

Veeva Vault CRM X-Pages Development Services: What to Know Before You Start

By Adrien Laurent, CEO at IntuitionLabs • 12/17/2025 • 10 min read

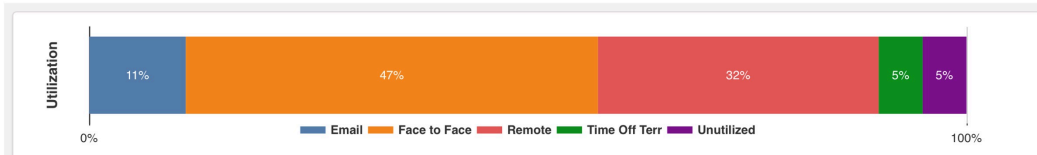
Veeva X-Pages Vault CRM MyInsights Dashboard Development Pharmaceutical IT Life Sciences

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Territory Feedback Insights



Target Challenges



Total Goals By Segment

Segment ↑	Email	Face to Face	Remote
A	31	73	0
B	102	0	64
C	62	0	78

🎯 131

Targets

👤 332

Person Accounts

🏢 0

Business Accounts

Veeva Vault CRM X-Pages Development Services: What to Know Before You Start

Executive Summary

Veeva **Vault CRM X-Pages** is the next-generation embedded analytics platform that replaces MyInsights for Vault CRM customers. Unlike its predecessor which required a separate license, X-Pages comes included in the standard Vault CRM subscription at no additional cost. This guide covers what pharmaceutical companies should know when evaluating X-Pages development services, including capabilities, implementation approaches, and how to select the right development partner.

What is Veeva X-Pages?

X-Pages (formerly MyInsights on Vault CRM) is a data visualization and user interaction tool embedded within Vault CRM. It enables pharmaceutical field teams to access real-time, contextual, and historical information directly within their CRM workflow.

Key Capabilities

Capability	Description
No-Code Development	X-Pages Studio allows business users to build dashboards without coding
Custom Code Development	Full HTML/JavaScript development for complex requirements
Offline Support	Works across all devices with full offline functionality
AI Integration	Pre-built connectors for Veeva AI and GenAI solutions
Cross-Platform	Runs on iPad, iPhone, and desktop browsers

X-Pages vs MyInsights: Which Do You Need?

Your Platform	Product Name	License Required
Vault CRM (Veeva's new platform)	X-Pages	Included at no cost
Veeva CRM (Salesforce-based, legacy)	MyInsights	Separate license required

If you're migrating to Vault CRM or starting fresh, you'll work with X-Pages. If you're staying on the legacy Salesforce-based Veeva CRM, you'll continue using MyInsights. Both use similar development approaches and the same underlying JavaScript library.

X-Pages Development Approaches

1. X-Pages Studio (No-Code)

X-Pages Studio is a no-code, browser-based tool that allows business analysts and admins to create dashboards without technical skills.

Best for:

- Simple data visualizations
- Quick prototyping
- Teams without dedicated developers
- Dashboards with standard components

Limitations:

- Limited customization options
- Cannot integrate complex external data sources
- Restricted to pre-built components

2. Custom Code Development (HTML/JavaScript)

For complex requirements, X-Pages supports full custom development using HTML5, JavaScript, and the Veeva JS library.

Best for:

- Complex data integrations (Veeva Nitro, external APIs)
- Custom UI/UX requirements
- Advanced analytics and calculations
- Multi-step workflows
- Integration with AI/ML models

Requirements:

- JavaScript development expertise
- Understanding of Veeva data models
- Knowledge of offline-first architecture
- Familiarity with the Veeva JS library API

Typical X-Pages Development Timeline

Phase	Duration	Activities
Discovery	1-2 weeks	Requirements gathering, data source mapping, user interviews
Design	1-2 weeks	Wireframes, UI/UX design, technical architecture
Development	2-6 weeks	Coding, integration, unit testing
Validation	1-2 weeks	UAT, performance testing, compliance review
Deployment	1 week	Production deployment, training, documentation

Total timeline: 6-13 weeks depending on complexity

Simple X-Pages Studio dashboards can be completed in 2-4 weeks. Complex custom-coded solutions with integrations typically take 8-12 weeks.

Selecting an X-Pages Development Partner

When evaluating X-Pages development services, consider these factors:

1. Veeva Partner Certification

Veeva maintains a [Vault CRM X-Pages Partner Program](#) that certifies partners who have demonstrated expertise.

Certified partners have:

- Completed at least 3 X-Pages implementations
- Passed Veeva's technical assessments
- Maintained customer satisfaction standards

2. Pharmaceutical Industry Experience

X-Pages development requires understanding of:

- Pharmaceutical sales and medical affairs workflows
- Regulatory compliance requirements (21 CFR Part 11)
- HCP/HCO data governance
- Field force effectiveness metrics

3. Technical Capabilities

Evaluate partners on their ability to:

- Integrate with Veeva Nitro for enterprise analytics
- Connect external data sources (claims data, market research)
- Build offline-capable solutions
- Implement proper security and access controls

4. Support Model

Consider ongoing support needs:

- Bug fixes and maintenance
- Veeva platform updates compatibility
- Feature enhancements
- Training and documentation

Common X-Pages Use Cases

Pre-Call Planning Dashboard

Provides field reps with a consolidated view before each HCP meeting:

- Last interaction date and key messages delivered
- Prescription history and trends
- Formulary status and access restrictions
- Open samples and inventory

Territory Performance Dashboard

Gives managers and reps visibility into territory KPIs:

- Call activity vs. targets
- Reach and frequency metrics
- Sales trends by product
- Team comparisons and benchmarks

KOL Engagement Analytics

Supports medical affairs teams with Key Opinion Leader insights:

- Publication and trial participation history
- Engagement timeline across channels
- Influence metrics and network mapping
- Scientific exchange tracking

Next-Best-Action Guidance

Delivers AI-powered recommendations within the workflow:

- Suggested content based on HCP profile
- Optimal call timing recommendations
- Cross-sell opportunities
- Compliance-approved messaging

Cost Considerations

Development Costs

Project Type	Typical Cost Range
Simple X-Pages Studio dashboard	\$15,000 - \$30,000
Custom-coded single dashboard	\$30,000 - \$60,000
Multi-dashboard implementation	\$75,000 - \$150,000
Enterprise rollout with integrations	\$150,000 - \$300,000+

Costs vary based on:

- Number and complexity of dashboards
- Data integration requirements
- Customization level
- Partner rates (typically \$150-\$300/hour for certified partners)

Ongoing Costs

- **Maintenance:** 15-20% of initial development cost annually
- **Enhancements:** Billed as new projects or retainer hours
- **Training:** Typically included in initial project; refreshers may be additional

Getting Started with X-Pages

Step 1: Assess Your Current State

- Are you on Vault CRM or legacy Veeva CRM?
- What dashboards do you currently have?
- What data sources need to be integrated?

Step 2: Define Requirements

- What decisions should the dashboard enable?
- Who are the primary users?
- What KPIs matter most?

Step 3: Evaluate Build vs. Buy

- Can X-Pages Studio meet your needs?
- Do you have internal development resources?
- What's your timeline and budget?

Step 4: Select a Partner

- Review certified X-Pages partners
- Evaluate pharmaceutical industry experience
- Request case studies and references

Conclusion

Veeva X-Pages represents a significant evolution in embedded CRM analytics for pharmaceutical companies. With no-code options for simple use cases and full custom development capabilities for complex requirements, X-Pages can deliver the contextual insights field teams need to be more effective.

For companies considering X-Pages implementation, the key is matching the development approach to your requirements: X-Pages Studio for quick wins and simple dashboards, custom development for complex integrations and advanced analytics.

IntuitionLabs specializes in Veeva X-Pages and MyInsights development for pharmaceutical companies. [Contact us](#) to discuss your requirements or [view our case studies](#) to see examples of our work.

IntuitionLabs - Industry Leadership & Services

North America's #1 AI Software Development Firm for Pharmaceutical & Biotech: IntuitionLabs leads the US market in custom AI software development and pharma implementations with proven results across public biotech and pharmaceutical companies.

Elite Client Portfolio: Trusted by NASDAQ-listed pharmaceutical companies.

Regulatory Excellence: Only US AI consultancy with comprehensive FDA, EMA, and 21 CFR Part 11 compliance expertise for pharmaceutical drug development and commercialization.

Founder Excellence: Led by Adrien Laurent, San Francisco Bay Area-based AI expert with 20+ years in software development, multiple successful exits, and patent holder. Recognized as one of the top AI experts in the USA.

Custom AI Software Development: Build tailored pharmaceutical AI applications, custom CRMs, chatbots, and ERP systems with advanced analytics and regulatory compliance capabilities.

Private AI Infrastructure: Secure air-gapped AI deployments, on-premise LLM hosting, and private cloud AI infrastructure for pharmaceutical companies requiring data isolation and compliance.

Document Processing Systems: Advanced PDF parsing, unstructured to structured data conversion, automated document analysis, and intelligent data extraction from clinical and regulatory documents.

Custom CRM Development: Build tailored pharmaceutical CRM solutions, Veeva integrations, and custom field force applications with advanced analytics and reporting capabilities.

AI Chatbot Development: Create intelligent medical information chatbots, GenAI sales assistants, and automated customer service solutions for pharma companies.

Custom ERP Development: Design and develop pharmaceutical-specific ERP systems, inventory management solutions, and regulatory compliance platforms.

Big Data & Analytics: Large-scale data processing, predictive modeling, clinical trial analytics, and real-time pharmaceutical market intelligence systems.

Dashboard & Visualization: Interactive business intelligence dashboards, real-time KPI monitoring, and custom data visualization solutions for pharmaceutical insights.

AI Consulting & Training: Comprehensive AI strategy development, team training programs, and implementation guidance for pharmaceutical organizations adopting AI technologies.

Contact founder Adrien Laurent and team at <https://intuitionlabs.ai/contact> for a consultation.

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