



Optimize Your Business to Deliver Safe, Trusted, Sustainable Products to Market

CLOUD PLATFORM AND SOFTWARE SOLUTIONS FOR:

Beauty, Personal & Home Care | Consumer Health | General Consumer Goods

Across the world, we use Consumer Packaged Goods (CPG) products every day, on our bodies and in our homes. These products make up a significant portion of the typical household budget. CPG leaders and brands must work to find a balance between being innovative and adaptable, without changing too many of the core offerings that allowed them to become successful in the first place.

With Veeva's Software Solutions for the CPG Industry, You Will:



Advance your reputation.

Become the new standard in the CPG industry by being the organization consumers trust, employees are proud to work for, and regulatory bodies and suppliers enjoy working with.



Drive better business outcomes.

Be agile in the face of changing CPG market trends while bringing consistently safer, trusted, high-quality products to market.



Stay ahead of your competition.

Move faster than your CPG competitors— without compromising compliance— using Veeva's hands-on approach, proven solutions, and commitment to continuous innovation.

Partnering with Market Leaders Across the CPG Value Chain

Veeva's focus is to make a difference in the joy and quality of people's lives by helping companies across the CPG value chain bring safe, trusted, and sustainable products to market faster through modern, agile, industry-disrupting cloud software.

Select Veeva CPG customers include:



Real CPG Industry Challenges, Real Outcomes

GxP Document and Data Management



Capture, standardize, and centralize critical product stewardship and quality management content on a single platform.

Product and Raw Material Compliance Management



Accelerate time to market by flexibly adapting to changing customer and regulatory requirements.

Supply Chain Collaboration



Significantly reduce supplier risk while building a compliant, cost-effective, and continuously improving supply chain.

Unified Quality, Training and HSE Management



Shift your organization towards predictive quality and safety by unifying processes under a single cloud-based platform.

Product Claims Management



Increase innovation speed and reduce risk by efficiently managing product and advertising claims with a digital solution.

ESG & Sustainability



Build confidence in today's dynamic and uncertain regulatory world of ESG and sustainability.

Veeva Cloud Software Solutions Tailored for the CPG Industry

When you partner with Veeva, you benefit from our deep industry experience, commitment to a continuous innovation cycle, vertical integration, and a highly configurable platform.

Our solutions span the product life cycle, enabling your organization to:

Accelerate product innovation, transparency and differentiation with modern digital solutions that ensure product market readiness and build consumer and customer trust.

Drive operational excellence with unified quality, HSE and Training solutions that deliver efficiencies, resilience, agility, and insight at enterprise scale.

CLAIMS

- Claims Management
- Localization of Global Claims
- Challenge Response
- Packaging Copy Management

CLINICAL

- Study Visibility
- Study/Site Planning & Tracking
- Vendor Oversight
- Inspection Readiness

REGULATORY

- Regulatory Content and Data
- Projects and Dossiers
- Compliance Management
- Supplier Approval

QUALITY

- QMS
- Supply Chain Collaboration
- Digital CoA
- Quality Documents

TRAINING

- Curriculum Management
- Classroom Training
- Competency Evaluation
- Training Matrices

HSE

- HSE Documents
- Incidents & MOC
- Risk Management, PHA
- Permits & Audits

Founded in 2007, Veeva Systems is a global provider of industry-specific cloud software solutions that address the unique operating challenges and regulatory requirements of enterprise companies in the consumer products, food & beverage, and chemical industries. Our solutions have helped hundreds of market-leading companies eliminate inefficiencies and bring high-quality, trusted products to market faster without compromising safety or compliance. As a Public Benefit Corporation, Veeva is committed to balancing the interests of all stakeholders, including customers, employees, shareholders, and the industries it serves. Veeva is headquartered in the San Francisco Bay Area, with offices throughout North America, Europe, Asia, and Latin America.