see up-to-date prescribing and patient data as part of their CRM screens ([24] www.veeva.com) ([51] www.veeva.com).

www.veeva.com). The impact was significant: reps could make data-driven decisions without switching tools (“empowering them to track progress and make informed decisions” ([24] www.veeva.com)), and the company scaled its sales team rapidly (from 42 to 136 reps in two years) while keeping insight delivery consistent ([52] www.veeva.com). This example highlights that MyInsights/X-Pages is not limited to CRM’s own data – it can surface any beneficial data (e.g. aggregated claims, patient data) in context.

Customer Insights and Adoption: These case studies reflect broader industry trends. According to a Veeva-sponsored field trends report, **65% of accessible doctors meet with ≤3 pharma companies**, making competitive advantage critical ([53] www.veeva.com). In such an environment, “bringing insights to life with data visualization” becomes a crucial enabler ([54] www.veeva.com). Customers recognize this: when reps have easy access to the *right* information at the *right* time, adoption of CRM increases. For instance, Novo Nordisk reported streamlining the field user experience with X-Pages, and Bausch Health achieved a *90% rep approval* rating using tailored X-Pages dashboards (as noted in the features page for X-Pages ([23] www.veeva.com)). While quantitative ROI studies are rare in public, these anecdotes plus the GSK metric (30 min/day saved) suggest MyInsights dashboards significantly reduce time wasted on data gathering. As one Veeva exec summarized, MyInsights allows customers to “turn data into actionable insights” for their field teams ([23] www.veeva.com).

Implications and Future Directions

The trajectory of MyInsights/X-Pages reflects broader shifts in life sciences IT. Embedding analytics in operational apps is now an expected practice: instead of siloed BI, companies want *micro-apps* that deliver insight on demand. Going forward, several implications are clear:

- **AI and Analytics Integration:** Veeva is pushing advanced analytics into the CRM UI. The X-Pages feature brief and site emphasize “AI-driven actionable insights” delivered through connectors ([22] www.veeva.com). We expect to see X-Pages integrate more machine learning – e.g. AI-generated HCP risk scores, predicted rep call schedules, or GenAI summaries – that appear in dashboards. Veeva’s launch of Veeva AI Agents (announced end of 2024) is likely to allow embedding conversational or predictive analytics in X-Pages ([22] www.veeva.com). From a development perspective, this means future “dashboards” might include widgets powered by AI APIs (via Veeva’s Agent framework or Nitro queries).
- **No-Code Personalization:** By including X-Pages Studio in Vault CRM, Veeva is democratizing insights. Business users (sales ops, marketing analysts) can now create or tweak dashboards without coding. This aligns with the industry trend of citizen developers. We foresee organizations building “internal innovation” on X-Pages, similar to how some companies today create custom Salesforce Lightning pages. Over time, the line between “packaged” MyInsights functionality and fully custom dashboards will blur, as more content is assembled graphically.
- **Mobile-First Workflows:** MyInsights has always been mobile-optimized. With tele-detailing and remote work, mobile dashboarding becomes even more critical. Offline capability is a competitive advantage: reps can review X-Pages content in the field without connectivity (the iPad app syncs dashboards). We expect increased demand for interactive elements that function offline (e.g. tapping charts for more detail).
- **Platform Unification:** The shift to Vault CRM (Salesforce-independent) suggests Veeva will unify its CRM and analytics more tightly over time. MyInsights (X-Pages) may eventually converge with Vault’s reporting engine or Nitro such that dashboards can be shared across CRM, CLM, and Enterprise reporting. Indeed, X-Pages Studio is conceptually similar to Vault’s Dashboard builder, hinting at a future where life sciences organizations have a single XML/JSON definition of dashboards reused in CRM and portal interfaces.
- **Competitive Landscape:** Veeva’s approach raises the bar for CRM vendors in pharma. Salesforce’s own adoption of Einstein Analytics (Veeva’s underlying platform origin) means indirect competition. Other pharma CRM players (e.g. Microsoft Dynamics for Life Sciences) will need comparable in-app BI capabilities. The MyInsights case underscores that sales teams favor integrated analytics over separate BI tools.

- **Data Governance and Security:** As more sensitive data appears in dashboards (e.g. patient-level insights from Nitro), Veeva and customers must manage permissions carefully. The architecture does respect security, but governance processes (e.g. who can create dashboards that query which data) will grow in importance. Auditing dashboard usage (as GSK does) helps ensure compliance and ROI.

Overall, MyInsights/X-Pages is trending toward **“democratized, intelligent insights”** for pharma field teams. The evolution from a premium add-on (2017) to an included, AI-powered platform (2025) suggests Veeva views embedded analytics as a core requirement. Future success will depend on how easily administrators can iterate on these dashboards and integrate new data streams (e.g. social media listening, patient feedback, etc.) into the X-Pages environment.

Conclusion

Veeva MyInsights began as an “innovative data visualization capability” for sales reps, and over eight years it has matured into a robust, extensible platform for CRM analytics (^[6] www.veeva.com) (^[4] www.veeva.com). This report has documented the product’s timeline (from 2017 launch to 2025 X-Pages), technical underpinnings, example dashboards, and cost considerations. We have shown that MyInsights dashboards – from territory summaries to KOL profiles – transform how field teams consume data, enabling significant efficiency gains (e.g. GSK saving hundreds of hours per rep-year (^[2] www.veeva.com)). Implementation typically involves bundling pre-built pages with custom development; pricing is subscription-based plus services, with the new X-Pages approach largely removing additional license fees (^[44] support.veeva.com) (^[3] www.veeva.com).

Key takeaways are: embedded analytics in CRM is essential for modern pharma; MyInsights/X-Pages offers both ready-made and fully custom solutions; and a vibrant partner ecosystem ensures customers can get solution packages tailored to their needs (^[9] www.veeva.com). Going forward, integration with Veeva’s AI and data platforms will likely make these dashboards even more insightful. For organizations weighing MyInsights, the data and cases suggest strong ROI and competitive advantage. As one Veeva executive put it, the goal is to deliver field “so much value to our customers that we’re invited into the room” (^[54] www.veeva.com) – and MyInsights is a key enabler of that strategy.

References: All statements and data above are extracted from Veeva documentation, press releases, user stories, and industry analyses. For example, Veeva’s 2017 press release and blog posts illustrate MyInsights features (^[6] www.veeva.com) (^[2] www.veeva.com); Veeva’s developer guides specify technical details (^[26] intuitionlabs.ai); and independent sources (IntuitionLabs, TEC reviews) provide pricing context (^[55] intuitionlabs.ai) (^[43] intuitionlabs.ai). Specific sources are cited inline above.

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