



Veeva Summit Showcases AI and Data Innovations Advancing Agentic Commercial

Descrizione

COMUNICATO STAMPA - CONTENUTO PROMOZIONALE

AstraZeneca, Bristol Myers Squibb, GrÃ¼nenthal, Novo, Roche, UCB and more to showcase new approaches for connected customer engagement, agentic MLR, and medical impact

BARCELONA, Spain, Oct. 29, 2026 /PRNewswire/ - Veeva Systems (NYSE: VEEV) today announced that leaders from AstraZeneca, Bristol Myers Squibb, GrÃ¼nenthal, Novo, Roche, and UCB are among those who will share strategies for driving commercial and medical excellence at Veeva Commercial Summit, Europe, 18-19 November in Copenhagen, Denmark.

Attendees will hear how industry-specific AI is enabling sales, marketing, and medical teams to improve customer engagement, uncover valuable insights, and accelerate compliant content delivery. Veeva will showcase how field and digital interactions can become Commercial Evidence, helping biopharmas better understand HCP and patient needs and improve treatment outcomes.

As one of Europe's largest gatherings of life sciences leaders, Veeva Commercial Summit brings together 1,200+ industry experts. More than 100 sessions will highlight customer success and AI innovations with Commercial Cloud and Data Cloud, including:

Unlocking new capabilities with Agentic Commercial

Building the data foundation for AI

Delivering greater medical impact to improve patient outcomes

"The pace of innovation across life sciences is accelerating, with AI creating new opportunities for more meaningful, timely engagement with HCPs and patients," said Chris Moore, president of Veeva Europe. "Veeva Summit brings together a community of leaders to share learnings and ideas as the

industry advances toward an Agentic Commercial model.â?•

The event is open exclusively to life sciences professionals, who can register at veeva.com/eu/Summit.

About Veeva SystemsVeeva delivers the industry cloud for life sciences with applications, agents, data, and consulting. Committed to innovation, product excellence, and customer success, Veeva serves more than 1,500 customers, ranging from the worldâ??s largest pharmaceutical companies to emerging biotechs. As a Public Benefit Corporation, Veeva is committed to balancing the interests of all stakeholders, including customers, employees, shareholders, and the industries it serves. For more information, visit veeva.com/eu.

Veeva Forward-Looking StatementsThis release contains forward-looking statements regarding Veevaâ??s products and services and the expected results or benefits from use of our products and services. These statements are based on our current expectations. Actual results could differ materially from those provided in this release and we have no obligation to update such statements. There are numerous risks that have the potential to negatively impact our results, including the risks and uncertainties disclosed in our filing on Form 10-Q for the fiscal year ended July 31, 2026, which you can find here (a summary of risks which may impact our business can be found on pages 33 and 34), and in our subsequent SEC filings, which you can access at sec.gov.

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