



INTUITIONLABS / RESEARCH & PRACTICAL GUIDANCE

Veeva-Salesforce Split: Integration and Data Implications

Build practical AI for pharma and biotech with IntuitionLabs. We help life-science teams turn complex information and workflows into useful software, governed knowledge systems and AI tools.

Published by IntuitionLabs · 2026-02-13 · veeva crm · salesforce split · data migration · crm integration · life sciences cloud · veeva vault · pharma crm · technical architecture · system migration

Original article: <https://intuitionlabs.ai/articles/veeva-salesforce-split-integration-data-impact>



In this article

1. Executive Summary
 2. Introduction and Background
 3. The Veeva–Salesforce Split: Timeline and Contractual Framework
 4. Integration Implications
 5. Data Implications
 6. Customization Implications
 7. Strategic Options and Approaches
 8. Industry and Analyst Perspectives
 9. Future Implications
 10. Conclusion
 11. References
-

Executive Summary

The breakup of the longtime partnership between Veeva Systems and Salesforce – announced in 2022 and formally effective September 2025 – represents a watershed moment for life sciences companies that have built their commercial operations on Veeva’s Salesforce-based CRM (intuitionlabs.ai) (www.epam.com). Veeva, long the dominant CRM player in pharma (reportedly serving *47 of the top 50* pharmaceutical companies and holding around 80% market share (intuitionlabs.ai) (www.pharmavoice.com)), has decided to move its CRM off the Salesforce platform and onto its own Veeva Vault ecosystem. In practical terms, this means that existing customers using Veeva CRM (on Salesforce) should plan support-dependent cutovers before the **end of December 2029**, when Veeva CRM support ends, [according to Veeva’s March 2026 announcement \(updated support statement\)](#). The original September 1, 2030 contractual wind-down endpoint is distinct, as detailed below. Customers can migrate to a new CRM solution – either Veeva’s new Vault CRM, Salesforce’s emerging Life Sciences Cloud, or another platform.

This strategic split affects every facet of CRM technology in life sciences: **integrations**, **data architecture**, and **customizations** must all be rethought. Inventory integrations, records, and custom components against the selected destination, then plan mapping, redesign, reconciliation, and testing. Before selecting Part 11, validation, audit-trail, and privacy controls, document record-specific applicability and risk assessments. FDA recommends determining which records are covered based on predicate rules; assess privacy obligations separately. [FDA Part 11 scope guidance](#). For example, integration links to Salesforce Marketing Cloud, Service Cloud, or third-party marketing automation that were direct before will have to be re-engineered on Vault CRM (and vice versa) because underlying data models and integration frameworks differ markedly (intuitionlabs.ai) (vaultcrmhelp.veeva.com).

These technical changes carry strategic significance. Industry analysts emphasize that treating the breakup as a mere technology upgrade misses the full implications. Rather, pharma firms must *“think through the choices, the timing and the approach”* as this decision will reshape customer engagement and data strategy for years

(www.pharmavoices.com) (www.epam.com). Indeed, prominent consultants advise beginning integration and data audits **immediately** and building a robust migration roadmap with ample buffer for testing and compliance, rather than delaying until deadlines loom (www.targeteverest.com) (www.epam.com).

In practice, life sciences companies are already diverging in response. Some global pharma firms (e.g. **Takeda, Pfizer, Fresenius Kabi**) have signed on as early adopters of Salesforce's new Life Sciences Cloud (often in partnership with IQVIA) (www.salesforce.com) (www.salesforce.com), attracted by its cutting-edge AI analytics and unified Salesforce ecosystem. Others – including **GSK, Roche, Novo Nordisk, Boehringer Ingelheim** and **BioNTech** – have committed to Veeva's Vault CRM, drawn by the promise of a single integrated Veeva platform linking CRM with clinical and regulatory data (www.veeva.com) (www.veeva.com). Assess each path against application needs, integration support, and customization requirements. Veeva RIM is a regulatory-information-management suite; selecting a commercial CRM should include assessment of interfaces to separate applications. [Veeva's product descriptions](#). For the Roche commitment, see [Veeva's separate November 24, 2025 announcement](#).

Key findings of this report include:

- **Integration Impact:** Assess each integration by destination. Life Sciences Cloud can retain compatible Salesforce integration technology with source-to-target object mapping; avoid assuming every interface must be rebuilt. For Vault CRM, assess interfaces against supported Vault APIs and plan any required redesign and testing. [Salesforce's transition guide](#). The complexity and downtime risk are nontrivial during this transition, especially for global enterprises with thousands of users. Mitigation strategies include parallel system runs, phased rollouts, and advanced change management.
- **Data Considerations:** Data migration is a monumental task. Create a disposition plan separating operational data migration from controlled archival and historical access. Preserve applicable retention, integrity, retrieval, and signature-linkage requirements in the chosen arrangements. [FDA record-retention guidance](#). Map source-to-target schemas and field metadata. Robust ETL and data validation procedures are essential to preserve data integrity and compliance. For example, custom settings may need corresponding Vault CRM objects and records. Map actual source-to-target object and field metadata rather than applying a universal suffix conversion. Vault CRM standard fields use __v, while custom fields use __c. [Veeva's field-name documentation](#). Furthermore, analytics and reporting assets (dashboards, custom reports, Einstein models, etc.) must be reconstructed on the target platform (Salesforce Data Cloud vs. Veeva Nitro or other warehouses). Document record-specific applicability and risk assessments to select required validation, audit-trail, retention, and privacy controls; assess privacy obligations separately. [FDA Part 11 scope guidance](#).
- **Customization Overhaul:** The user interface and configuration frameworks in Veeva Vault CRM differ from Salesforce. No custom Apex or Visualforce can be directly ported. Assess redesign using supported configuration, eligible Java SDK extensions, and external services, subject to application-specific restrictions. Vault Java SDK triggers can address business requirements beyond standard configuration. [Veeva's trigger documentation](#). Some legacy Veeva CRM capabilities (e.g. certain calendar integrations, developer-heavy features) are deprecated in Vault, requiring functional replacements. Admin teams must learn Vault's terminology (e.g. "Actions" instead of Buttons, "Veeva

Messages” replacing Visualforce pop-ups) and rebuild processes accordingly (vaultcrmhelp.veeva.com) (vaultcrmhelp.veeva.com). This retraining and redevelopment is resource-intensive but also offers a chance to rationalize and standardize custom code after years of organic growth.

- **Strategic Outlook:** Analysts view the split as opening a competitive era. Salesforce’s life sciences offering (powered by its AI and partnerships with IQVIA) and Veeva’s specialized Vault ecosystem will both evolve rapidly, benefiting end-users. In the midterm, companies must evaluate not just *which* platform has the features they need, but also *how* it fits their long-term vision for omnichannel HCP engagement, AI-driven insights, and integration with R&D/Regulatory systems. This decision points beyond 2030: executives recognize it will shape their CRM strategy into 2040 and beyond (www.epam.com) (www.pharmavoice.com). The silver lining is that more competition drives innovation – customers may ultimately gain more powerful tools (e.g. Salesforce Agentforce AI or Veeva CRM Bots) than they had a decade ago (intuitionlabs.ai) (www.epam.com).

This report delves deeply into each of these topics. We provide background on the Veeva–Salesforce relationship, a detailed timeline of the split, and an analysis of the technical and business implications for integrations, data, and customizations. We include case examples of different strategies (stay with Salesforce vs. move to Vault CRM vs. hybrid) and cite expert insights and data wherever available. The goal is to equip life sciences IT leaders, architects, and business stakeholders with a comprehensive understanding of *what the breakup means for their systems*, and how to navigate the twists and turns ahead.

Introduction and Background

Veeva Systems was founded in 2007 to deliver a specialized CRM for the pharmaceutical industry. Its innovator strategy was to build on Salesforce’s cloud platform, leveraging Salesforce’s trustworthiness and scale while tailoring the user experience to the unique workflows of pharma sales and marketing (www.pharmavoice.com). This symbiotic partnership was cemented early on: Veeva quickly became the *de facto* standard for pharmaceutical CRM, driven by the combination of Salesforce’s infrastructure and Veeva’s industry expertise. Building on Salesforce allowed Veeva to focus on its life sciences application, while Salesforce gained a footprint through Veeva’s customers (www.pharmavoice.com). A 2014 contract extension made Salesforce the exclusive platform for Veeva’s CRM until 2025. Over time, Veeva’s life sciences suite expanded to include *Vault* – a comprehensive content and data platform for R&D, clinical, regulatory, and quality – but its commercial CRM remained on Salesforce.

For years, the arrangement combined Salesforce’s platform with Veeva’s life sciences application. Competition restrictions formed part of the agreement, but the later split should not be interpreted as a blanket prohibition on Salesforce marketing or selling any life sciences solution before September 2025. Salesforce publicly announced Takeda’s early-adopter engagement in May 2025. [Takeda announcement](#).

Emerging Tensions. By the late 2010s, however, Veeva’s roadmap and Salesforce’s ambitions began to diverge. Veeva had proven it could architect complex cloud systems (with its Vault platform) and had grown beyond its startup phase. Meanwhile, Salesforce was rapidly expanding into industries with new products (Industry Clouds, GenAI initiatives) and had its own life sciences initiatives. The classic concern surfaced: Veeva’s business risk of relying on a third-party platform that was also courting its customers and defined

many architectural constraints. For instance, Veeva had to pay guaranteed minimums to Salesforce, and abide by their release schedules and licensing model. Additionally, Salesforce eventually began tooling up for life sciences again – in 2016 it introduced Sales Cloud and Health Cloud features aimed at healthcare, and by 2023 it openly announced a dedicated *Life Sciences Cloud* (www.salesforceben.com) (www.salesforceben.com).

In pharma, the digital environment also evolved: data volumes exploded (HCP data, real-world evidence, social media, digital channels), regulatory and privacy obligations required attention, and COVID-driven remote engagement accelerated new digital workflows. Veeva's co-founder Peter Gassner and others recognized that clinging to an outside platform could be a liability in the long term. The industry around them was innovating: big CRM players (Salesforce, Oracle, Microsoft, SAP) and life sciences tech firms (IQVIA, Veeva, Medidata) were all eyeing the lucrative pharma CRM market with new, AI-driven solutions. Veeva's own Vault platform was mature, suggesting they had the technology bases to rebuild CRM on their own terms.

Veeva announced its decision not to renew the Salesforce agreement and to move its CRM to Vault. Customers should distinguish the historical contractual wind-down from the support schedule used for present-day planning, as described in the timeline below. The split did not prevent Salesforce from announcing a Life Sciences Cloud customer engagement before September 2025. [Takeda's May 2025 announcement](#).

Scope of Impact. Companies using Veeva CRM need to assess their next commercial CRM platform. The options include Vault CRM, Salesforce Life Sciences Cloud, another CRM, or a hybrid architecture. A hybrid design should distinguish commercial CRM from separate regulatory, clinical, and content applications. For example, Veeva RIM provides regulatory submission and registration management. Define ownership of shared records and integration boundaries. [Veeva's product descriptions in its Form 10-K](#); [Veeva RIM](#).

Report Outline. The rest of this report examines these issues in depth. We begin by elucidating the detailed timeline and contractual framework of the breakup. We then explore *Integration Implications* – describing how typical lifecycle of Salesforce-Veeva integrations (data flows, middleware) will be disrupted. Next, *Data Implications* discusses migration of records, compliance, and analytics. The section on *Customization Implications* compares the customization models of Salesforce-based Veeva CRM versus Veeva Vault/LSC and highlights redevelopment tasks. We intersperse real-world examples and perspectives, from major pharma migration plans to expert analyst commentaries. Finally, we discuss the strategic implications and future directions, emphasizing regulatory and AI trends, and conclude with recommendations. Throughout, we cite data and authoritative commentary to support our analysis (via industry press, analyst reports, and vendor documentation).

The Veeva–Salesforce Split: Timeline and Contractual Framework

Understanding the timeline of the breakup and transition is vital for any planning. A series of milestones set the path:

- **2014** – Veeva and Salesforce sign a long-term extension through 2025, making Salesforce the foundational platform for Veeva CRM for at least a decade. This “long-term pact” effectively fixes the renewal decision point at 2025.

- **Late 2022** – Veeva announces its decision to move its Salesforce-based CRM to Vault. The fiscal 2025 Form 10-K identifies September 1, 2025 as the end of the agreement's current term and September 1, 2025–September 1, 2030 as the original contractual wind-down. [Form 10-K](#).
- **May 1, 2023** – Salesforce terminates certain competition restrictions. The filing says Salesforce could develop or promote a competing product; it does not establish a blanket prohibition on all life sciences marketing or sales until September 2025. [Form 10-K](#).
- **April 1, 2024** – Vault CRM becomes the go-forward solution for all new customers. The announcement's limited Asia/Latin America exception ran through the end of **2024**, not 2025. [April 2024 announcement](#).
- **May 19, 2025** – Salesforce announces Takeda's early-adopter selection for Life Sciences Cloud for Customer Engagement, before the September term end. [Takeda announcement](#).
- **September 1, 2025** – The original contractual wind-down begins. Veeva may not sell Salesforce-platform applications to new customers during that period. Existing-customer sales are permitted within the contractual limit of **150% of the seats in use by each customer on September 1, 2025**; this is not a ban on all additional licenses. [Form 10-K](#).
- **March 3, 2026** – Veeva announces that Veeva CRM support will end at the **end of December 2029**, brought forward from September 2030. [Support announcement](#); [updated support statement](#).
- **End of December 2029** – Plan cutovers around the end of Veeva CRM support, with time for testing, record retention, and rollback planning.
- **September 1, 2030** – The original contractual wind-down endpoint remains distinct from Veeva's earlier support deadline. It should not be treated as an assurance of support through 2030.

These milestones should inform a dated migration plan. As of October 7, 2026, organizations should work backward from the end of December 2029 for Veeva CRM support and schedule interface testing, data reconciliation, user training, and any required validation with adequate buffers. Review contractual licensing terms separately from the support schedule.

The high-level timeline can be summarized thus:

Date/Period	Event
2014	Partnership extension establishes the September 2025 term end.
Late 2022	Veeva announces the move from Salesforce-based CRM to Vault.
May 1, 2023	Certain competition restrictions terminate.
April 2024	Vault CRM becomes the go-forward solution for new customers; the limited regional exception ends in 2024.
September 1, 2025	Original contractual wind-down begins; new-customer and existing-customer licensing have different limits.
March 3, 2026	Veeva announces the earlier support deadline.
End of December 2029	Veeva CRM support ends; use this date for support-dependent transition planning.
September 1, 2030	Original contractual wind-down endpoint, distinct from the earlier support deadline.

Integration Implications

The split fundamentally changes the integration landscape for life sciences companies. Almost all existing integration points that hinged on a Salesforce foundation must be re-examined. In practical terms, this means:

- **API and Object Mapping** – Inventory every CRM interface and confirm its actual source objects, target objects, authentication, and supported API operations. Do not treat an object name as an API endpoint. Veeva's call-report configuration uses the `call2__v` object; implementations should follow the target application's current API documentation rather than the unsupported illustrative identifiers in a draft. For Life Sciences Cloud, assess the object mapping while retaining compatible Salesforce integration technology where appropriate. [Vault CRM call-report configuration](#); [Salesforce's transition guide](#).
- **Integration Custom Code and Logic** – Audit triggers, Apex callouts, outbound messages, and workflow rules against the selected destination. For Vault CRM, evaluate supported configuration, eligible Java SDK extensions, and external integration services with Veeva. Verify application- and object-specific restrictions before selecting an implementation. For Life Sciences Cloud, assess Salesforce code and integration dependencies against the new application schema. [Vault SDK trigger documentation](#); [Salesforce's transition guide](#).
- **AppExchange compatibility after migration** – Assess each third-party app's compatibility with the selected CRM platform, including its APIs, data dependencies, and vendor-supported deployment options.
- **Data Cloud and Nitro** – Veeva Nitro stores data in **Amazon Redshift**. Salesforce Data Cloud and Snowflake are distinct systems that can share or federate data using zero-copy integration; Snowflake is not the basis of Data Cloud. Assess source connectors, transformations, and reporting dependencies separately for the selected architecture. [Veeva Nitro documentation](#); [Salesforce's zero-copy federation explanation](#).
- **Single Sign-On and Auth** – SSO setups might need updates. If users move from a Salesforce login to a Vault CRM login, identity providers (Okta, ADFS, etc.) have to be reconfigured. Single sign-on to all CRM-related systems (Medical, FDA portals, etc.) should be re-tested in the new architecture.
- **Examples of Integration Rework:** Plan interface changes by destination and dependency. Assign owners for data flows, middleware mappings, reconciliation, and cutover testing. Avoid estimating redevelopment effort solely from the vendor split.
- **Hybrid Integration Complexity:** A hybrid architecture might use Salesforce Life Sciences Cloud for commercial CRM and separate Veeva applications for regulatory, clinical, or content work. Vault CRM is a commercial and medical engagement application, not a substitute for those separate products. Identify each application boundary and specify ownership, synchronization, and access controls for any shared HCP or HCO data. [Veeva's product descriptions](#).

Integration work may sit on the critical path. Planning practices include:

- **Perform an Integration Audit:** Catalog all existing integrations and dependencies. Identify which third-party systems connect to the CRM and how (API, middleware, files, webhooks).

- **Plan Parallel Runs:** Where feasible, run the new system in parallel with the old CRM to validate integrations. Implement 'shadow' data flows for critical interfaces during testing.
- **Use Middleware/iPaaS:** Because rewriting all code endpoints can be laborious, companies often standardize on an integration platform. For example, MuleSoft (now a Salesforce company) or similar tools can abstract away some endpoint differences and centralize mappings between systems.
- **Leverage Vendor Tools (if any):** Both Salesforce and Veeva may offer migration or integration accelerators. For instance, Veeva's Partner ecosystem includes certified data migration specialists. These services might automate some common integration tasks. Companies should evaluate using those where possible.

Summary: The integration effort depends on the target platform, application schema, and connected systems. An inventory and dependency assessment should identify what can be retained, what needs remapping, and what requires redesign. Use this assessment to inform the data strategy and cutover plan.

Data Implications

Changing CRM applications requires a data plan covering extraction, transformation, reconciliation, loading, and historical-record retention. Identify the operational dataset needed in the target CRM and the records that should remain accessible through a controlled archive. Assess controls according to record type and intended use, rather than treating every commercial CRM record as regulated in the same way.

- **Data Model Differences:** Document each actual source-to-target object and field mapping. Vault CRM standard field names end in __v; custom field names use __c. This is not a universal conversion of Salesforce __c or Veeva names to __v. For example, Veeva documents ca112__v for call reporting. Check actual metadata, field types, relationships, IDs, and supported target capabilities before transforming records. [Vault CRM field-name documentation](#); [call-report configuration](#); [Veeva's transition guide](#).
- **Volume and Historical Depth:** Historical call reports, sample records, and other retained data need an explicit disposition plan. Decide which records the operational CRM requires and which should be retained in a controlled archive, according to applicable obligations. Test counts, values, relationships, auditability, retrieval, and signature linkage where relevant. Do not assume every historical record must be imported into the new live CRM. [FDA's scope and record-retention guidance](#).
- **Regulatory Data Compliance:** Document an applicability assessment by record type, intended use, jurisdiction, and organizational role. FDA recommends determining whether specific records are Part 11 records based on predicate rules; commercial CRM use does not automatically make every record or migration subject to Part 11 or GxP validation. Determine the required validation and retention controls with QA and legal teams. HIPAA obligations depend on whether an organization is a covered entity or business associate; other applicable privacy requirements and transfer controls require their own assessment. [FDA Part 11 scope guidance](#); [HHS covered-entity and business-associate guidance](#).
- **Custom Setting and Metadata:** In Salesforce-based Veeva, a variety of *custom settings* (sometimes called "Veeva Settings" or global settings records) are used to configure system behavior. Vault CRM handles these differently: many settings become actual objects for which a record must be created

(vaultcrmhelp.veeva.com). For example, Approved Email settings, Concur (expense) settings, territory settings, sample state settings – each is now a Vault object (e.g. `approved_email_settings__v`) that must be populated (vaultcrmhelp.veeva.com). Failing to set up these will result in missing functionality. Migration teams must identify which custom settings were in use and script or manually create corresponding records in Vault CRM. Fortunately, the Vault migration guide lists all such settings for reference (vaultcrmhelp.veeva.com).

- **Data Warehouse and Business Intelligence:** Post-migration, how companies aggregate and analyze data will change. Many Veeva clients use Veeva Nitro as the data warehouse for commercial analytics; others use third-party BI tools (e.g. Tableau visible via Salesforce or separate). If an organization moves to Salesforce's Life Sciences Cloud, they might lean on Salesforce Data Cloud and Tableau via the Salesforce platform. Conversely, moving to Vault CRM might involve continuing Nitro or shifting to new data marts for CRM analytics. Assess reporting pipelines against the new source schema and required connectors. For example, any automated data sync from Veeva CRM to a data lake (for headquarter analytics) needs to target the new source. Migrating historical data might also involve retrospective loading into the data warehouse.
- **Example – Data Migration Implementation:** Develop a customer-specific extraction, mapping, transformation, loading, and reconciliation plan using supported tools and APIs. Test representative records and dependencies before production cutover. Schedule the cutover to accommodate business operations, and define rollback and historical-access procedures. This is an implementation checklist, not a quotation from a vendor guide.
- **Case Study – GSK (from Veeva blog):** Treat GSK's rollout figures in Veeva's March 19, 2025 account as dated expectations, not verification here of a completed deployment. Large rollouts should plan record mapping, integration testing, and training by geography and user group. [Veeva's customer account](#).
- **Long-Term Data Strategy:** Looking ahead, companies must decide where their “source of truth” will reside. Will HCP master data live in Salesforce, Veeva, or be managed separately in an MDM? The split presents an opportunity to re-examine data governance. For example, one could decide to make Veeva Vault the canonical CRM for everything, and use Data Cloud only for advanced analytics, rather than having two disconnected HCP lists. Alternatively, a hybrid approach might federate certain strengths (e.g. use Salesforce Data Cloud for omnichannel campaign management, but use Nitro for commercial analytics alongside separate regulatory applications). These architecture choices affect integration too (see prior section).
- **Data Quality and Clean-up:** Data migration often surfaces legacy data quality issues. Contact merges, duplicates, outdated records, and incomplete fields (common in any long-lived system) will become visible requirements. Many organizations buffer the migration with a data cleansing initiative: ensure that the principal dataset is in stellar shape before import. Given that the move is spread over years, incremental updates and syncs may be needed – meaning data hygiene is a continuous process, not a one-time cleanse.

- **Regulatory Reporting and Historical Data Access:** Finally, life sciences firms have obligations to provide historical data for regulatory and business continuity purposes. It's prudent to archive the old Salesforce org (or export it) such that an audit on, say, a 2028 marketing claim can still find the original 2024 records. Some companies may choose to keep read-only backups of the Salesforce org (using data archive tools), whereas others may plan to migrate *all* records into Vault CRM for unified access. The chosen approach impacts how legacy data is retrieved if needed post-migration.

Data migration and historical-record retention are central workstreams. Define operational needs, map records and metadata, assess applicable obligations, and test the selected migration and archival arrangements. The target application and governance plan should guide decisions about consolidation and analytics.

Customization Implications

Life sciences CRM implementations are rarely out-of-the-box. Organizations typically build numerous **customizations** on top of Veeva CRM (Salesforce) – custom objects, fields, workflows, validation rules, Visualforce pages or Lightning components, Apex triggers, and more. The Veeva-Salesforce split means that these custom layers largely cannot be transplanted unchanged. Instead, they must be refactored to fit the chosen target platform. Key customization considerations include:

- **Platform Shift: Salesforce Components and Vault Options.** Apex and Visualforce do not directly port to Vault CRM; assess those implementations for redesign. Vault supports configuration and Java SDK custom code, including triggers and actions. External services may also form part of the design. These are distinct options, not a promise that every extension is permitted in every CRM object or workflow: verify application-specific support and restrictions with Veeva before implementation. [Vault Java SDK documentation](#); [CRM transition documentation](#).
- **Terminology and Data Model Changes:** Translate each real object and field using the destination's documented metadata. Do not infer a custom component's name from a suffix substitution. Review field types, object types, UI controls, and permissions independently. [Vault CRM field documentation](#); [transition documentation](#).
- **Custom Settings to Custom Records:** Veeva documents custom settings as objects in Vault CRM, including Approved Email Settings and Global Account Search Settings. Inventory the settings actually used, identify the corresponding documented objects, and plan their records and dependencies. Avoid relying on hypothetical Salesforce identifiers or undocumented inheritance behavior. [Managing Custom Settings in the transition guide](#).
- **Workflow and Approval Processes:** Inventory the approvals and automation used by the business. Evaluate supported target workflows, configuration, eligible extensions, and external services against those requirements. Test state changes, permissions, exception handling, and any signature requirements. Confirm the target application's actual limits rather than assuming a particular controller mechanism or branching constraint.

- **User Interface (UI) Customizations:** Assess custom pages, components, and mobile layouts against the chosen application. For Vault CRM, review documented page layouts, App Sections, App Controls, and Section Attributes. For Life Sciences Cloud, evaluate reuse against its objects and workflows rather than assume existing pages remain compatible. User-test the redesigned flows and offline requirements. [Veeva's transition guide](#); [Salesforce's transition guide](#).
- **Deprecated Features/Custom Solutions:** Compare the deployed feature inventory with Veeva's documented deprecated features and current release documentation. Validate required replacements with Veeva before committing to a design. [Veeva's transition documentation](#).
- **Migration of Automation Scripts and AI Workflows:** Inventory scripts, models, and automation dependencies. Assess whether to retain, redesign, or retire each one on the selected platform, with tests for access controls and operational behavior.
- **Security and Permissions:** Profiles and permission sets in Salesforce will not carry over. Vault CRM has a different security model (Security Groups, Object Type permissions, Field permissions). Custom roles or profiles must be recreated as Vault Security Profiles. For instance, a "National Sales Manager" profile with specific object permissions in Salesforce must be mapped to an equivalent Vault profile. Field-level security (FLS) works differently; every field moved to Vault may have to have its access reconfigured. While tedious, this is an opportunity – companies can rationalize overly permissive settings from the old system and apply stricter least-privilege models on the new platform.
- **Case Sample – Territory and Contract Logic:** Many companies build complex territory assignment logic and contract eligibility rules in Veeva CRM through Formula Fields and Apex. In Vault CRM, these should be assessed against supported target capabilities. Confirm how territory assignment and contract rules will be implemented and tested. This is an illustration of re-architecting a common customization use-case.
- **Training and Sustainment:** An often overlooked aspect of customization migration is training. Administrators and developers who have long worked in Salesforce/Veeva must learn Vault's tools. Training should cover the target application's documented administration and layout tools. Veeva plans to provide documentation and training (as evidenced by their extensive Vault CRM admin help portal (vaultcrmhelp.veeva.com)). Companies should invest in training early – assigning some Salesforce admins to Vault training courses even before migration projects begin.

Customization work should begin with a component inventory and a requirements review. Classify components by business need, decide what to retain, redesign, or retire, and confirm the supported implementation for each target-platform requirement. Allocate time for administrator training, testing, and ongoing support.

Strategic Options and Approaches

While the technology change is the core of this split, companies face strategic choices in how they will configure their CRM future. As the Target Everest analysis explains, there is no single "right" path – instead, organizations will typically fall into one of three categories (www.targeteverest.com) (www.targeteverest.com):

1. **Stay with Salesforce (Life Sciences Cloud).** This retains the underlying Salesforce platform and can preserve compatible integration technology and some assets. It still requires assessment of application schemas, historical records, metadata, code, and dependencies, followed by mapping, migration or archival, and testing. Platform continuity is not a guarantee that Veeva application records need no migration. [Salesforce's transition guide](#).
2. **Fully Transition to Veeva Vault CRM.** Organizations should assess Vault CRM against commercial and medical engagement requirements and the integrations needed with their other applications. Veeva RIM, Clinical applications, PromoMats, and other content products are separate applications; a shared platform does not automatically create one enterprise CRM database. Inventory integration boundaries and supported extensions, and validate required workflows before choosing this route. [Veeva's product descriptions](#).
3. **Hybrid Approach.** In some cases, companies may decide to split functions between platforms. For instance, assess a hybrid architecture combining Salesforce Life Sciences Cloud for customer engagement with the separate Veeva RIM suite for regulatory information management. Define record ownership, access controls, and interfaces between those applications. [Veeva's application descriptions](#). Alternatively, different regions or divisions might choose different systems (e.g. one country stays on Salesforce while another moves to Veeva). The hybrid model aims to leverage the strengths of both, but it significantly complicates integration. It often requires implementing bi-directional synchronization between the CRM systems for core data (so-called "interoperability architecture"). The documentation cautions that this brings "additional integration and governance considerations" (www.targeteverest.com). Practically, the lines of authority (which system houses the HCP master record, which one matches key accounts) must be drawn carefully. Often, hybrid models are interim steps during a phased migration, but some firms may maintain them longer.

The table below summarizes these three approaches, focusing on integration, data and customization implications:

Approach	Integration Implications	Data Implications	Customization Implications
Salesforce Life Sciences Cloud (Stay with Salesforce)	– Existing Salesforce-based integrations largely intact (calls to Salesforce APIs continue). – Can leverage Salesforce AppExchange integrations (Marketing Cloud, Service Cloud, Slack, etc.). – Will need to develop migration routines to bring Veeva Vault (if any) data into Salesforce (e.g. content access history).	– Assess Veeva application data and metadata against Life Sciences Cloud objects. – Map records and dependencies; plan migration or archival, historical access, reconciliation, and testing. Salesforce transition guide. – Evaluate required interfaces to separate content, clinical, and analytics applications.	– Assess existing Apex, Visualforce, Lightning, workflows, and triggers against the target schema before deciding what to retain or adapt. – Vault-specific features (zv_ fields, mobile configs) become less relevant; focus shifts to new Salesforce LifeSci UI tools.

Approach	Integration Implications	Data Implications	Customization Implications
Veeva Vault CRM (Move to Veeva platform)	– Assess integrations against supported Vault interfaces; plan mappings, authentication changes, and testing. – Evaluate interfaces to each separate Veeva application and external system; select middleware according to requirements.	– Separate operational migration from controlled archival and historical access. – Preserve applicable retention, integrity, retrieval, and signature linkage across those arrangements; test them. FDA record-retention guidance. – Custom settings become records in Vault (must seed data) (vaultcrmhhelp.veeva.com). – Ultimately analytics would center on Veeva Nitro (or other chosen warehouse) rather than Salesforce Data Cloud.	– Assess Salesforce-specific custom code for redesign. – Evaluate supported configuration, eligible Java SDK extensions, and external services; confirm application-specific restrictions. Vault Java SDK supports custom Java record triggers. Vault Java SDK documentation. – UI re-designed in Vault App Admin (Section Attributes, App Controls) (vaultcrmhhelp.veeva.com). – Customization rights on Salesforce platform are relinquished; investment shifts to learning Vault's tools (e.g. maximizing field permissions and layout profiling in Vault) (vaultcrmhhelp.veeva.com).
Hybrid (Both Platforms)	– Integration complexity peaks: e.g. an event in Salesforce may need to sync to Vault and vice versa. – Requires building connectors between Salesforce and Vault (either point-to-point APIs or via a middleware hub). – Multiple endpoints for systems must be maintained; potential duplication of effort.	– Some data lives in Salesforce (e.g. sales data, campaigns) and some in Veeva (e.g. content management, regulatory interactions). – Master data (accounts, HCPs) might be duplicated or one system is “source of truth” and the other read-only. – Reporting may have to aggregate from two sources, adding latency or convergence issues.	– Administrators must sustain customizations on both systems concurrently. – For Salesforce-resident functions, Apex/Lightning remain; for Vault portions, Vault config is needed. – Data integrity/custom logic implemented twice in two stacks, requiring strong coordination.

(Table: Comparison of CRM strategy options ([www.targeteverest.com](#)) ([www.targeteverest.com](#)). Each organization must assess which mix of integration continuity, data unification, and customization reuse best fits its needs.)

Beyond the technical trade-offs, broader strategic factors influence the decision: cost (licensing differences between Salesforce and Veeva), vendor relationships, user familiarity, and anticipated innovation. Industry analysts like Everest Group emphasize that this moment is less about “which vendor is better today” and more about *aligning the platform with the company’s long-term goals* ([intuitionlabs.ai](#)) ([www.pharmavoice.com](#)). For instance, if an organization believes that generative AI and cross-industry data mashup (Salesforce’s strengths) are imperative, it may lean to Salesforce. If it instead prioritizes niche pharma workflows and content compliance, Vault CRM might win out.

Industry and Analyst Perspectives

Multiple industry voices offer perspective on the split. *Trinity Life Sciences* (a major life sciences IT consultancy) warned companies that viewing the event as **“just an IT migration”** erases its strategic significance (www.pharmavoice.com). They emphasize rethinking CRM as customers have changed: today's specialized patient care models, digital channels, and data-driven marketing make the stakes higher than ever. Similarly, Everest Group (a leading analyst firm) reports that **“heightened competition and innovation”** will follow the breakup, urging clients to re-evaluate their CRM selection proactively (intuitionlabs.ai).

One caveat Analysts note is vendor track record: Salesforce has unparalleled scale and resources (they spin up AI innovations rapidly), whereas Veeva brings deep industry specialization. As reported on PharmaVoice, Veeva promised that its Vault CRM interface would remain familiar (“not much will change with that interface”), easing user adoption (www.pharmavoice.com), while Salesforce argues that their Life Sciences Cloud will provide a *unified platform of marketing, sales, and data science*. Salesforce's August 26, 2025 announcement covers clinical-trial recruitment, patient services, and HCP engagement; distinguish selections across these functions from live commercial-CRM deployments. [Salesforce's adoption announcement](#). Separately, Veeva's March 19, 2025 account reported more than 30 companies live on Vault CRM and seven early migrations from Veeva CRM. [Veeva's dated customer account](#). Compare adoption announcements by application, function, date, and deployment status. Do not infer commercial-CRM market shares or mutually exclusive vendor choices from totals spanning different functions. [Salesforce's stated product scope](#).

Advisors advise caution: maintain regulatory focus and plan for phased rollout. For example, EPAM notes that migration is “resource-intensive and lengthy” (www.epam.com), and that cross-functional change management will be critical to ensure adoption. Change management – training thousands of reps on a new UI – is a major project itself. In practice, many companies (per IntuitionLabs summaries) are forming dedicated migration centers of excellence and engaging external specialists to de-risk the process (intuitionlabs.ai).

Beyond vendor CRM, some analysts point out that *other* IT shifts are accelerated by the split. For example, FDA and compliance systems, sample-management databases, and even commercial analytics platforms may be re-integrated. The rise of AI agents and patient-centered data (as found in the Salesforce announcement on AI-driven patient engagement (www.salesforceben.com)) suggests that data integration between commercial CRM and clinical systems will intensify. Both Salesforce and Veeva themselves are quickly expanding their product suites (e.g. Salesforce with Agentforce and Health Cloud enhancements, Veeva with CRM Bot and extended Vault Suite), which could further change integration requirements in coming years.

Case Studies and Real-World Examples

While companies are at different stages of this journey, a few patterns emerge from public and industry sources:

- **Vault CRM Examples:** Veeva's March 19, 2025 customer account describes BioNTech, Boehringer Ingelheim, and GSK choosing Vault CRM. It reported more than 30 companies live and seven early migrations from Veeva CRM. The account's GSK rollout expectations were dated plans, not confirmation here of completion. [Veeva's customer account](#).

- **Commercial Customer Engagement Example:** Salesforce's May 19, 2025 announcement identifies Takeda as an early adopter of Life Sciences Cloud for Customer Engagement. Broader Life Sciences Cloud customer lists should not automatically be interpreted as equivalent commercial-CRM transitions. [Takeda announcement](#).
- **Coexisting Vendor Choices:** Boehringer Ingelheim appears in Veeva's Vault CRM customer account and in Salesforce's patient-services discussion, where Deb Reardon is identified as VP of Patient Excellence. This supports coexistence across functions; the announcements do not establish the detailed integration architecture. [Veeva's customer account](#); [Salesforce's patient-services discussion](#).
- **Implementation Planning:** Evaluate partners against the actual application inventory, geography, migration tooling, integration needs, and any applicable validation requirements. Require traceable project evidence before relying on a claimed integrator case study.
- **Quantitative Signals:** Salesforce's **August 26, 2025** announcement reported **more than 70** Life Sciences Cloud customers across clinical, commercial, and patient-care operations. That total is not evidence of 70 replacements of Veeva commercial CRM. Vendor adoption announcements should be compared by application, function, date, and deployment status. [Salesforce's adoption announcement](#).

Veeva's March 5, 2025 prepared remarks report **fiscal 2025** revenue of **\$2.747 billion**, up **16% year over year**. These are fiscal-year results, not calendar-2024 financials. [Veeva's earnings prepared remarks](#).

Future Implications

Looking ahead beyond the immediate migration, the Veeva–Salesforce split is expected to drive significant industry trends:

- **Product Roadmap Planning:** Treat future capabilities as vendor-specific plans rather than guaranteed migration benefits. Vault CRM Suite also includes Events Management, Service Center, Campaign Manager, and Patient CRM. Evaluate the scope, availability, and integration requirements of each application before deciding whether it meets business needs. [Veeva's March 2026 announcement](#).
- **Shift to Data-Driven Engagement:** Both platforms promise more personalization and data automation. In the context of regulations like the Sunshine Act and patient data sensibilities, using AI to tailor interactions while remaining compliant will be a focus. Salesforce's narrative already emphasizes using AI to improve patient outcomes and HCP support (www.salesforce.com) (www.salesforce.com). Veeva, on the other hand, could highlight its unified Vault platform as allowing one view of the HCP (combining clinical trial roles, prescribing data, marketing response). This implies future integration of non-CRM data (like EHR or genomics) into commercial systems – a trend accelerated by new CRM capabilities.
- **Emergence of Middleware and Standards:** With multiple platforms in play, the industry may see standardization efforts. For example, SIs and vendors might push for common schema (say, CDISC-like or JSON-based standards) so that moving data between Salesforce and Veeva is easier. Middleware products (like MuleSoft's new Life Sciences connectors) will proliferate. Organizations might invest in data hubs that sit in front of both CRM systems, to manage the one-to-many integration challenge.

- **Vendor Ecosystem Changes:** Independent CRM providers (Oracle Health, SAP Health, Microsoft Biopharma) are watching keenly. Should enough customers migrate off Veeva CRM on Salesforce, Salesforce and Veeva may become strong in-place leaders, but some firms might still consider “third rails” if they want to avoid both. For instance, a biotech might adopt Dynamics 365 with a healthcare add-on, or adopt a specialized pharma CRM from a niche vendor that satisfies unique needs (e.g. pricing/rebates, patient support). The fragmentation in the life sciences CRM market is likely to increase compared to the pre-2023 era when Veeva dominated. (www.pharmavoice.com).
- **Technology Convergence:** Another implication is technical: over time, the disconnect between CRM and other core systems may lessen. The split has forced companies to rebuild integrations; in doing so, some may redesign around industry best practices like microservices, event-driven messaging, and APIs-first architectures. Others will capitalize on the merger of CRM with AI: for instance, if Transformer-based models can suggest next actions within the CRM for a rep, then integration between CRM data and enterprise search/AI models will become standard. We may see a rise of “agentic” enterprise AI where CRM, ERP, and data lakes all interoperate seamlessly under new protocols, partly driven by this CRM realignment.
- **Workforce Skills Evolution:** On the operations side, IT teams will develop vault-specific or Salesforce-specific specializations. We may see new roles like “Veeva Vault Administrator” in pharma companies, akin to Salesforce admins. The corporate R&D investment in talent (training existing staff on new platform APIs, hiring expertise at SI partners) suggests a broader upskilling trend. Over several years, companies might have parallel teams for Vault and Salesforce, and a mix of contractors that know both.
- **Long-Term Data Strategy:** Define an authoritative source for each data domain and the interfaces needed between applications. A future architecture might combine commercial CRM, separate clinical and regulatory applications, content tools, and analytics services. Specify application boundaries and governance rather than assume that selecting one CRM consolidates every enterprise function into it.

The split highlights the importance of vendor dependencies and architectural control. Organizations should evaluate the decisions made during the transition against their longer-term customer-engagement and data strategy. Migration planning can also provide an opportunity to simplify interfaces and clarify ownership.

Conclusion

The Veeva–Salesforce split requires a destination-specific plan for integrations, data, and customizations. Inventory dependencies, assess application schemas, choose which records to migrate or retain, and determine the applicable validation and privacy controls. As of October 7, 2026, plan around the **end of December 2029** for Veeva CRM support; the original September 1, 2030 contractual wind-down endpoint is a separate matter. [Veeva's support announcement](#); [Veeva's support-related certification guidance](#); [Form 10-K](#).

A well-planned transition can align CRM capabilities with business requirements. Assess supported integrations between the actual commercial, clinical, regulatory, and content applications rather than assume one shared enterprise database. Define the target architecture and readiness criteria before choosing a cutover sequence.

Form a cross-functional team with business, IT, data-governance, QA, and legal representation. Use the applicability assessment to determine required controls. Track technical reconciliation, user readiness, business continuity, and operational outcomes. Set cutover dates with enough time for testing and any required validation before the support deadline.

Treat the transition as a multi-year program with clear ownership, documented decisions, and staged readiness checks. Auditing integrations, improving data quality, and reviewing custom processes will help organizations select and operate the architecture that fits their needs.

References

1. "Salesforce or Veeva: How drugmakers can navigate the upcoming CRM split". **PharmaVoice**, Feb. 13, 2025. (www.pharmavoice.com) (www.pharmavoice.com).
2. Veeva Systems, "Veeva Vault CRM Now Available for All New Customers", Press Release, Apr. 1, 2024. (Veeva PR describes early Vault CRM adopters and migration timeline) (ir.veeva.com).
3. Salesforce.com. "Takeda Selects Salesforce Life Sciences Cloud for Customer Engagement", Press Release, May 19, 2025 (www.salesforce.com).
4. Salesforce.com. "Life Sciences Cloud Now Selected by 70+ Industry Leaders", Press Release, Aug. 26, 2025 (www.salesforce.com).
5. Salesforce Ben (S. Semjonova). "Salesforce Life Sciences Cloud Is Coming: What Does This Mean for Veeva?", Apr. 17, 2024 (www.salesforceben.com) (www.salesforceben.com).
6. Newpage Solutions. "Salesforce–Veeva Split: What It Means for Life Sciences—and How to Stay Ahead", LinkedIn Article, Apr. 25, 2025 (key milestones and strategy steps) (www.linkedin.com).
7. Target Everest Blog. "Life Sciences at Crossroads: Navigating the Veeva–Salesforce Split", Oct. 6, 2025 (www.targeteverest.com) (www.targeteverest.com).
8. Veeva Vault CRM Documentation. "Transitioning to Vault CRM for Veeva CRM Users" (help article) (vaultcrmhelp.veeva.com) (vaultcrmhelp.veeva.com) (vaultcrmhelp.veeva.com).
9. EPAM Life Sciences Blog (S. Padhy, M. Hinderberger). "Accelerating Innovation in Life Sciences CRM", Sept. 22, 2025 (www.epam.com) (www.epam.com).

Source links

Links cited in this article, in order of first appearance. Full addresses are provided for readers using extracted text.

1. <https://intuitionlabs.ai/videos/en/veeva/end-of-an-era-veeva-splits-from-salesforce-whats-next-for-crm>
2. <https://www.epam.com/insights/blogs/accelerating-innovation-in-life-sciences-crm>
3. <https://intuitionlabs.ai/articles/veeva-salesforce-split-pharma-crm-shake-up>
4. <https://www.pharmavoice.com/news/veeva-salesforce-split-pharma-biotech-navigate-divorce/739985/>
5. <https://ir.veeva.com/news/news-details/2026/More-Than-125-Customers-Worldwide-Live-on-Vault-CRM-as-Veeva-Accelerates-the-Industrys-Agentic-Transformation/default.aspx>
6. <https://www.veeva.com/resources/veeva-announces-first-customer-win-and-april-2024-availability-for-vault-crm-the-next-generation-of-crm-for-life-sciences/>

7. <https://www.fda.gov/regulatory-information/search-fda-guidance-documents/part-11-electronic-records-electronic-signatures-scope-and-application>
8. https://vaultcrmhelp.veeva.com/doc/Content/CRM_topics/Getting_Started/TransitionToVault.htm
9. <https://www.targeteverest.com/category/target-everest/>
10. <https://www.salesforce.com/news/press-releases/2025/05/19/takeda-life-sciences-cloud-customer-engagement/>
11. <https://www.salesforce.com/news/stories/industry-leaders-choose-life-sciences-cloud/>
12. <https://www.veeva.com/blog/why-we-chose-veeva-vault-crm-biotech-boehringer-ingelheim-and-gsk/>
13. <https://www.sec.gov/Archives/edgar/data/1393052/000139305225000022/veev-20250131.htm>
14. <https://ir.veeva.com/news/news-details/2025/Veeva-Announces-Expanded-Partnership-with-Roche/default.aspx>
15. <https://www.salesforce.com/en-us/wp-content/uploads/sites/4/documents/PDF/leading-the-next-era-strategic-transformation-with-salesforce-life-sciences-cloud.pdf?bc=OTH>
16. https://vaultcrmhelp.veeva.com/doc/Content/CRM_topics/Getting_Started/SettingUp/Understanding_Field_Names_Labels_and_Types.htm
17. <https://limited.veevavault.dev/commercial/vault-sdk/entry-points/triggers/>
18. <https://www.salesforceben.com/salesforce-life-sciences-cloud-is-coming-what-does-this-mean-for-veeva/>
19. <https://www.veeva.com/products/veeva-rim/>
20. <https://www.veeva.com/wp-content/uploads/2024/04/NA-Veeva-Vault-CRM-Now-Available-for-All-New-Customers.pdf>
21. https://vaultcrmhelp.veeva.com/doc/Content/CRM_topics/Call_Reporting_2/ConfiguringCR.htm
22. <https://www.veeva.com/products/crm-suite/nitro/>
23. <https://developer.salesforce.com/blogs/2024/08/zero-copy-data-federation-with-snowflake-and-salesforce-data-cloud>
24. <https://www.hhs.gov/hipaa/for-professionals/covered-entities/index.html>
25. <https://d36atpgjyxr.cloudfront.net/sdk/>
26. https://ir.veeva.com/files/doc_financials/2025/q4/Veeva-Q4-25-Earnings-Prepared-Remarks.pdf
27. <https://education.veeva.com/collections/certification>
28. <https://ir.veeva.com/investors/news-and-events/latest-news/press-release-details/2024/Veeva-Vault-CRM-Now-Available-for-All-New-Customers/default.aspx>
29. <https://www.linkedin.com/pulse/salesforceveeva-split-what-means-life-sciencesand-how-xzextf>

THE PUBLISHER

About IntuitionLabs

IntuitionLabs is an AI consulting, custom software development and data engineering firm serving pharmaceutical, biotechnology, medical-device and other life-science organizations. We work with clinical, regulatory, medical-affairs, commercial, quality and IT teams to connect technology decisions with the work people need to accomplish.

AI consulting and adoption

Our AI enablement services cover readiness assessments, use-case selection, governance and policies, team workshops, adoption measurement and ongoing advisory support. We help organizations structure the information layer behind AI: source material, context, permissions and maintained knowledge that make generated answers useful and reviewable. Private LLM inference and hosted AI options support teams evaluating how to operate AI with appropriate control over their data and infrastructure.

Software, data and life-science workflows

IntuitionLabs develops custom software for pharma and biotech, integrates enterprise systems, and builds data engineering and business intelligence solutions. Areas of focus include AI agents, regulatory research, medical writing, medical affairs, CMC information, competitive intelligence and clinical-document workflows. Our eTMF intelligence work includes cross-system reconciliation and inspection-readiness support.

Enterprise platforms and regulated delivery

We provide Veeva services, application support, managed services, integrations and custom applications, alongside enterprise content work involving platforms such as Egnyte. For regulated workflows, our services include GxP enablement, computer-system validation and software development addressing 21 CFR Part 11 requirements. The applicable controls, validation responsibilities and acceptance criteria are defined for each engagement.

Work with IntuitionLabs

Explore [AI enablement](#), [pharma and biotech software development](#), [data engineering and BI](#), and [Veeva services](#). [Contact IntuitionLabs](#) to discuss your workflow, information sources and implementation needs.

IntuitionLabs publishes educational research to help life-science teams make informed technology decisions. Coverage of a product or organization does not imply a client relationship, endorsement or partnership.

Website: <https://intuitionlabs.ai>

This article is educational. Verify consequential medical, legal, financial, regulatory and technical decisions with appropriate professionals and the cited primary sources. Company services are described separately from the article's research findings.