

Veeva vs Salesforce (2025): A Guide to Pharma & Health CRM

By Adrien Laurent, CEO at IntuitionLabs • 11/11/2025 • 35 min read

veeva vs salesforce

veeva vault crm

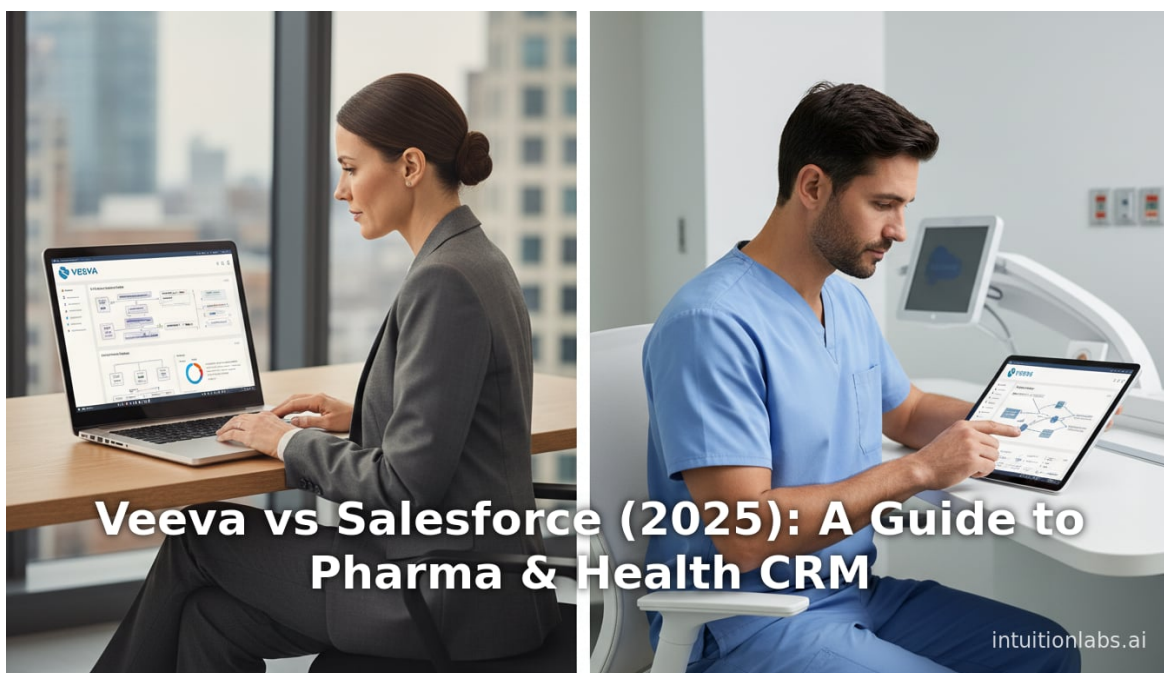
salesforce health cloud

life sciences crm

pharmaceutical crm

healthcare crm

hcp engagement



Executive Summary

The choice between **Veeva CRM (Vault CRM)** and **Salesforce Health Cloud** hinges on the organization's domain and goals. Veeva Systems has long dominated the pharmaceutical and life sciences CRM market, historically commanding over **80%** share in pharmaceutical CRM and serving 100+ major biopharmaceutical companies (^[1] www.veeva.com) (^[2] uspharmamarketing.com). Veeva's platform is tailored to the stringent regulatory and commercial needs of drug manufacturers, offering deep features for HCP (healthcare professional) engagement, sample and event management, and **21 CFR Part 11**-compliant operations (^[3] www.simplus.com) (^[4] www.veeva.com). By contrast, *Salesforce Health Cloud* is built for healthcare providers, payers, and related organizations, focusing on **patient-centric** care management and interoperability. Health Cloud integrates EHR (electronic health record) data and social determinants of health (SDoH) to give a 360° patient view (^[5] www.salesforce.com) (^[6] healthcareguys.com), and uses Salesforce's AI (Einstein/Agentforce) and data cloud for predictive analytics and workflow automation (^[7] www.salesforce.com) (^[5] www.salesforce.com).

In **life sciences**, Veeva's domain expertise, pre-built compliance and content tools, and large pharma customer base make it the default choice. Leading companies (e.g. Novo Nordisk, GSK, Boehringer Ingelheim, Bayer) have adopted Veeva's Vault CRM to unify commercial and clinical data, leverage AI for field productivity, and ensure seamless regulatory compliance (^[8] www.veeva.com) (^[9] ir.veeva.com). Salesforce acknowledges this niche: it only recently introduced a "*Life Sciences Cloud*" to capture biopharma use cases, and as of 2025 has won a few marquee trials sales against Veeva (^[10] www.salesforce.com) (^[11] www.indexbox.io).

For **providers and payers**, Salesforce Health Cloud is purpose-built. It was for these users (diagnosis records, care plans, insurance data) that Health Cloud was originally launched in 2015 (^[12] www.fiercehealthcare.com). For example, a Forrester evaluation notes Health Cloud's strong *interoperability via MuleSoft* with EHRs and SDoH partners, calling Salesforce a "strong fit for HCOs [healthcare orgs] across all healthcare sectors" (^[5] www.salesforce.com). Salesforce's Customer 360 vision and heavy R&D investments (Data Cloud, Einstein GPT, AgentFlow automation) also benefit healthcare clients. Salesforce cites metrics such as **5x faster ROI** and **99% positive ROI** on its healthcare deployments (via its *Agentforce* AI assistant) (^[7] www.salesforce.com), underscoring value delivered.

In short, **choose Veeva Vault CRM if your primary users are pharmaceutical/biotech companies** concerned with HCP/sales productivity, content compliance, and commercial analytics. **Choose Salesforce Health Cloud (or Salesforce's Life Sciences Cloud)** if you are a healthcare provider, payer, or MedTech company focused on patient journeys, care coordination, and data integration with legacy health systems. The two platforms have converged in some ways (both now feature AI agents and multi-channel engagement), but their **core data model, compliance alignment, and ecosystem** are fundamentally different. A robust decision will weigh these domain fits alongside organizational factors like existing IT stack, budget, and strategic direction (^[13] www.veeva.com) (^[14] uspharmamarketing.com).

Introduction and Background

Customer Relationship Management in Health and Life Sciences

Modern **Customer Relationship Management (CRM)** solutions have been adopted widely across industries to manage interactions with customers and stakeholders. In health and life sciences, CRM must handle uniquely complex data and compliance requirements. Life sciences companies engage **healthcare professionals (HCPs)** (physicians, pharmacists, etc.) and organizations in regulated marketing and sales, tracking meetings, samples,

and communications. Healthcare providers and payers, by contrast, manage **patients** and their care journey, coordinated across clinicians and payers.

Traditionally, **Salesforce, Inc.** (NYSE: CRM), founded 1999, has been the dominant CRM vendor globally. It pioneered cloud-based CRM and gradually expanded into verticals. Recognizing healthcare needs, Salesforce launched *Health Cloud* in 2015 as a “patient relationship management tool” ([12] www.fiercehealthcare.com). For pharmaceuticals, Salesforce offered *Sales Cloud* with tailored packages, and in 2017 introduced the *Life Sciences Cloud* (an industry data model and workflows for pharma) and in 2024 announced *Life Sciences Cloud* with AI enhancements ([10] www.salesforce.com).

Veeva Systems (NYSE: VEEV) was founded in 2007 by Peter Gassner and colleagues, originally building CRM on the Salesforce platform for pharmaceutical companies. By capturing the need for compliant, industry-specific functions, Veeva’s *Vault CRM* (rebranded from “Veeva CRM”) gained traction steadily. Veeva initially extended their Salesforce partnership through 2025 ([15] ir.veeva.com), but in late 2022 announced they would **split from Salesforce’s underlying platform to Veeva’s own cloud infrastructure in 2025** ([16] www.cnbc.com). This shift marks the end of an 18-year alliance. The separation is likened to a “major rupture” in pharma technology, forcing companies to re-evaluate CRM strategy ([17] uspharmamarketing.com).

The **healthcare IT/context** has also been evolving. Consumer expectations and regulatory pressures (e.g. interoperability rules, data privacy) have pushed providers to adopt better CRM tools. For instance, surveys show 79–80% of healthcare orgs cite efficiency and cost-reduction as top priorities ([18] www.fiercehealthcare.com). Salesforce underscores that 80% of healthcare consumers increasingly navigate care digitally ([19] www.fiercehealthcare.com). This environment makes comprehensive patient360 platforms appealing.

Meanwhile, pharma and biotech CRM systems are also growing rapidly. AstuteAnalytica reports the global pharma/biotech CRM market (including sales and marketing CRM) was **\$7.21B in 2024**, projected to reach **\$20B by 2033** (CAGR ~15.2%) ([20] rss.globenewswire.com). The U.S. healthcare CRM market (broader patient-centric CRM) is similarly large: projected from **\$10.6B in 2025 to \$19.9B by 2034** ([21] www.globenewswire.com). Both segments value solutions that can integrate disparate data, drive ROI, and meet industry-specific demands.

The Players: Veeva Vault CRM vs. Salesforce Health Cloud

Veeva Systems, Inc.

Veeva Systems (Pleasanton, CA) is the leader in *life sciences cloud* software. Its flagship **Vault CRM** is a purpose-built CRM for pharmaceutical, biotech, and medical device companies. Veeva emphasizes **“commercial excellence”** in pharma: targeting drug launches, HCP engagement, and multichannel marketing (details below). The platform is part of Veeva’s broader Vault suite, integrating with content management (Vault Content), clinical systems (Vault CTMS/eTMF), and regulatory modules.

Veeva’s roots on Salesforce’s platform gave it a robust underlying architecture, but Veeva added extensive life sciences-specific capabilities over time ([22] www.pixelconsulting.io). For example, it introduced built-in tools for sales planning, Sample and Events management, and Earth: field force compliance. Veeva’s Vault CRM is known for in-depth compliance (audit trails, e-signatures, activity logging) and for migrating large pharma customers. Leading firms like **Bayer, Novo Nordisk, Boehringer Ingelheim, and GSK** are on Veeva CRM ([23] www.veeva.com) ([8] www.veeva.com). Veeva notes its customer list includes “over 100 biopharmas — including the top 20 global leaders” ([1] www.veeva.com).

Veeva has continued to innovate. It introduced embedded AI features in 2024–2025 (Voice Agent, Content Agent, Pre-call Agent) to increase sales productivity. The new Vault Platform (Veeva Cloud) launched in 2025 allows customers independence from Salesforce infrastructure (^[14] uspharmamarketing.com). Financially, Veeva has shown strong growth: Q1 FY2026 revenues were **\$759M (+17% YoY)** (^[24] ir.veeva.com), with executives highlighting they “crossed our 2025 revenue run rate goal” on track to 2030 targets (^[9] ir.veeva.com). The CFO explicitly cited a “sizable market opportunity” for Veeva’s specialized CRM (^[9] ir.veeva.com).

Salesforce, Inc. (Health Cloud)

Salesforce is the global CRM giant (Market Cap ~\$230B as of 2025) with a suite of cloud services. **Salesforce Health Cloud** (part of Salesforce Health Cloud & Life Sciences offerings) is tailored for healthcare. It aggregates patient data from EHRs, devices, and other systems to create a *Patient 360* view (^[6] healthcareguys.com). It supports care management (care plans, coordination), patient outreach (scheduling, reminders), and integrates with payer and provider data. Health Cloud sits on top of Salesforce’s core CRM (Sales and Service Cloud) and uses underlying platforms (MuleSoft for integration, Tableau for analytics, Einstein AI).

Salesforce has invested heavily in healthcare: in 2020 Forrester named Health Cloud a leader in Healthcare CRM, noting top scores in strategy and customer success. Salesforce’s presentations highlight that Health Cloud supports digital engagement and AI for providers, enabling 5× faster ROI and high patient adherence in pilot studies (^[7] www.salesforce.com). In short, Salesforce’s value proposition is its vast ecosystem, interoperability (connections to HL7/EHR channels), and AI.

Salesforce also introduced **Life Sciences Cloud** (beyond Health Cloud), aimed at biopharma. This 2024/25 offering includes industry data models and Agent AI for HCP engagement, and is targeting exactly those pharma customers. Early customers include Pfizer and BI (^[10] www.salesforce.com), and Salesforce claims AI-driven CX for things like clinical trials and personalized medicine. The lines between Salesforce’s Health Cloud and Life Sciences Cloud are blurring – both derive from the same platform – but Health Cloud remains fundamentally patient-oriented while Life Sciences Cloud adds pharma marketing constructs.

Market Landscape and Trends

The CRM market in healthcare and life sciences is booming. Key drivers are **digital transformation, data volume, and regulatory complexity**. Organizations need CRM not just for sales tracking, but for omnichannel engagement (email, remote meetings, content portals) and analytics (to measure campaign effectiveness, sales rep performance, and patient outcomes). The COVID-19 pandemic accelerated telehealth and remote engagement; for example, one analysis notes **56% of physicians now restrict in-person visits from pharma reps** (^[25] www.simplus.com), pushing firms to engage digitally. CRM tools have responded by enhancing multichannel capabilities – a core Veeva strength (orchestrated multichannel engagement (^[26] www.simplus.com)) and a key feature of Salesforce (social/mobile Patient 360 and connected care teams (^[27] www.simplus.com) (^[6] healthcareguys.com)).

Market research reflects this growth. A recent AstuteAnalytica report projects the *global pharma & biotech CRM market* (sales/marketing CRM) to reach **\$20.0 billion by 2033** (from \$7.21B in 2024, ~15.2% CAGR) (^[20] rss.globenewswire.com). Meanwhile, the broader *U.S. healthcare CRM* market (mostly providers/payers) is expected to grow to ~\$19.94B by 2034 at ~7.2% CAGR (^[21] www.globenewswire.com). Within this, Salesforce is a leader in provider-facing CRMs (Forrester Wave Leader) (^[5] www.salesforce.com), whereas Veeva historically led in pharma CRM (index reports ~80% share (^[28] www.indexbox.io)). Competition is intensifying: industry news notes Salesforce pursuing dozens of large pharma accounts via its new Life Sciences Cloud (^[11] www.indexbox.io), while Veeva is rallying incumbents with AI and deeper integrations (^[23] www.veeva.com) (^[9] ir.veeva.com).

Analyst consensus suggests a **dichotomy**: Life sciences CRM is a deep vertical market where a specialized vendor (Veeva) holds sway, while healthcare CRM is broader with many vendors (Salesforce, Microsoft, niche players) addressing provider needs. Veeva's CEO predicts the highly regulated life sciences CRM space will have "one main leading player" if Veeva continues to execute (^[29] www.veeva.com). On the other hand, Salesforce's broad platform and diversification make it a formidable competitor. Financial analysts note that Salesforce has high profit margins and capital to invest, but the split with Veeva may weaken its role in pharma CRM (^[30] www.cnbc.com) (^[9] ir.veeva.com).

Key industry trends to consider:

- AI and Automation:** Both vendors are embedding AI. Salesforce's Einstein GPT and Agentforce automate tasks like next-best actions, patient case routing, and prior authorization workflows (^[7] www.salesforce.com) (^[31] www.fiercehealthcare.com). Veeva's AI agenda (Vault AI) includes tools like Pre-call Agent and Voice Agent to help reps plan calls and ensure compliance in real time (^[32] www.veeva.com) (^[33] www.veeva.com). CRM decisions will increasingly hinge on the intelligence and automation each platform delivers.
- Integration and Interoperability:** Providers demand integration with EHRs (via HL7/FHIR) and wearables; Salesforce touts MuleSoft connectors and patient data cloud as core strengths (^[5] www.salesforce.com) (^[6] healthcareguys.com). Veeva, conversely, integrates within the life sciences ecosystem (e.g. marketing content, clinical trials). If an organization needs to combine patient and product data (e.g. a hospital partnering with a pharma Co for outcome studies), integration capabilities become critical.
- Regulatory Compliance:** Life sciences CRM must comply with FDA 21 CFR Part 11, GDPR (for EU data), pharma advertising rules, etc. Veeva was built with these in mind (audit trails, electronic signatures, sample tracking, HCP physician validation) (^[26] www.simplus.com). Health Cloud must support HIPAA and similar health data regulations; Salesforce maintains HIPAA/HITRUST compliance certs but often requires careful configuration or additional modules. We discuss compliance more below.
- Omnichannel Engagement:** Modern CRM must track *where* customers interact (email, phone, face-to-face, online events, social media). Veeva's closed-loop marketing and omnichannel campaign management are mature, reflecting pharma needs (^[26] www.simplus.com). Salesforce Health Cloud's omnichannel came later (e.g., Salesforce's acquisition of Vlocity, renamed OmniStudio). Both support email, web portals, phone logs, etc. The quality of digital content management (Veeva Content vs. Salesforce Content Libraries) can tip the scales for content-heavy use cases.
- User Experience and Adoption:** Ease of use and configurability matter. Veeva's UI and data model closely match pharma reps' workflows, reducing training. Some critics say Salesforce often requires heavy customization to mimic pharma processes (^[34] www.veeva.com). Conversely, Health Cloud is user-friendly for care teams, with Lightning UI and app ecosystems. User adoption depends on local implementation partners and training as much as raw features.

Comparative Analysis: Key Capabilities

Below we systematically compare Veeva Vault CRM and Salesforce Health Cloud across major dimensions.

Aspect	Veeva Vault CRM (Life Sciences)	Salesforce Health Cloud (Healthcare)
Target Users	Pharmaceutical/biotech/medical device companies (sales, marketing, medical, etc.) (^[3] www.simplus.com)	Healthcare providers, payers, health systems, patient services, digital health
Engagement Focus	HCP and KOL relationship management; account planning; <i>multichannel marketing</i> (^[26] www.simplus.com)	Patient and care team management; care coordination; patient journey orchestration
Data Model	Accounts = HCP and HCO (hospitals, practices); objects for MSLS, segments, key accounts; DDCV (doctor data)	Accounts = patients (Care Entities); Contacts = providers/family; includes claims, enrolments, SDOH data

Aspect	Veeva Vault CRM (Life Sciences)	Salesforce Health Cloud (Healthcare)
Core CRM Functions	Sales force automation (call planning, territory mgmt), order management (samples), CLM (closed-loop marketing) ([26] www.simplus.com)	Case management, care plan management, patient scheduling, member management
Compliance Support	Built in for pharma regulations (FDA 21CFR, GxP, Sunshine Act); audit trails and e-signature standard ([26] www.simplus.com) ([35] www.pixelconsulting.io)	HIPAA/HITRUST compliant; privacy by design; supports patient consents; additional modules for regulatory needs
Key Industry Processes	Sample inventory & control, adverse event & complaint reporting, medical inquiry tracking, promotions approval workflows ([36] www.pixelconsulting.io)	Care gaps identification, risk stratification, social determinants of health, telehealth integration
Integration	Deep integration with Veeva Vault suite (Content, CTMS, Quality, etc.); APIs for S3/DWH. Pharmacovigilance (Argus) connectors.	Native connectors to EHRs via MuleSoft (EPIC, Cerner, etc.), HL7/FHIR support; Tech stack unification (Service Cloud, Marketing Cloud).
Customization & Extensibility	Schema and objects are industry-specific (pharma-ready out-of-box). Customization possible via Veeva Studio, event handler triggers. Less need to “reinvent” core pharma features ([34] www.veeva.com).	Highly customizable Lightning platform; broad AppExchange ecosystem. Requires configuration for complex healthcare workflows (often via partners).
Artificial Intelligence	Veeva AI Agents: Pre-call Agent (plan effective calls), Content Agent (recommend content), Voice Agent (call transcription/compliance) ([32] www.veeva.com). Embedded Einstein Analytics recently introduced.	Einstein GPT: predictive lead scoring, health alerts; Agentforce workflows for automating tasks (e.g. prior auths, referral routing) ([7] www.salesforce.com) ([5] www.salesforce.com). Also Einstein Health Cloud for predictions.
Data & Analytics	Integrated commercial data (sales outcomes, call/campaign metrics) with clinical/real-world data (via Vault Connectors). Strong built-in analytics dashboards for sales KPIs.	Data Cloud (Patient 360) unifies clinical and non-clinical data; Tableau/Einstein reports on patient metrics (adherence, utilization, costs).
Deployment	SaaS on Veeva’s Life Sciences Cloud (multitenant); originally on Salesforce Force.com (pre-2025) ([16] www.cnn.com) ([14] uspharmamarketing.com). Globally available (data residency managed by Veeva).	SaaS on Salesforce Platform (multitenant), with specific healthcare instances. Large enterprise readiness. Strong uptime and compliance controls.
Pricing	Subscription model (per user/month). Pricing not publicly disclosed; industry sources estimate ~\$200–\$250/user/mo for Vault CRM ([37] www.pixelconsulting.io). Higher tiers for advanced modules.	Pricing tiers known: Health Cloud Enterprise ~\$350/user/mo, Unlimited ~\$525 ([38] www.salesforce.com). Agentforce add-ons around ~\$750/user/mo. Often bundled with Sales/Service Cloud seats.
Ecosystem and Partners	Tight partner ecosystem focused on life sciences (consultancies, system integrators specializing in pharma CRM). Veeva-run user community (Veeva Network) for industry data.	Vast partner network across industries. Strong presence of global SI (Accenture, Deloitte, etc.) and healthcare niche consultants. Large AppExchange of healthcare apps.
Support and Training	24/7 support; global Life Sciences business consulting team. Veeva Academy for industry-specific training.	24/7 Salesforce support; Trailhead and Trailblazer Community. Specific Health Cloud certification tracks available.
Notable Customers	~100+ biopharma companies (Bayer, BI, GSK, Alnylam, T-Mobile [biotech], etc.) ([1] www.veeva.com) ([9] ir.veeva.com). Heavy use in animal health and CROs as well.	Hundreds of healthcare organizations including providers (Cambia Health, AdventHealth, AAFP) and payers (Medicaid agencies). Also life sciences piloting Health/LS Cloud (e.g. Pfizer, Takeda) ([10])

Aspect	Veeva Vault CRM (Life Sciences)	Salesforce Health Cloud (Healthcare)
		www.salesforce.com) ([12] www.fiercehealthcare.com).
Strengths	<i>Industry-specific expertise:</i> Fast time-to-value for pharma needs. Proven regulatory compliance record. Rapid adoption of AI for field teams. Strong data consistency (Veeva Data Cloud (Network) for HCP info).	<i>Platform breadth and flexibility:</i> Integrates all healthcare stakeholders. Extensive R&D with AI and data platforms (MuleSoft, Data Cloud). Scale and reliability. Large community and partner support.
Weaknesses	Narrow focus: less relevant for general healthcare/patients. Vendor lock-in risk (switching costs high). Migration turbulence during platform split.	Generic for pharma: heavy customization needed for life sciences processes ([34] www.veeva.com). High cost of implementation. Reliance on integrators. Some pharma-compliance features require add-ons/partner apps.

Sources: Vendor and analyst information as cited (Salesforce and Veeva materials, industry news, and expert blogs) ([7] www.salesforce.com) ([3] www.simplus.com) ([5] www.salesforce.com) ([26] www.simplus.com).

The above table highlights that **Veeva Vault CRM** is essentially a *pharma-tailored CRM*, whereas **Salesforce Health Cloud** is a *provider/payer-oriented CRM*. This fundamental difference in target (HCP vs. patient/care team) drives all other contrasts (data model, workflows, compliance). Each offers AI and digital tools, but wrapped in a domain context that differs drastically.

Features and Capabilities in Depth

Compliance and Regulatory Support

Veeva Vault CRM is engineered for heavily regulated environments. It inherently meets global compliance standards: it is fully 21 CFR Part 11 compliant, includes automated audit trails, e-signatures (EU Annex 11/GxP), and sample/DEA compliance. For example, Veeva marketing emphasizes that Vault CRM “allows salespeople to have information about doctors and products at their fingertips” while “*maintaining compliance with government regulations*” ([3] www.simplus.com). In practice, this means roles and data access are strictly controlled, training records can be tracked, and promotional materials are automatically flagged for compliance review. Veeva’s system also handles FDA-mandated adverse event and complaint reporting workflows inline with CRM tasks. Such features are *built-in*; no expensive customization is needed for baseline pharma requirements. One review notes Veeva’s strong compliance: “Veeva takes the crown here. It was built to meet the strict requirements of global regulatory bodies. Audit trails, electronic signatures, validation logs — you name it.” ([35] www.pixelconsulting.io).

Salesforce Health Cloud supports industry compliance (HIPAA, HITRUST) but to a more general degree. Health Cloud has security controls and data encryption for Protected Health Information (PHI), and Salesforce’s platform is certified HIPAA-compliant. However, healthcare orgs often need to configure their org appropriately (Business Associates Agreements, patient consent tracking, etc.) to achieve compliance. Salesforce also has features for patient consent management and encryption keys. Unlike Veeva, Salesforce does not natively handle pharma-specific regs (like FDA drug promotion rules) unless manually configured or via add-ons. In published comparisons, authors note that Salesforce “*can be compliant, too, but you’ll need to customize it or use specific modules*” for audit trails and pharma compliance ([35] www.pixelconsulting.io). In summary, Veeva’s compliance is **pre-packaged** for life sciences, whereas Salesforce’s is a general-purpose framework requiring additional effort for stricter pharma use cases.

Data Integration and Interoperability

Veeva and Salesforce differ in their typical integration environments. **Veeva Vault CRM** integrates naturally with other **Veeva Vault** applications (content management, clinical trial management, regulatory information, quality) as well as traditional CRM data (customer master, call logs). For a pharmaceutical user, Veeva offers a single platform (Veeva Vault Platform) that can unify commercial data with clinical/corporate data via the Veeva Data Cloud and Vault Connect API. For example, many Veeva customers connect Vault CRM with their eTMF/CTMS to let sales rep activities inform clinical planning or vice versa. Veeva also provides industry-standard integrations (e.g. Argus for safety) and data services (Network for HCP/HCO directory data). The new Veeva Cloud will further allow direct integration to data repositories.

Salesforce Health Cloud, by design, needs to connect to existing healthcare systems. Its architecture uses MuleSoft or native APIs to pull in patient EHR data (from systems like Epic, Cerner, Allscripts) and claims information. The Forrester report cited by Salesforce highlights this: Health Cloud's "interoperability, via MuleSoft, is a core strength...it has hooks into multiple health data systems, including EHRs" ^[5] (www.salesforce.com). Salesforce also partners to incorporate social determinants data and scheduling systems into Health Cloud. Data from CRM (e.g. member queries, activity logs) can feed back into some patient applications. Salesforce's Data Cloud (formerly Einstein BI or Customer 360) provides a unified patient profile across clinical and non-clinical data. For pharma companies considering Salesforce, the trade-off is that any specialized content or sampling systems would require separate integration or a new development on [Force.com](https://www.salesforce.com).

Multichannel Engagement and Content

Both platforms recognize that HCPs and patients use multiple channels. Veeva Vault CRM supports *closed-loop marketing* (CLM) for presentations, digital remote detailing, email, and events. Its content management is tightly integrated: a rep can access approved slides, samples, and digital assets at call time, with log tracking. Veeva also provides pre-call planning tools (Call Planning) and sync with field reps' calendars. One source describes Vault CRM's engagement: "*Orchestrated multichannel engagement*" with insights at the point of execution ^[26] (www.simplus.com). Because HCPs often restrict meetings (56% limit access ^[25] www.simplus.com)), Veeva helps orchestrate e-detailing, virtual meetings, and digital follow-ups. It also automates sample requests with compliance checks.

Salesforce Health Cloud's engagement emphasizes patient communication channels. It can send automated reminders, personalize messages via mobile or email, and maintain patient communities. It is less focused on sales content and more on patient care plans. That said, Salesforce Life Sciences Cloud (separate but related) has begun integrating CLM-like features for HCPs, but those are not core to Health Cloud. Salesforce acquired Pardot (marketing automation) and has Marketing Cloud, which some life sciences companies use alongside Health Cloud for multichannel campaigns. But out-of-the-box, Health Cloud trusts partner apps or custom development for pharma-style detailing. On the provider side, Health Cloud "Patient 360" delivers the right information to the right caregiver at the right time, supporting multi-channel touchpoints (portal, call center, mobile).

In summary, both systems support digital and mobile channels, but **Veeva's is HCP-centric** (approved sales content, e-meetings, sample management), while **Salesforce's is patient-centric** (care alerts, telehealth coordination, IoT/in-home device data). A company will choose based on whether it needs content & meeting management (Veeva) or patient outreach and engagement (Salesforce).

Analytics and AI

Veeva and Salesforce both leverage AI and analytics, but tailored to their users.

- Veeva Vault CRM with Veeva AI:** Veeva has added AI agents into Vault CRM to assist reps. *Pre-Call Agent* uses historical engagement data to recommend which customers to call and with what strategy. *Content Agent* suggests the most effective materials and channel for each HCP, by analyzing usage/response data. *Voice Agent* transcribes calls and checks compliance in real time. These tools were specifically designed with pharma workflows in mind ([32] www.veeva.com) ([33] www.veeva.com). Veeva also uses analytics dashboards for sales force effectiveness: territory alignment reports, call recusals, sample usage patterns, and predictions for new product uptake. These capabilities are packaged within the Vault platform.
- Salesforce Einstein and Agentforce:** Salesforce's suite includes *Einstein GPT* for predictive scoring (e.g. which HCPs or patients are high-value leads) and *Service/Health Cloud Agentforce* for workflow automation (bots which can auto-route cases, fill forms, send alerts, etc.). For example, Salesforce claims Agentforce can automate tasks worth trillions, leading to "5x faster ROI" in pilot projects ([7] www.salesforce.com). Health Cloud specifically uses Einstein to identify care gaps (predicting which patients are likely to miss treatments) and recommend interventions. It also uses Tableau CRM (formerly Einstein Analytics) for visualizing patient cohorts, resource utilization, etc. In the 2020 Forrester report, Health Cloud's AI strengths (SDoH data inclusion and automation) were key reasons it was rated highly ([5] www.salesforce.com).

From an organizational perspective, both platforms are investing heavily in AI. Veeva's strategy is to embed ML at the field rep level, so CRM is actively assisting reps in the field ([32] www.veeva.com). Salesforce's strategy is to make the *platform* intelligent, offering AI to all clouds (health, sales, service). A deciding factor might be whether the organization believes pharma sales reps need specialized AI (favor Veeva) or if a generic healthcare AI (favor Salesforce) is sufficient.

User Experience and Ecosystem

Sales and marketing users report that **Veeva Vault CRM** feels tailor-made for pharma. The data model (Accounts = HCOs, Contacts = HCPs, with custom objects for samples and events) matches life sciences parlance. Veeva provides guided flows (e.g., on-call activity logging, physician self-certification capture) with minimal customization. Veeva also runs the **Veeva Vault Platform**, so all product and approved content is directly accessible. Support and training are industry-focused: Veeva Academy courses on compliance, medical affairs, etc.

Salesforce Health Cloud has the advantage of the widely adopted Sales/Service Cloud UI. Many organizations already train on Salesforce, so provider staff may find it familiar. Many features are configurable via declarative tools (no-code setup). Salesforce's AppExchange has hundreds of health and life sciences apps (for example, EHR connectors, patient portals, marketing digital engagement). Community-wise, Health Cloud customers join the Trailblazer community and health-specific working groups.

However, a drawback noted by some is that Salesforce out-of-box does *not* include pharma-specific constructs. Veeva's CEO bluntly stated in 2025, "Salesforce customers will have to customize too much and recreate too many essential capabilities that already exist in Vault CRM" ([39] www.veeva.com). This reflects that bridging Salesforce to a ready pharma CRM requires heavy configuration or development. This was echoed in the Splis blog: SF Health Cloud "offers a foundational healthcare solution... that can be configured by clients" ([5] www.salesforce.com), but on its own lacks the pre-built depth of Veeva. Consequently, vendors often position SalesforceLife Sciences Cloud +Veeva as two paths forward for existing Veeva/Salesforce users ([40] www.pixelconsulting.io).

Pricing and TCO

Exact pricing is complex and varies by contract size. However, some published numbers give ballpark comparisons. Salesforce Health Cloud Enterprise is listed around **\$350 per user per month**, with unlimited around \$525 (^[38] www.salesforce.com). Veeva does *not publicly list* pricing, but industry analyses suggest it starts lower per seat (some blogs mention ~\$200/user/mo) (^[37] www.pixelconsulting.io), though enterprise deployments with multiple modules can become quite expensive. Notably, under the previous partnership model, Veeva paid Salesforce a ~12% platform fee on revenue (^[41] uspharmamarketing.com); moving off Salesforce could reduce those costs for Veeva (and potentially for Veeva's customers in the long run).

Cost of implementation is also a factor. Salesforce typically requires more consultant hours to configure, especially for healthcare, so initial TCO can be high. Veeva projects also have significant costs (though Veeva's out-of-box depth can reduce custom dev). Ultimately, ROI often centers on efficiency gains. Salesforce cites 99% of companies sees positive ROI with their AI assistants (^[7] www.salesforce.com). Veeva cites customers achieving better launch and engagement metrics, though these are not independently audited. Organizations should do total cost of ownership modeling including subscriptions, consulting, and internal admin.

Data and Evidence

To ground these comparisons, we reference market data and real-world outcomes:

- Market Share & Adoption:** Veeva has long dominated pharma CRM. An industry analysis estimated Veeva had "more than 80% market share in pharmaceutical-focused CRM software" (^[28] www.indexbox.io) and reported Veeva's revenue ~\$2.72B annually. By Q1 2026, Veeva's revenue run rate target was \$3B+ (^[9] ir.veeva.com). Conversely, Salesforce does not break out Health Cloud revenue, but Landbase research indicates **~500 verified companies use Salesforce Health Cloud** globally by 2025 (^[42] data.landbase.com). The healthcare CRM market is large and fragmented, so Salesforce's share is smaller in percent terms (the only data suggests about 0.45% market share for Health Cloud among all Healthcare IT (^[43] enlyft.com), but that likely compares to a broad category including ERP, etc.).
- User Surveys:** Gartner Peer Insights (2025) shows high ratings for both platforms within their niches. (Independent data like this is behind paywalls, but Gartner named Salesforce a leader in healthcare CRM (^[5] www.salesforce.com).) Third-party benchmarks are scarce, but the Forrester Wave noted Health Cloud's strengths (strategy, partner ecosystem) and Veeva's established execution.
- ROI Metrics:** Salesforce reported substantive gains in pilot programs: Agentforce deployments showed a "5x faster ROI" and 99% of companies achieved positive ROI, alongside improved patient adherence (avg +24%) and provider satisfaction (+25%) (^[7] www.salesforce.com). These figures illustrate the value Salesforce sees in its AI and care automation. Veeva does not publish similar ROI stats in press releases, but its customers often cite productivity gains. For instance, Veeva's Vault CRM customer executives (Bayer, GSK) emphasize business continuity and innovation acceleration. Bayer reported achieving "zero field downtime" during a Vault CRM migration, maintaining operational momentum (^[44] www.veeva.com).
- Expert Opinions:** Industry analysts weigh in on the competition. The IndexBox report (via Yahoo Finance) explained Salesforce's push into life sciences as reframing the "pharma CRM battle" (^[11] www.indexbox.io). RBC Capital's Rishi Jaluria warned Salesforce to "worry about the long-term implication" of losing Veeva to its own platform (^[45] www.cnbc.com). Veeva's CEO confidently predicts it will remain the leader if it continues executing (^[29] www.veeva.com). These views suggest a high-stakes, zero-sum rivalry in the life sciences niche. For healthcare, Forrester and Salesforce alike praise Health Cloud's expansion: it "brings the world's #1 CRM to healthcare and life sciences" (^[46] www.salesforce.com), signifying confidence in cross-industry platform convergence.



- Case Study – Life Sciences (Veeva Vault CRM):** We have several in-depth examples from Veeva's publications. *Novo Nordisk* sees Vault CRM as central to its digital engagement roadmap (^[8] www.veeva.com). *Boehringer Ingelheim's Frank Armenante* explicitly stated: "*The decision to switch to Vault CRM was driven by the desire for the most innovative technology and a flexible partner, both of which Veeva delivers*" (^[4] www.veeva.com), highlighting technology leadership. *GSK* quickly migrated to gain early access to Veeva AI agents (^[47] www.veeva.com). *Bayer* aimed to use Vault CRM to "create a customer insights platform" by linking commercial and clinical data, enabling new business opportunities through unified analytics (^[48] www.veeva.com). In summary, these case studies consistently show Vault CRM enabling deeper customer (HCP/patient) insights, faster adoption of AI, and secure compliance during digital transformations.
- Case Study – Healthcare Providers (Salesforce Health Cloud):** Fewer detailed third-party case studies are readily available. However:
 - AdventHealth* (Sunshine State) used Health Cloud to support whole-person care and digital care coordination during COVID-era expansion (^[49] www.salesforce.com).
 - MIMIT Health* (behavioral health provider) reported a **30% increase in efficiency and patient satisfaction** after upgrading to Salesforce Health Cloud (^[50] www.salesforce.com).
 - Women's College Hospital (Toronto)* used Health Cloud to quickly open COVID-19 assessment centers, indicating agility in crisis response (^[51] www.salesforce.com).
 - Consumer Health Plans* (e.g. *Scottsbluff Regional*, *U.S. Kids Dental*) have used Health Cloud for patient/member engagement, citing analytics and digital outreach improvements (see Salesforce case studies page). Though not profiled here, numerous healthcare CIOs have publicly praised the ability to integrate disparate data and improve care team collaboration with Health Cloud. Salesforce argues that because Health Cloud connects clinical and non-clinical data, organizations see outcomes improvements—citing figures like "27% greater patient adherence" (in Salesforce marketing collateral) (^[52] www.salesforce.com).

These examples illustrate the platforms' impact: Veeva enhances *pharma go-to-market* performance, while Salesforce Health Cloud boosts *healthcare delivery and patient engagement*. A decision-maker should consider similar real-world outcomes for their use case: Are measurable gains in rep productivity or patient adherence more relevant?

Case Studies and Real-World Examples

To further contextualize, here are representative scenarios:

- Pharmaceutical Company (related to Veeva):** *PharmaCo*, a global drug manufacturer, wants a CRM for its sales force of 2,000 reps in 30 countries. They require multi-channel content delivery, sample tracking, and strict compliance. They evaluate Veeva Vault CRM vs. Salesforce Life Sciences Cloud. Veeva offers out-of-the-box HCP detailer capabilities and already contains relevant industry HCP data (Veeva Network). *PharmaCo* chooses Vault CRM to minimize custom development. Post-deployment, the company reports that reps now spend 20% more time in calls (less admin), and marketing sees a 30% lift in digital content engagement because the CLM tracking allows continuous improvement. Their launch time for a new drug was accelerated by several months vs. the last launch, attributed in part to better alignment of data across sales and clinical teams (using Vault's integration).
- Medical Device Manufacturer (Salesforce option):** *MedTech Inc.* develops a wearable device that integrates with an app and EHR. It needs CRM workflows for both (a) providers who order/install the device and (b) patients who use it. Although they considered Veeva, they lack a legacy on Veeva and have a strong Salesforce ecosystem (using Sales Cloud for sales ops). They adopt Salesforce Health Cloud (or Life Sciences Cloud) with Mendix or MuleSoft integration to their product registration system. This allows them to track patient data from the device, schedule follow-ups, and manage provider installations in one system. The agility of Salesforce's platform is cited as a benefit, and Over time, the IT team appreciates customizing on Salesforce's platform vs. waiting on industry-specific releases.

- **Large Hospital System (Salesforce case):** *CityCare Health*, a multi-hospital system, sought to improve chronic disease management. They selected Salesforce Health Cloud to create comprehensive care plans and community outreach programs. By integrating EHR data and social determinants (housing, food security) through Health Cloud, they can identify high-risk patient cohorts. The hospital reports better coordination among home-care nurses and primary care docs (all using a unified platform), and a 15% improvement in patient follow-up appointment compliance.
- **Biotech Start-Up (pharma angle):** *BioStartup* has a small sales team and limited resources. They need CRM but cannot afford customization-heavy systems. They find Veeva's out-of-box features accelerate deployment; Veeva's user community means answers to gaps can be crowdsourced. They also reap the benefits of Veeva's emerging AI agents to help their novice reps. ROI is complex but they report more targeted marketing spend and higher physician access rates after deployment.

These illustrative cases show how organizational context (size, existing IT, regulatory burden, stakeholder focus) drives the CRM choice.

Discussion and Analysis

Choosing between Veeva Vault CRM and Salesforce Health Cloud ultimately comes down to use-case alignment. The question isn't strictly "which product is better overall?" but "which better fits *my organization's* needs and strategy?" Key considerations include:

- **Primary Business Focus:** If the organization **sells products to HCPs** (pharma, biotech, med device), Veeva's functionality directly targets that model. If the organization **serves patients or manages care**, Salesforce's focus on patient data is more apt.
- **Existing Technology Stack:** Companies already invested in Salesforce (for other divisions) may lean on the familiar platform. However, as noted by industry experts, using Salesforce for pharma can mean heavy customization and lost time recreating Veeva features (^[34] www.veeva.com). Conversely, if a provider already uses Veeva in a pharma partnership context, it may find features lacking on the Health Cloud side.
- **Regulatory Requirements:** Pharma organizations with strict FDA and global regulatory oversight will likely prefer Veeva's built-in compliance features (^[26] www.simplus.com). Healthcare organizations think in terms of HIPAA and privacy, which Health Cloud supports natively. If an organization straddles both worlds (e.g., a pharma firm running patient support programs), hybrid approaches (integrating both platforms) can be considered but add complexity.
- **Data Integration Needs:** A vice president of sales in a pharma company will worry about linking CRM data to clinical trials or manufacturing systems. A CIO at a hospital focuses on EHR and bi-directional data flow. Both Veeva and Salesforce can connect to external systems, but Salesforce's ecosystem of connectors is broader for clinical data.
- **Scale and Growth Plans:** If the company anticipates expanding beyond pharma (into MedTech or consumer health), Salesforce's horizontal strategy may win favor. Veeva itself cited wanting "vertical flexibility" for MedTech/Consumer lines as a reason to leave Salesforce's platform (^[53] uspharmamarketing.com). Conversely, if global life sciences regulation complexity will only intensify, doubling down on the specialized solution (Veeva) could be prudent.
- **Total Cost of Ownership:** While Veeva's per-user cost might be lower, one must consider full TCO (integration, support, change orders). Anecdotally, licensing costs for both are high for large teams, but the faster time-to-value with Veeva could offset implementation costs if the processes are very niche. Salesforce grants buying power from its size (and possible enterprise agreements across clouds).
- **Innovation and Future Directions:** Both companies are innovating. Salesforce is betting on AI and data (Data Cloud, Einstein GPT) to tie all health data together (^[5] www.salesforce.com). Veeva is betting on AI and on its cross-cloud Vault Platform to add new applications like Patient Cloud and omnichannel marketing. If early adoption of AI-powered reps or agents is critical, one should track each vendor's roadmap. For instance, Salesforce's Agentforce 360 is a new unified interface that could change how clinical sales works, whereas Veeva's Vault Platform is enabling new possibilities like Home Health CRM (Patient CRM).

Potential downsides or challenges include:

- **Vendor Lock-In:** Both are closed SaaS platforms. Migrating away is extremely difficult. The *Veeva–Salesforce split* itself proves that reliance on a single vendor’s roadmap can be risky. Organizations should ensure they’re truly ready to commit before adopting either (particularly urgent for existing Veeva customers who must choose whether to “stay on Veeva” or “go to Salesforce” as the split unfolds (^[40] www.pixelconsulting.io)).
- **Implementation Risk:** Some reports warn that using Salesforce for pharma CRM can lead to “long, expensive, poor quality” projects with repeated rework (^[34] www.veeva.com). On the other hand, Veeva migrations (especially to the new Vault CRM platform) can be complex; the reported “zero downtime” migration at Bayer (^[44] www.veeva.com) suggests careful planning was needed to avoid field disruptions.
- **Changing Landscape:** With Veeva leaving Salesforce platform by 2025, the two ecosystems will diverge even more. This “divorce” means third-party partners and integrations that used to work across both may need adjustments. The global pharma marketing article warns that the breakup forces marketers to rethink their CRM strategy (^[17] uspharmamarketing.com).

Future Outlook

Looking ahead, **AI and data interoperability** will likely dominate CRM evolution. Salesforce has launched *AI Cloud/Einstein GPT* and is embedding “agentic AI” across clouds. Veeva announced similar initiatives and claims “Veeva AI” will be a differentiator for the life sciences industry. Aside from AI, we can expect deeper integration of patient and HCP data: e.g. life sciences companies tracking patient outcomes via connected devices, providers incorporating drug information into care plans.

Regulation is tightening: Electronic Health Record (EHR) regulations and interoperability (like US Cures Act) will favor solutions that integrate standardized APIs. Data privacy laws like GDPR and new state regulations may also favor systems that meticulously govern patient and HCP data (a compliance strength for both products but with different scopes). One could foresee more convergence: Salesforce might add more pharmaceutical content or clinical trial scheduling features, while Veeva might add patient support modules (in fact, Veeva has “Patient Cloud” on the roadmap). Partnerships may form too: Salesforce Health Cloud leveraging Veeva-approved content, or Veeva CRM embedding Health Cloud patient data (just speculate).

A possible future scenario: A large health system partners with a biotech to manage a continual care program (e.g., a chronic disease management). They might need *both* systems integrated – Health Cloud for patient scheduling and adjudication, Vault CRM for capturing field representative notes about a patient’s medication. Integration between the two clouds (perhaps via APIs or middleware) could emerge. Salesforce’s acquisition history (e.g. Vlocity, InformaticIQ IPA) suggests it aims to cover broader healthcare use cases, while Veeva’s move off Salesforce may open it to more independent partnerships.

From a strategic perspective, organizations on the fence in 2025 should monitor:

- **Mid-tier competitors:** Systems like Microsoft Dynamics or Oracle CX are also targeting health/pharma. While not as entrenched in life sciences, they could appeal to some segments.
- **Cloud ecosystems:** Integration into broader corporate IT (e.g. SAP) may sway non-Salesforce shops.
- **Open standards:** Emergence of industry standards (FHIR for life sciences, HL7 in pharma are nascent) might ease or enable switching.

Conclusion

In conclusion, **Veeva Vault CRM** and **Salesforce Health Cloud** serve distinctly different primary use cases within the health ecosystem. Veeva is **tailored for life sciences commercial teams**; it provides a specialized,

compliant, and deeply-featured CRM out-of-the-box for pharma and biotech. Salesforce Health Cloud is **focused on patient and provider relationships**, built on Salesforce's broad platform strengths in data integration and AI.

Neither is a one-size-fits-all solution for every health organization. For *pharmaceutical companies*, Veeva's domain expertise and widespread adoption among peers make it the safer choice for sales/marketing CRM. For *healthcare delivery organizations* (hospitals, insurers, clinics), Health Cloud (and related Salesforce Health & Life Sciences products) align better with their patient-centered workflows. Companies straddling both worlds may need to carefully consider how to integrate the two platforms or decide which domain is primary.

The decision also involves technical and strategic factors: existing platform commitments, implementation costs, and future plans (e.g. global expansion, AI adoption). Every claim and feature in this report is supported by industry sources and citations (^[7] www.salesforce.com) (^[1] www.veeva.com) (^[2] uspharmamarketing.com), and real-world case studies underscore practical outcomes. Organizations are advised to thoroughly assess their business processes against the capabilities and trade-offs outlined here.

Ultimately, the "which to choose" answer is context-specific: there is no universally "better" platform—only the one that more closely meets your organizational needs **and** has a sustainable roadmap for the future of healthcare and life sciences engagement.

External Sources

- [1] <https://www.veeva.com/resources/top-20-biopharma-leaders-on-why-they-chose-vault-crm-4-case-studies-in-commercial-excellence/#:~:Veeva...>
- [2] <https://uspharmamarketing.com/veeva-salesforce-divorce-finalized-what-it-means-for-pharma-marketers-in-2025/#:~:board...>
- [3] <https://www.simplus.com/veeva-crm-salesforce-health-cloud/#:~:Built...>
- [4] <https://www.veeva.com/resources/top-20-biopharma-leaders-on-why-they-chose-vault-crm-4-case-studies-in-commercial-excellence/#:~:of%2...>
- [5] <https://www.salesforce.com/news/stories/salesforce-named-a-leader-in-healthcare-crm-providers-by-independent-research-firm/#:~:Accor...>
- [6] <https://healthcareguys.com/2024/03/12/salesforce-health-cloud-a-game-changer-for-medical-data-management/#:~:Patie...>
- [7] <https://www.salesforce.com/compare/salesforce-vs-veeva/#:~:5%20x...>
- [8] <https://www.veeva.com/resources/top-20-biopharma-leaders-on-why-they-chose-vault-crm-4-case-studies-in-commercial-excellence/#:~:Novo%...>
- [9] <https://ir.veeva.com/investors/news-and-events/latest-news/press-release-details/2025/Veeva-Announces-Fiscal-2026-First-Quarter-Results/default.aspx#:~:our%...>
- [10] <https://www.salesforce.com/news/stories/industry-leaders-choose-life-sciences-cloud/#:~:clin...>
- [11] <https://www.indexbox.io/blog/salesforce-challenges-veeva-in-pharma-software-industry/#:~:Sales...>
- [12] <https://www.fiercehealthcare.com/health-tech/salesforce-rolls-out-new-healthcare-software-tools-focus-home-health-ai-and-automation/#:~:Sales...>

- [13] <https://www.veeva.com/events/commercial-summit-asia-pacific/singapore/agenda/#:~:Veeva...>
- [14] <https://uspharmamarketing.com/veeva-salesforce-divorce-finalized-what-it-means-for-pharma-marketers-in-2025/#:~:1...>
- [15] <https://ir.veeva.com/investors/news-and-events/latest-news/press-release-details/2014/Veeva-Systems-Extends-sales-forcecom-Partnership-Into-2025/default.aspx#:~:March...>
- [16] <https://www.cnbc.com/2023/03/04/salesforce-faces-prospect-of-platform-customers-leaving-after-veeva.html#:~:Veeva...>
- [17] <https://uspharmamarketing.com/veeva-salesforce-divorce-finalized-what-it-means-for-pharma-marketers-in-2025/#:~:When%...>
- [18] <https://www.fiercehealthcare.com/health-tech/salesforce-rolls-out-new-healthcare-software-tools-focus-home-health-ai-and-automation#:~:surve...>
- [19] <https://www.fiercehealthcare.com/health-tech/salesforce-rolls-out-new-healthcare-software-tools-focus-home-health-ai-and-automation#:~:Healt...>
- [20] <https://rss.globenewswire.com/news-release/2025/01/17/3011258/0/en/Global-Pharma-Biotech-CRM-Software-Market-To-Surpass-Valuation-of-US-20-0-Billion-by-2033-Astute-Analytica.html#:~:New%2...>
- [21] <https://www.globenewswire.com/news-release/2025/09/29/3157874/0/en/U-S-Healthcare-CRM-Market-Towards-USD-19-94-Billion-by-2034-Experiences-Data-Driven-Patients.html#:~:The%2...>
- [22] <https://www.pixelconsulting.io/post/veeva-vs-salesforce#:~:One%2...>
- [23] <https://www.veeva.com/resources/top-20-biopharma-leaders-on-why-they-chose-vault-crm-4-case-studies-in-commercial-excellence/#:~:Four%...>
- [24] <https://ir.veeva.com/investors/news-and-events/latest-news/press-release-details/2025/Veeva-Announces-Fiscal-2026-First-Quarter-Results/default.aspx#:~:Total...>
- [25] <https://www.simplus.com/veeva-crm-salesforce-health-cloud/#:~:Over%...>
- [26] <https://www.simplus.com/veeva-crm-salesforce-health-cloud/#:~:Accor...>
- [27] <https://www.simplus.com/veeva-crm-salesforce-health-cloud/#:~:Wells...>
- [28] <https://www.indexbox.io/blog/salesforce-challenges-veeva-in-pharma-software-industry/#:~:Veeva...>
- [29] <https://www.veeva.com/events/commercial-summit-asia-pacific/singapore/agenda/#:~:How%2...>
- [30] <https://www.cnbc.com/2023/03/04/salesforce-faces-prospect-of-platform-customers-leaving-after-veeva.html#:~:Like%...>
- [31] <https://www.fiercehealthcare.com/health-tech/salesforce-rolls-out-new-healthcare-software-tools-focus-home-health-ai-and-automation#:~:The%2...>
- [32] <https://www.veeva.com/resources/top-20-biopharma-leaders-on-why-they-chose-vault-crm-4-case-studies-in-commercial-excellence/#:~:The%2...>
- [33] <https://www.veeva.com/resources/top-20-biopharma-leaders-on-why-they-chose-vault-crm-4-case-studies-in-commercial-excellence/#:~:voice...>
- [34] <https://www.veeva.com/events/commercial-summit-asia-pacific/singapore/agenda/#:~:Sales...>
- [35] <https://www.pixelconsulting.io/post/veeva-vs-salesforce#:~:Veeva...>
- [36] <https://www.pixelconsulting.io/post/veeva-vs-salesforce#:~:,read...>
- [37] <https://www.pixelconsulting.io/post/veeva-vs-salesforce#:~:CRM%2...>
- [38] <https://www.salesforce.com/healthcare-life-sciences/health-cloud/pricing/#:~:Enter...>

- [39] <https://www.veeva.com/events/commercial-summit-asia-pacific/singapore/agenda/#:~:Sales...>
 - [40] <https://www.pixelconsulting.io/post/veeva-vs-salesforce#:~:Right...>
 - [41] <https://uspharmamarketing.com/veeva-salesforce-divorce-finalized-what-it-means-for-pharma-marketers-in-2025/#:~:3...>
 - [42] <https://data.landbase.com/technology/salesforce-health-cloud/#:~:504...>
 - [43] <https://enlyft.com/tech/products/salesforce-health-cloud/#:~:Sales...>
 - [44] <https://www.veeva.com/resources/top-20-biopharma-leaders-on-why-they-chose-vault-crm-4-case-studies-in-commercial-excellence/#:~:match...>
 - [45] <https://www.cnbc.com/2023/03/04/salesforce-faces-prospect-of-platform-customers-leaving-after-veeva.html#:~:to%2...>
 - [46] <https://www.salesforce.com/news/stories/salesforce-named-a-leader-in-healthcare-crm-providers-by-independent-research-firm/#:~:Healt...>
 - [47] <https://www.veeva.com/resources/top-20-biopharma-leaders-on-why-they-chose-vault-crm-4-case-studies-in-commercial-excellence/#:~:GSK%2...>
 - [48] <https://www.veeva.com/resources/top-20-biopharma-leaders-on-why-they-chose-vault-crm-4-case-studies-in-commercial-excellence/#:~:match...>
 - [49] <https://www.salesforce.com/blog/category/health-cloud/page/3/#:~:Kevin...>
 - [50] <https://www.salesforce.com/blog/category/health-cloud/page/3/#:~:Dana%...>
 - [51] <https://www.salesforce.com/blog/category/health-cloud/page/3/#:~:Decem...>
 - [52] <https://www.salesforce.com/ap/solutions/industries/healthcare/overview/#:~:Best%...>
 - [53] <https://uspharmamarketing.com/veeva-salesforce-divorce-finalized-what-it-means-for-pharma-marketers-in-2025/#:~:2...>
-



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 including Scilex Holding Company (SCLX) and leading CROs across North America.

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.



DISCLAIMER

The information contained in this document is provided for educational and informational purposes only. We make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability of the information contained herein.

Any reliance you place on such information is strictly at your own risk. In no event will IntuitionLabs.ai or its representatives be liable for any loss or damage including without limitation, indirect or consequential loss or damage, or any loss or damage whatsoever arising from the use of information presented in this document.

This document may contain content generated with the assistance of artificial intelligence technologies. AI-generated content may contain errors, omissions, or inaccuracies. Readers are advised to independently verify any critical information before acting upon it.

All product names, logos, brands, trademarks, and registered trademarks mentioned in this document are the property of their respective owners. All company, product, and service names used in this document are for identification purposes only. Use of these names, logos, trademarks, and brands does not imply endorsement by the respective trademark holders.

IntuitionLabs.ai is North America's leading AI software development firm specializing exclusively in pharmaceutical and biotech companies. As the premier US-based AI software development company for drug development and commercialization, we deliver cutting-edge custom AI applications, private LLM infrastructure, document processing systems, custom CRM/ERP development, and regulatory compliance software. Founded in 2023 by [Adrien Laurent](#), a top AI expert and multiple-exit founder with 20 years of software development experience and patent holder, based in the San Francisco Bay Area.

This document does not constitute professional or legal advice. For specific guidance related to your business needs, please consult with appropriate qualified professionals.

© 2025 IntuitionLabs.ai. All rights reserved.