

Veeva Systems Pricing Overview: Complete Guide to Costs and Licensing

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Veeva Systems Pricing Overview

Veeva Systems provides cloud software for life sciences on a subscription-based model. Pricing is generally recurring (annual or monthly) and depends on the products and scale of use. **Veeva does not publicly list fixed prices**, but the cost structure can be understood by product family and license type. Key factors include the number of users, the specific modules (applications) deployed, and any services for implementation or support. Below is a breakdown of Veeva's major product lines – including Veeva Vault (Quality, RIM, Clinical, etc.), Veeva CRM, Veeva MedComms, and other offerings – and how their pricing models work.

Veeva Vault Platform & Applications (Quality, RIM, Clinical, etc.)

Veeva Vault is an enterprise content and data management platform with multiple specialized applications (modules) such as **Vault Quality** (QualityDocs, QMS, Training), **Vault RIM** (Regulatory Information Management for submissions, registrations, etc.), **Vault Clinical** (eTMF, CTMS, Study Startup, CDMS for clinical data), **Vault PromoMats** (promotional materials management), **Vault MedComms** (medical communications content), **Vault Safety** (pharmacovigilance), and others. Each Vault application is licensed separately on a software-as-a-service basis. The typical pricing structure for Vault includes:

- **Base Subscription per Application:** Each Vault application usually requires a base license (subscription) for the customer's vault environment. For example, one Vault PromoMats base license is required for each PromoMats vault, and similarly a Vault MedComms base license is needed for a MedComms vault ([Link](#)) ([Link](#)). This base fee covers the core software platform (including hosting/infrastructure). Companies subscribe to the modules they need (e.g. a firm might subscribe to Vault Quality and Vault RIM, but not others).
- **Named User Licenses:** On top of the base vault fee, Veeva charges per user for access to that Vault application. Every individual user who needs to use a given vault must have a license for that application. In Vault PromoMats, for instance, each user needs a PromoMats user license in addition to the base environment ([Link](#)). The same model applies across Vault products like Submissions (RIM) and MedComms ([Link](#)). These are typically **named user** licenses (each person with login credentials counts as a license) rather than concurrent seats. Vault "Full Users" have access to all functionality, whereas there are also more limited user types (like read-only or external collaborator licenses) for certain scenarios ([About License Types & Security Profiles - Veeva Vault Help](#)) ([About License Types & Security Profiles - Veeva Vault Help](#)). (Limited users may have reduced fees, though details are usually negotiated case-by-case and not publicly disclosed.)

- **Modular Pricing and Multiple Modules:** Because each Vault application is licensed separately, the platform follows a **modular pricing** approach. If a user needs access to multiple Vault modules, each module counts separately. In other words, one person accessing three Vault applications would consume three licenses (one per application) ([About License Types & Security Profiles - Veeva Vault Help](#)). This allows organizations to pick and choose needed capabilities, but it means costs scale up with additional modules. Veeva's licensing help documentation confirms that product families like Quality, RIM, Safety, Medical (MedComms), and Commercial (PromoMats) all use this user-based licensing model ([About License Types & Security Profiles - Veeva Vault Help](#)).
- **Volume Discounts and Enterprise Deals:** Veeva typically offers volume-based pricing tiers – as the number of users grows, the per-user rate may decrease. Large enterprises that deploy Vault broadly can negotiate **enterprise license agreements**. In such cases, pricing may be arranged as a flat annual fee covering a set of applications or unlimited users, rather than strictly per user. Veeva "enterprise pricing options for large, global deployments" are noted for Vault and other products ([Veeva Vault Reviews, Pricing and Features - 2025](#)) ([Veeva CRM Reviews, Pricing & Features - 2025 - TEC](#)). For example, instead of paying a la carte per user per module, a big pharma company might negotiate an enterprise-wide subscription to use Vault Quality, RIM, and Clinical across the whole organization. (Specific terms vary by customer and are not published.)
- **No Upfront License Purchase:** Because Vault is cloud-hosted, there are no one-time perpetual license fees. The model is subscription (typically annual). Veeva highlights that there are "no upfront license fees" and no on-premise infrastructure costs – customers pay as they go for the cloud service ([Veeva CRM Reviews, Pricing & Features - 2025 - TEC](#)) ([Veeva Vault Reviews, Pricing and Features - 2025](#)). This shifts costs to operational expenditure spread over the subscription term.
- **Examples of Pricing (Figures):** Veeva does not share list prices publicly, but industry analyses provide some insight. According to one estimate, Veeva Vault subscription costs might **start around the range of \$500–\$1,000** (currency USD) *per user per year* for a baseline configuration ([Veeva Vault Reviews & Pricing - SelectHub](#)), though actual pricing can be significantly higher depending on the module and volume. Another source notes that Vault packages are "priced based on number of users and vault applications deployed" ([Veeva Vault Reviews, Pricing and Features - 2025](#)) – meaning a company using, say, Vault QualityDocs with 50 users will pay more than one with 10 users, and adding another module like Vault QMS increases the total subscription accordingly. (Precise figures are always custom; any numbers should be taken as ballpark estimates unless directly from Veeva.)

In summary, **Vault pricing** is generally composed of a base platform fee per application plus **named-user licenses** for each user of that application. The costs scale with the number of users and modules, often with tiered discounts for larger deployments ([Veeva Vault Reviews, Pricing and Features - 2025](#)). All Vault subscriptions include standard support and regular upgrades (see **Support & Maintenance** below), and Veeva also offers optional add-ons (for example, additional storage beyond the standard allotment, or specific add-on features). The

platform is modular but integrated, so customers can start with one Vault product and expand to others over time – though each addition will have its own subscription cost.

Vault Clinical Note: Vault Clinical applications (like eTMF for trial document management, CTMS for trial operations, and Vault CDMS for electronic data capture) follow the same general model, but pricing may factor in study metrics as well. Some clinical modules might be priced partly by **study or data volume** in addition to users. For instance, Veeva SiteVault (an eRegulatory solution for clinical research sites) is offered under a special model – it is **free for sites with up to 20 active studies**, with an enterprise tier (paid) for sites running more studies ([Plans - Veeva SiteVault](#)). SiteVault Enterprise includes enhanced support and features to handle the complexity of larger site organizations. This shows how Veeva can tailor pricing for specific use-cases: small research sites pay nothing for a basic edition, but larger scale usage moves to a paid subscription. In most sponsor-focused Vault Clinical products (e.g. eTMF, CTMS), pricing is still primarily per user, but sponsors may also consider the number of studies or external collaborators. Veeva typically does **not charge per study site user** in clinical Vaults; for example, eTMF allows external site users with limited access without per-user fees for those external parties. The cost is usually on the sponsor side (for the vault and the sponsor users managing the trial). Overall, the Vault Clinical suite is licensed as enterprise software with subscriptions tied to usage, ensuring even global pharma can onboard all their sites and studies under a predictable agreement.

Veeva CRM (Commercial Cloud)

Veeva CRM is a cornerstone of Veeva's Commercial Cloud, used by pharmaceutical sales and medical liaison teams for customer relationship management. The pricing model for Veeva CRM is a classic **SaaS subscription per user**, with tiers and potential enterprise arrangements:

- **Per User Subscription:** Organizations pay a subscription fee for each user (typically a sales rep, medical science liaison, manager, etc.) who accesses the CRM. Veeva CRM's pricing is "based on number of users" ([Veeva CRM Reviews, Pricing & Features - 2025 - TEC](#)). These are named user licenses assigned to individuals. The fees are often calculated on a per user per year or per month basis. For example, one analysis of large deployments indicated that Veeva CRM could cost on the order of **\$142 per user per month** (around \$1,700 per user annually) in a global enterprise scenario ([Exeevo CRM versus Veeva Vault - Exeevo](#)). This figure was derived from a 5,500-user scenario and may include multi-channel add-ons, but it gives a sense that Veeva CRM is a premium-priced industry-specific CRM. (By comparison, a competitor quoted their own CRM at ~\$78 per user/month in the same scenario ([Exeevo CRM versus Veeva Vault - Exeevo](#)).) Actual prices will vary; small teams would likely pay a higher rate per user, while a large pharma with thousands of users can negotiate lower per-user rates.
- **Editions by Company Size:** Veeva offers different **editions of CRM tailored to organization size and needs**, which implicitly come at different price points. For instance,

there is an **“Essentials” edition for emerging biotechs and small life sciences companies**, a **“Commercial” edition for standard commercial teams**, and a **“Multichannel” (enterprise) edition for large organizations managing complex, omnichannel engagement** ([Veeva CRM Reviews, Pricing & Features - 2025 - TEC](#)). The Essentials edition would be the entry-level (lower cost, limited features for a smaller user base), whereas Multichannel is a comprehensive package (higher cost, includes all channels like CRM, Approved Email, Events, etc.). These editions indicate that pricing scales not only by number of users but also by the feature set – larger companies pay for more functionality and modules (for example, integrated content management, events management, and digital engagement tools included in the higher tiers).

- **Volume Discounts and Enterprise Licensing:** Like Vault, **volume discounts** apply to Veeva CRM. As the number of licenses increases, Veeva can offer tiered discounts ([Veeva CRM Reviews, Pricing & Features - 2025 - TEC](#)). For very large deployments, **enterprise pricing** can be negotiated – instead of strictly paying per user, a company might pay an enterprise subscription for a block of users or unlimited use. Veeva “offers enterprise pricing options for large, global deployments” in CRM ([Veeva CRM Reviews, Pricing & Features - 2025 - TEC](#)). This could take the form of an all-inclusive deal (for example, a flat annual fee to cover the entire field force in all regions, possibly bundling multiple Veeva Commercial Cloud products like CRM + Events + Content). These arrangements are customized per client.
- **Included Functionality vs Add-Ons:** A standard Veeva CRM subscription typically includes core CRM capabilities and some multi-channel features. Certain components might be **add-ons** or part of higher editions. For example, Veeva CRM has optional modules such as **CLM (Closed-Loop Marketing)** for interactive presentations, **Approved Email** for compliant email, **Events Management** for managing meetings and speaker programs, and **Veeva Engage** for remote meetings. In many cases, these are included in the Multichannel edition; if not, they may incur additional module fees if a customer wants to add them à la carte to a lower edition. Veeva does not publicly price each module, but the overall model remains subscription-based.
- **No Extra Infrastructure Cost:** Since Veeva CRM is cloud-based (originally built on Salesforce platform, now transitioning to Veeva’s own platform), customers do not need to purchase servers or pay separate maintenance – the subscription covers software updates and hosting. As one source notes, “there are no upfront license fees and the cloud delivery model removes the need to invest in on-premise infrastructure,” simplifying total cost of ownership ([Veeva CRM Reviews, Pricing & Features - 2025 - TEC](#)).
- **Typical Cost Range:** While exact prices require contacting Veeva, reviews indicate Veeva CRM is on the higher end of CRM pricing due to its industry specialization. It has been described as “more expensive than other CRMs” by users ([Veeva CRM Pricing 2022 : Demo, Reviews & Features - 360Quadrants](#)). The value proposition is that it’s pre-tailored to pharma, potentially saving configuration effort and speeding compliance. Mid-sized pharma might spend hundreds of thousands per year on Veeva CRM subscriptions, and large enterprises may spend millions annually for their global CRM deployment (as evidenced by

an estimated \$7.2M/year for 5,500 users in one analysis) ([Exeevo CRM versus Veeva Vault - Exeevo](#)).

License Types: Veeva CRM primarily uses *named user* licenses – every individual rep or user requires a license. There isn't a concept of concurrent licensing for CRM (since each sales rep needs their own account on their device). However, Veeva does accommodate different roles: for example, a manager or an MSL uses the same license type as a sales rep (with just different permissions in the system). There are also **special licenses in the Veeva Commercial ecosystem**; one notable example is **Veeva Align** (for territory alignment planning) which may be licensed per user or per territory managed, and **Veeva OpenData** (discussed later) which involves data licensing rather than user licensing. But for the core CRM application that field teams use, it's a straightforward user-based subscription.

Veeva Vault MedComms (Medical Communications)

Veeva MedComms is part of Veeva's Medical Suite, focused on medical communications and medical information content management. It is technically one of the Vault applications (often referred to as **Vault MedComms**). **Pricing for Vault MedComms follows the same pattern as other Vault applications:** a base license plus user licenses.

- **Base + User Model:** A **Vault MedComms Base** license provides the environment to run the MedComms application, and is required per vault ([Link](#)). Then, each medical affairs user (for example, medical information specialists, content authors, managers) who will use the system needs a **MedComms Full User** license. The full user license grants access to all MedComms functionality (managing medical content, inquiries, response documents, etc.) and typically includes a certain content storage allowance (in older documentation, each MedComms user license included capacity for ~1,000 documents, pooled across users ([Link](#)), ensuring sufficient storage for medical content). The MedComms pricing structure is essentially the same as Vault PromoMats or Vault Quality – you pay for the environment and per user access. If a company has, say, 50 medical information specialists using Vault MedComms, they will subscribe to 50 user licenses on that module.
- **Integration with Other Modules:** Many organizations deploy Vault MedComms alongside Vault PromoMats (so that commercial and medical content are managed on one platform). These are still separate subscriptions, but Veeva may offer combined arrangements. The pricing remains modular (MedComms is separate from PromoMats), but having both could position a customer for better overall pricing due to the larger total subscription. This is part of Veeva's strategy to offer an **integrated suite** (Commercial & Medical Content) while monetizing each piece.
- **License Types in MedComms:** Typically all internal users are full users. If there are external users (for example, if Veeva MedComms is used to power a **medical inquiry portal** for HCPs to submit questions), those external users might not require full licenses – instead, the

ability to have an external facing portal or FAQ site could be an add-on feature or part of the base license capabilities. Veeva's documentation indicates that application licenses are counted per user *per application*, but external stakeholders (like doctors asking questions) wouldn't be counted as named users in the same way. Instead, the med communications team handling the content and responses are the licensed users. Support for external queries is included as functionality of the product rather than a per-user charge.

- **Ongoing Costs:** As with other Vault products, maintenance and support are included in the MedComms subscription. There may be service costs for initial implementation (for example, configuring the medical inquiry workflows, integrating with a medical inquiry intake system, etc.), which are one-time (see **Implementation & Support** section).

In summary, **Veeva Vault MedComms is priced like other Vault modules** – a SaaS subscription **per named user**, plus a base platform fee for the module itself ([Link](#)). It is a modular component of the Vault platform intended for medical affairs departments.

Other Veeva Product Lines (Data & Additional Services)

Beyond Vault and CRM, Veeva offers data services and other applications which have their own pricing models that may not be purely per user. Two notable product lines are **Veeva OpenData** and **Veeva Network**, which deal with reference data and master data, as well as newer offerings in the data analytics space. Here's how some of these are priced:

- **Veeva OpenData (Customer Reference Data):** Veeva OpenData provides a database of healthcare professionals (HCPs) and healthcare organizations (HCOs) with their details. The pricing for OpenData is **subscription-based but not per user** – it is based on data scope. OpenData is generally **priced by the number of records (HCPs/HCOs) and countries** covered. Notably, Veeva touts a **"fair, simple pricing"** model: data is *priced per record* with a **defined maximum cap per country** ([Veeva OpenData Now Available in 35 Countries – Adds 12 New Western European Countries and Canada - Veeva](#)). This means a company pays for the HCP records they subscribe to (for example, all doctors in the US and UK might be X dollars per record up to a certain limit), ensuring costs don't unexpectedly balloon if the database in a country is large. The model offers *unlimited internal use* of the data once licensed – Veeva emphasizes that customers "purchase Veeva OpenData just once and get comprehensive customer data ... to use how and where they need it, without restrictions" ([Veeva OpenData Now Available in 35 Countries – Adds 12 New Western European Countries and Canada - Veeva](#)). In practice, a pharmaceutical company might pay an annual fee based on the countries they need: e.g. OpenData for 5 countries could be priced as a sum of per-record fees for those countries' HCP data. If a country has, say, up to 100k HCP records, there might be a per-record rate until a cap (a maximum fee for that country's dataset). This approach gives a predictable cost of data ownership ([Veeva OpenData Now Available in 35 Countries – Adds 12 New Western European Countries and Canada - Veeva](#)). **License Type:** The OpenData license is usually enterprise-wide (the data can be used by all the customer's

systems and users). There is no concept of per-user pricing for data – instead it's about the dataset and usage rights. Support like data updates and data change request services are included in the subscription.

- **Veeva Network (Customer Master Data Management):** Veeva Network is a master data management (MDM) platform that often works hand-in-hand with OpenData. Network is sold as an enterprise application license – a company subscribes to use the Network platform to manage their customer data. **Pricing is typically based on the **scope of data and regions** managed, and possibly the number of records, rather than on named users. In fact, Veeva Network allows unlimited user accounts once you have the subscription: “there is no additional charge for adding users to Veeva Network... no additional cost per user if you have a Network license” ([Network Portal FAQs](#)) ([Network Portal FAQs](#)). This indicates that the cost is a fixed annual fee for the service, and any number of staff (data stewards, admins, etc.) can use it. The fee likely depends on factors like how many countries or data domains are included, whether you also subscribe to Veeva OpenData feeds, etc. Veeva positions Network as a **global solution**, so a large pharma might have an enterprise license to cover all their customer master data worldwide. (Exact pricing is custom-negotiated; for example, integrating Network with OpenData for 20 countries will cost more than for 5 countries, etc.)
- **Veeva Nitro:** Nitro is Veeva's cloud data warehouse and analytics platform (part of the Commercial Cloud, used for aggregating and analyzing sales, marketing data). Pricing details for Nitro aren't public, but as a data infrastructure product it is likely priced by enterprise subscription, possibly considering factors like number of data sources or volume of data. It would typically be a fixed annual fee for the platform rather than per user (since its value is in centralizing data for analytics, not in having many end-users). Many Nitro users are large companies, so Nitro may come as part of an enterprise deal in the Commercial Cloud.
- **Veeva Link:** Veeva Link is a family of applications providing real-time data on Key Opinion Leaders and experts across various diseases (oncology, immunology, etc.). Link is sold as a **data subscription service** similar to OpenData. A company can subscribe to a specific “Link” dataset (for example, “Veeva Link for Oncology” which contains profiles and insights on oncology experts). Pricing would depend on the breadth of data (which specialties, which countries) and likely is an annual license fee for access. Like OpenData, this is not user-count based; it's typically enterprise access for the subscribed data. (Public sources are limited, but it can be inferred that Link is priced comparably to other data subscriptions – large pharma might pay a substantial annual fee for global KOL data in a given therapeutic area.)
- **Other Vault Applications (QualityOne, RegulatoryOne, Claims):** Veeva has extended Vault to industries beyond life sciences (e.g. consumer goods). **QualityOne** and **RegulatoryOne** are essentially Vault Quality and Vault RIM tailored for other industries, and **Veeva Claims** is for managing product claims. These follow the same **user-based subscription model** described for Vault. For instance, a consumer goods company using

QualityOne will pay per named user (often in packages of users) for the quality management application. Pricing can vary by scale – a small cosmetics manufacturer might only need a handful of user licenses, whereas a global CPG firm might need an enterprise license for many users and sites. The underlying model (SaaS per user) remains consistent ([About License Types & Security Profiles - Veeva Vault Help](#)).

- **SiteVault (Investigator Sites):** Mentioned earlier, Veeva offers SiteVault Free as part of its commitment to clinical research sites. **SiteVault Free** includes essential eRegulatory features and is provided at no charge for up to 20 active studies for a site ([Plans - Veeva SiteVault](#)). If a research site grows beyond that (more than 20 concurrent studies), they would transition to **SiteVault Enterprise**, which is a paid subscription. SiteVault Enterprise offers additional capabilities (like eConsent, integrations, and dedicated support) and is tailored via an enterprise agreement. **Support for SiteVault** is interesting in that even the free tier gets 24/7 standard support at no cost, and for complex sites Veeva offers **implementation services for a one-time fee** to help them get started ([Plans - Veeva SiteVault](#)). This is a unique model where Veeva seeds the market with a free offering and monetizes larger site networks through enhanced features and services.

In all these cases, **Veeva's pricing is transparent in structure (subscription, modules, users or data records) but the exact numbers are customized.** Veeva being an enterprise software provider means they typically engage in direct sales where pricing is quoted based on the client's requirements, user count, and multi-year commitment. They also often sign multi-year contracts which can lock in pricing and include incremental growth.

Implementation, Support, and Ongoing Costs

When evaluating Veeva's pricing, it's important to consider not just the license fees but also implementation and support, as these affect the total cost of ownership:

- **Implementation/Deployment Costs:** Veeva software usually requires a deployment project to configure the system to the company's needs, migrate data from legacy systems, and train users. These implementation services are **typically not included in the subscription price** (unless negotiated in an enterprise deal). Customers can use Veeva's Professional Services or certified partners, or do some configuration internally if capable. Veeva **offers implementation, training, and configuration services for additional fees** ([Veeva Vault Reviews, Pricing and Features - 2025](#)). The cost depends on project scope – it can range from relatively small (for a straightforward Vault deployment with out-of-the-box settings) to quite large (for a complex global CRM rollout or multi-module Vault implementation). For example, one industry estimate for migrating to Veeva CRM (from a competitor) put **one-time migration costs around \$4 million** for a large enterprise scenario ([Exeevo CRM versus Veeva Vault - Exeevo](#)). This would encompass data migration, integration, and deployment across regions. Smaller projects would cost much less, but it's common for initial implementation to be a significant upfront services investment. Some products, like

SiteVault, explicitly mention a one-time implementation fee for large sites opting into the enterprise version ([Plans - Veeva SiteVault](#)). In summary, **implementation costs are usually a separate line item**, and clients should budget for professional services that can be anywhere from a few tens of thousands of dollars to millions, proportional to the complexity.

- **Ongoing Support and Maintenance Fees:** Unlike traditional on-premise software, Veeva's SaaS model means that **support and maintenance are bundled into the subscription**. Customers do **not pay a separate annual maintenance fee** – all updates, patches, and standard support are included in the subscription price. Veeva provides 24/7 customer support (via phone, email, portal) as part of the package ([Veeva CRM Reviews, Pricing & Features - 2025 - TEC](#)) ([Veeva Vault Reviews, Pricing and Features - 2025](#)). For instance, Veeva Vault subscriptions come with comprehensive support and regular webinar trainings included ([Veeva Vault Reviews, Pricing and Features - 2025](#)). Veeva CRM similarly includes helpdesk support for users. There are typically no extra fees for standard support. However, Veeva may offer **premium support services** or dedicated support personnel for an additional cost as part of large enterprise agreements if a customer needs a higher level of service (this would be a special arrangement). Generally, though, the baseline support is included at no extra charge, and Veeva touts things like "24x7 live support" for products like SiteVault at no cost ([Plans - Veeva SiteVault](#)).
- **Upgrades:** Veeva operates on a multi-tenant cloud model and pushes regular upgrades (often 3 major releases per year for Vault, for example). These upgrades are part of the service – there's no fee to get new versions. Customers just need to validate and adopt new features. The cost here is indirect: admin time to manage the updates, which is not a fee paid to Veeva but an internal resource consideration. Veeva often includes training materials and sandbox environments for customers to test updates as part of the subscription.
- **Training and User Adoption:** Veeva provides a lot of training content for free (online help, documentation, webinars). They also have an **Education Services** division for more in-depth training or certification (for instance, Vault administrator training courses). Some of these instructor-led trainings or certifications might cost extra. For example, partners or customers can pay for official Veeva training programs or certifications (e.g., a Vault admin certification course might have a fee). These costs aren't typically mandatory, but organizations might incur them to speed up user adoption.
- **Bundled Deals:** When a customer is buying multiple Veeva products, all these elements (licenses for each product, support, services) can be bundled in a master agreement. **Bundle or suite pricing** is not officially published, but in practice Veeva might offer better pricing if, for instance, a client adopts the entire Development Cloud (Quality, RIM, Clinical Vaults together) or the full Commercial Cloud (CRM, Events, Content, Data). The benefit to the customer is a more seamless stack and potentially some economies of scale on the pricing. Veeva's contracts also often span multiple years (e.g. a 3-year subscription commitment with an upfront or annual payment schedule), which can lock in discounts or protect against price increases.

Regional and Organization Size Considerations

Veeva's pricing can also take into account the size of the organization and the region:

- **Organization Size:** As noted, Veeva has offerings for different sizes – small biotechs can start with lower-cost editions (like CRM Essentials) and even a small number of Vault users. Pricing is proportional; a 50-person specialty biotech will spend far less on Veeva than a 50,000-person global pharma. Veeva's strategy is to land early with emerging companies (sometimes with attractive pricing for that segment) and then grow the account. For very large companies, enterprise pricing and even **unlimited use licenses** may be on the table (for example, a large pharma could negotiate a global deal allowing unlimited Vault users across the company for a flat fee, if that aligns with Veeva's and the client's interests). These are handled on a case-by-case basis.
- **Regional Differences:** The list price (if any) for Veeva products doesn't drastically change by country – the value is tied to the industry, which is global. However, regional factors can influence the cost structure. For instance, Veeva OpenData is segmented by country because each country's HCP data is licensed separately with a cap ([Veeva OpenData Now Available in 35 Countries – Adds 12 New Western European Countries and Canada - Veeva](#)). Also, in some emerging markets or for smaller local affiliates, a company might license a subset of functionality or fewer users. Veeva might have different pricing in currencies (EUR, USD, etc.) but generally the pricing strategy is global (with adjustments for currency and local market conditions). There's no indication that, say, Veeva CRM is cheaper in Asia than in Europe in terms of list price; rather, it depends on the deal and the number of users in those regions.
- **Public Sector/Nonprofit Pricing:** Since Veeva is mainly commercial-focused, there's little publicly known about any special discounts, except the case of SiteVault Free for clinical sites which can be seen as a public-benefit initiative (Veeva is a Public Benefit Corporation). This suggests Veeva is open to different pricing models to broaden adoption where it aligns with strategic goals.

Summary

In summary, **Veeva's pricing model is subscription-based, modular, and tailored to each customer's usage.** Major points by product line:

- **Veeva Vault (Quality, RIM, Clinical, PromoMats, etc.):** Priced per module and per named user. Each Vault application requires a subscription and users licenses. Pricing scales with number of users and number of Vault modules deployed ([Veeva Vault Reviews, Pricing and Features - 2025](#)). Volume discounts and enterprise agreements can apply for wide adoption ([Veeva CRM Reviews, Pricing & Features - 2025 - TEC](#)). Implementation services are extra ([Veeva Vault Reviews, Pricing and Features - 2025](#)).

- **Veeva CRM:** Priced per named user (typically per user per year). Offers different editions for small vs. large companies ([Veeva CRM Reviews, Pricing & Features - 2025 - TEC](#)). Volume discounts available and enterprise (unlimited user or global) deals for large pharma ([Veeva CRM Reviews, Pricing & Features - 2025 - TEC](#)). No upfront fees – it's all SaaS subscription ([Veeva CRM Reviews, Pricing & Features - 2025 - TEC](#)). Third-party analysis pegs it around the hundred-plus dollars per user per month range for big deployments ([Exeevo CRM versus Veeva Vault - Exeevo](#)).
- **Veeva MedComms:** Priced as a Vault application – base environment fee plus per user licenses for medical affairs users ([Link](#)). Integrates with the Vault platform; often purchased alongside related modules. Follows the same named-user SaaS model.
- **Veeva OpenData:** Priced by data volume (number of HCP/HCO records) with a predictable per-country cap ([Veeva OpenData Now Available in 35 Countries – Adds 12 New Western European Countries and Canada - Veeva](#)). Licensed enterprise-wide (use-anywhere within the company) rather than per user. Annual subscriptions include data updates and support.
- **Veeva Network:** Priced as an enterprise MDM service, typically by the scope of data domains/regions. Unlimited user access once licensed (no per-user charge) ([Network Portal FAQs](#)). Sold as a subscription that can be integrated with OpenData.
- **Other Products:** Niche and newer offerings like Nitro (data warehouse) and Link (KOL data) are likewise subscription-based, with pricing likely determined by usage scope (data volume, features) rather than user count. Veeva's industry-specific solutions for other verticals (QualityOne, RegulatoryOne, Claims) use the familiar Vault user-based pricing. SiteVault is an outlier with a freemium model for small users and paid tier for larger usage ([Plans - Veeva SiteVault](#)).

All recurring subscriptions generally **include maintenance and standard support**, meaning customers don't pay extra for getting the system updated or for basic helpdesk services ([Veeva CRM Reviews, Pricing & Features - 2025 - TEC](#)). **Implementation and extra services** are a separate cost, which can be significant for large projects ([Exeevo CRM versus Veeva Vault - Exeevo](#)) but are one-time in nature. Veeva's pricing is not cheap – it positions itself as a premium provider for the life sciences industry – but it aims to deliver value by reducing compliance risk and time-to-value out of the box. Prospective buyers should engage with Veeva for a tailored quote, but the above outlines how the pricing is structured across Veeva's product spectrum, ensuring clarity on licenses (user vs. enterprise) and what ongoing costs to expect.

Sources:

- Veeva CRM and Vault pricing model descriptions ([Veeva CRM Reviews, Pricing & Features - 2025 - TEC](#)) ([Veeva Vault Reviews, Pricing and Features - 2025](#))
- Veeva Vault licensing structure (base vs user) ([Link](#)) ([Link](#))
- Veeva product family user-based licensing and modular approach ([About License Types & Security Profiles - Veeva Vault Help](#)) ([About License Types & Security Profiles - Veeva Vault](#))

[Help](#))

- Veeva OpenData pricing approach (per record, country cap) ([Veeva OpenData Now Available in 35 Countries – Adds 12 New Western European Countries and Canada - Veeva](#))
- Competitor and third-party analyses of Veeva costs (per user pricing and TCO) ([Exeevo CRM versus Veeva Vault - Exeevo](#)) ([Exeevo CRM versus Veeva Vault - Exeevo](#))
- Veeva SiteVault free vs enterprise and support/implementation info ([Plans - Veeva SiteVault](#)) ([Plans - Veeva SiteVault](#))
- Veeva Network licensing (no per-user charge for licensed customers) ([Network Portal FAQs](#)) ([Network Portal FAQs](#)).

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