



Food & Beverage Industry Digitalization

Inside: Learn About Veeva's Solutions for F&B, Upcoming
Events and More!

Veeva's Food & Beverage Industry Software Solutions

Inside: Learn more about Veeva and how we're helping industry leaders in F&B bring high-quality, safe, and sustainable products to market faster.



Delivering Transparency, Compliance, Consumer Trust and Safety from Seed to Table



Veeva provides modern, easy-to-use unified solution for managing food safety, quality, regulatory, and product & advertisement claims to help customers establish transparency and trust throughout the product journey - from raw materials & food ingredients, through food manufacturing, retail and foodservice, to

ultimately the consumer.

Move into action with cloud solutions that are digitally transforming food and beverage categories like packaged foods, dairy, coffee & tea, bottled beverages, vitamins and dietary supplements, pet food and others.

Safety

Being safety stewards - for employees, for consumers of our products, and for the planet - is fundamental for today's companies.

Veeva is redefining safety. Our end-to-end safety approach is committed to ensuring safe foods, a safe workplace, and safe consumer enjoyment of products. This approach is reflected in Veeva QualityOne, our unified solution for document control, training, eQMS, Food Safety and HSE processes.

Consumer Trust

Consumers have access to more choices than ever before. In highly competitive food and beverage



categories, this means that consumer trust is now more difficult to establish and easier to lose. To gain competitive advantage, brands are increasingly turning to tactics such as bold product and advertising claims and third party certifications to differentiate their products.

Veeva's advertising claims and FS&QHSE solutions can help your organization maintain and strengthen consumer trust. And for more regulated categories, such as infant and animal nutrition, our solutions supporting pre-market registration and robust clinical studies are helping companies move forward confidently and with speed.

Compliance

Ensuring product compliance is core to your brand promise. Your responsibility extends across the product journey - from sourcing of raw materials through to consumer use and disposal.

Veeva's solutions help our customers achieve global quality and regulatory compliance with visibility throughout the product journey. Our Food Safety and Quality, Health, Safety and Environment (FS&QHSE) capabilities address product and process compliance to ensure safe, high quality products, as well as keeping workers safe and factories compliant. For products requiring regulatory approval, our regulatory management solutions ensure ongoing regulatory compliance across all categories, channels, and geographies.

Transparency

Today's consumers demand unprecedented levels of transparency into how products are made and where their ingredients are sourced. To meet these expectations and stay competitive, food and beverage companies need a modern, agile approach to supplier collaboration.

With Veeva's solutions for supplier management, food and beverage companies can break down traditional supplier communication silos, allowing them to operate with increased efficiency and keep pace with changing market dynamics.

QualityOne

A single, unified application that can manage quality processes across your entire organization

Using QualityOne for quality and HSE incident management makes it possible to easily and effectively manage document control and training, quality processes and incidents in a single application. With an intuitive, easy-to-use and unified application, companies can streamline operations and gain a holistic, real-time view of quality to make faster and more informed decisions.



Enable real-time collaboration and transparency to ensure compliance and agility across your entire supply chain



Managing quality gets more complicated every day. New and changing regulations make it difficult to stay current and compliant. Global supply chains mean more outsourcing and more requirements. And an expanding product mix puts further strain on limited quality resources.

Amidst these external pressures, many organizations have reached a critical point in their business and must modernize their quality systems in order to remain competitive. Outdated quality management systems (QMS), whether aging software or paper-based, are complicated, fragmented, and unable to fully meet today's complex business and compliance requirements.

Veeva QualityOne can improve visibility and collaboration across your entire organization and supply chain to bring products to market faster without compromising compliance.

Why Veeva QualityOne?

Veeva QualityOne, a unified cloud-based application, enables real-time collaboration and transparency to ensure compliance and agility across your entire supply chain. QualityOne is a cloud-based Quality, Health, Safety and Environment (QHSE) management software solution that makes it possible to easily and effectively manage document control and training, quality, food safety processes and HSE events in a single application. With an intuitive, easy-to-use and unified solution, companies can streamline operations and gain a holistic, real-time view of quality to make faster and more informed decisions.

Drive Value for Your Business



Unifying Quality Processes

Unifying disparate quality processes across quality, health, safety, and environmental management.



Consistent Compliance

Well-defined quality processes and real-time visibility into activities improves safety and risk management.



Speed

Simple-to-use, accessible, cloud-based application enables teams to confidently move faster.

Managing Advertising and Product Claims

Companies are struggling to quickly adapt to shifting market conditions

Advertising and product claims are critically important to companies, helping to define functional product benefits, differentiate from competition, and support the brand.

The process of developing claims, substantiating, adapting to local markets, and monitoring usage is complex, involves multiple stakeholders, and can involve significant regulatory and legal risk for companies.



Veeva Claims

A single source of truth for all claims at global and local levels

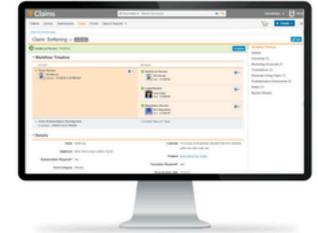
Veeva Claims is designed for broad cross functional teams, typically legal, regulatory, R&D and marketing, to manage the end to end advertising and product claims lifecycle. With core Claims Management, as well as capabilities for Localization of Global Claims, Challenge Response, Packaging Copy Management, and Oversight and Insights into the global claims process, Veeva Claims can help companies reduce risk, accelerate time to market, and protect their brands.

Claims



A single end-to-end solution for managing the advertising and product claims lifecycle

Advertising and product claims are critically important to companies, helping to define functional product benefits, differentiate from competition, and support the brand. The process of developing claims, substantiating, adapting to local markets, ensuring accurate translation to packaging and other assets, and monitoring usage is complex, involves multiple stakeholders, and can involve significant regulatory and legal risk for companies.



- Veeva Claims provides a robust, cloud based solution that addresses five key business capabilities:
- **Claims Management** lies at the core of the application, and replaces email routing, shared folders, and spreadsheets that are commonly used today.
 - **Localization of Global Claims** is handled seamlessly, with local approval workflows, translations, and variations to global footnotes or substantiation.
 - **Challenge Response** is enabled through one click visibility to substantiation and usage in market, audit trails, and claim risk ratings.
 - **Packaging Copy Management** reduces human error by drawing claims and other elements on packaging directly from the single source of truth into a digital packaging brief.
 - **Oversight & Insights** through customizable reports and dashboards help optimize the process and gain a holistic view of claims across the enterprise.

Key Business Benefits

- **Reduced Risk:** Veeva Claims provides a single source of truth for claims at the global and local level, minimizing the chance of unapproved claim usage. High risk words can be flagged prior to claim submission, and claim risk ratings provide transparency. Rapid challenge response is enabled through direct links to substantiation and downstream usage.
- **Faster Speed to Market:** Custom workflows and collaboration tools replace email to speed claims through the substantiation and approval process. Route bundles of claims associated with line extensions or new products. Local adaptations and approvals enable global product roll outs with full transparency down to the local level. Generate packaging briefs directly from the system or record, minimizing rework and changes.
- **Stronger Brand Stewardship:** Bring greater clarity and control to the process of managing marketing and product claims across functions and geographies. Reduce the probability of unapproved claim use, respond to challenges quickly and confidently, and protect the reputation of your brand.



From Our Blog: How Innovation and Technology Embed Food Safety Culture Across the Global Organization

By Geert Van Kempen,
Head of Food & Beverage Strategy, Veeva



How Innovation and Technology Embed Food Safety Culture Across the Global Organization

In March 2022, I had the honor to join Barilla's Roberto Buttini on a panel moderated by Kerry's Hugo Gutierrez at the 16th annual Global Food Safety Summit.

The aim of the panel was to share practical examples of how to implement a food safety culture and how technology can contribute. As panel members, we tried to provide inspiration and "bring back home ideas" for the audience.

The foundation of food safety is establishing a food safety culture. This includes the mindset, understanding and, perhaps most importantly, the behaviors that ensure the safety of the food produced. And not just once - the real challenge is to create a culture that ensures this for each and every production.

Establishing a food safety culture is challenging

as it covers many different aspects, including awareness and understanding of food safety science, acquiring the right skills, and executing it day in, day out. Furthermore, It involves not only the whole organization, but also the network of suppliers a food manufacturer relies on. Barilla's Roberto Butini illustrated the importance of infusing fun in company-wide food safety communication campaigns to create engagement.

Food safety knowledge and skills require proper education and training, a point that Kerry's Hugo Gutierrez shared with examples of education campaigns for managing foreign materials.

In the end, food safety culture comes down to the right mindset and behaviors of humans, but I am convinced that technology can help make it

easier: easier to get started, but also easier to maintain a food safety culture.



How Technology Can Enhance, Enforce Food Safety Practices

In this virtual world, technology can help with education and training, making content available virtually and remotely, using mobile devices, and in some advanced applications, using augmented reality. Technology can also help maintain training, reminding people when they're up for a refresher. The same technology can also warn people, or even prevent them, from doing critical tasks when they are qualified or behind on training.

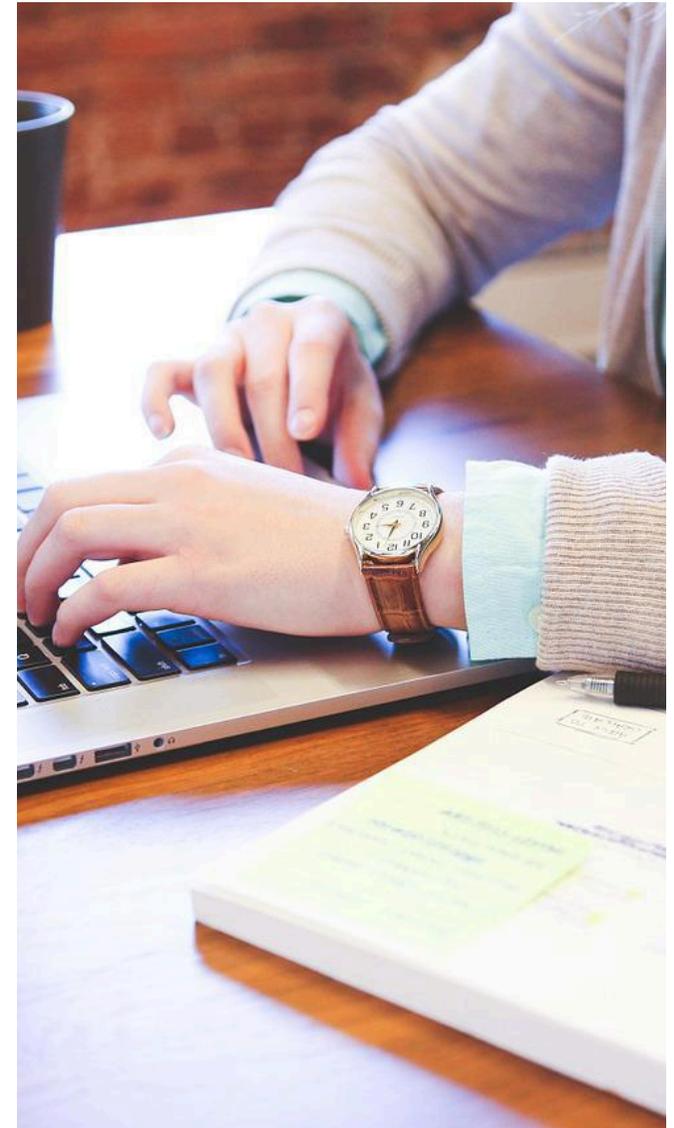
Secondly, technology can help make things easier in the daily execution of food safety tasks. Providing clear and structured workflows to ensure tasks are executed and in the right order.

Technology can also help to make the right data available where and when it is needed such that the right food safety decisions can be made easily and confidently.

But I believe technology can do more, and I hope we can look forward to more proactive innovations that, for example, help food safety professionals stay “on the right path” when doing their work. Much like a GPS navigation system, technology could monitor and, when necessary, guide operators back to a situation that ensures the safety of the food produced. A food safety culture augmented by technology. Something to look forward to, I believe!

Interested in learning more about what Veeva QualityOne has to offer for supporting food safety and food safety culture? Contact me to set up 15 minutes for us to explore your organization's unique challenges and how Veeva's solutions might be able to help.

[Want to read more?
Visit Our Blog Today!](#)





Resources and Additional Information

Resources and Learn More

Veeva's Food & Beverage Brochure

Veeva
Solutions for the Food & Beverage Industry
Cloud Applications that Drive **Transparency** and **Trust** throughout the Product Journey

Today's consumers expect safe, sustainable, and effective products. In addition to delighting consumers, sustainability is a proven business growth driver: sustainably marketed products account for more than 50% of all consumer product growth over the past five years. This is forcing industries to operate at new levels of transparency and agility, and is accelerating digitally driven business transformations.

Veeva builds cloud applications that drive transparency and trust throughout the product journey - from raw materials through food manufacturing, retail, food service and ultimately to the consumer.

Our solutions and industry expertise help food & beverage companies bring safe, high-quality and sustainable products to market whilst ensuring compliance.

Spanning the management of Food Safety, Quality, Regulatory and Product & Advertising Claims Management our cloud applications remove inefficiencies by unifying disconnected processes, documents and data.

How Veeva Supports Your Strategic Business Drivers
Investments Aligned to Meet the Food & Beverage Industry's Top Challenges

- Product Compliance:** We help our customers accelerate and unify product compliance throughout the product journey.
- Supply Chain Collaboration:** We help our customers break down traditional supplier network silos, allowing companies to operate with increased efficiency, transparency and greater collaboration to keep pace with changing market dynamics.
- Transparency & Sustainability:** We help our customers achieve end-to-end transparency, surfacing key sustainability metrics along the product journey continuum.
- Food Safety:** We help our customers ensure food safety by creating clear and actionable HACCP plans fully integrated in a comprehensive FS&Q management system.



www.industries.veeva.com/food-beverage

Quality Management Trends Report

Veeva **ENGINE**
INSIGHTS



Quality Management Trends Report
for Consumer Goods, Chemical, Food & Beverage and Cosmetics Companies

1 / 2

Executive Management Trends Report



Executive Management Trends Report

1 / 2

Veeva QualityOne HACCP Demo

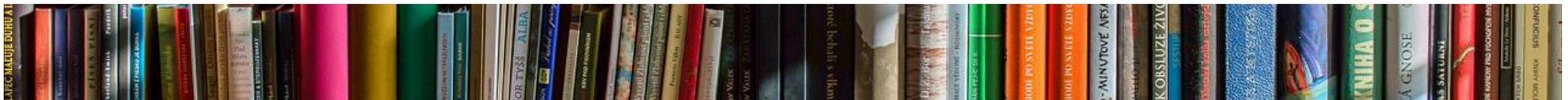


Veeva QualityOne HACCP Demo

Food & Beverage Promotional Video



Veeva
Transparency, Compliance, Consumer Trust and Safety from Seed to Table





veeva Industries

VIRTUAL SUMMIT

Consumer Products & Chemicals

2022 Selected Session Replays

Inside: On-Demand replays featuring our executive and food safety panelists from Reckitt, Barilla, Unilever, and more!

— Veeva Industries —
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— Consumer Products & Chemicals —

Session Replay

All In On Digital



N. Venkat Venkatraman
David J. McGrath Jr.
Professor of Management
Boston University

Filippo Catalano
Chief Information and
Digitisation Officer
Reckitt

Dirk Ramhorst
CIO and
Head of IT
Evonik

ONE OF THE AREAS THAT I FIND QUITE FRUSTRATING

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All-In on Digital: Industry Leaders on How Their Companies Have Harnessed Disruption

A digital future lies ahead. By being bold and decisive, industry leaders can accelerate their digital transformation and guide their companies through continued disruption.

Filippo Catalano, Reckitt
Dirk Ramhorst, Evonik
Venkat Venkatraman, Boston University

[Click here for access to all sessions in the 2022 Veeva Industries Summit!](#)

— Veeva Industries —
VIRTUAL SUMMIT
— Consumer Products & Chemicals —

Session Replay

Food Safety in a World
of Uncertainty



Geert Van Kempen
Head of Food & Beverage
Veeva Systems



Roberto Buttini
Vice President Global Quality & Food
Safety and RD&Q Strategy
Barilla Group



Debbie Bootsvelde
VP Quality
Hero Group



Rachid Hassairi
Head of Global Procurement
Productivity and Suppliers/EM's
Development
Kraft Heinz

THANK YOU.

Food Safety in a World of Uncertainty

The pandemic, more recent supply chain disruptions, and a series of high impact product recalls have put the global food supply chain under considerable strain and displayed signs of its fragility. Our panel will discuss lessons learned for the future on maintaining a safe food supply chain, as well as possible implications for the wider consumer goods industry, for which product safety is a foundation of consumer trust as well.

Rachid Hassairi, Kraft Heinz
Roberto Butini, Barilla
Debbie Bootsvelde, The Hero Group

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— Veeva Industries —
VIRTUAL SUMMIT
— Consumer Products & Chemicals —

Session Replay

At the Speed of Consumer Demand



Geert Van Kempen
Head of Food & Beverage
Veeva Systems

Lukas Maksym
Global Industrial Hygiene & Product Purity Management
BASF

Matthias John
Global Partnership Quality Director
Unilever

MATHIAS AND I SAID IT A LITTLE

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At the Speed of Consumer Demand: How Market Leaders Approach Co-Manufacturing Quality Management

Consumer packaged goods (CPG) companies continually look for ways to innovate faster and offer a more diverse range of products. While CPG companies have traditionally partnered with co-manufacturers to increase manufacturing capability, they are increasingly utilizing added product innovations and new processing technologies from them as well. Our panel representing CPG industry leaders and co-manufacturers will discuss their experiences in managing the quality of these "externally manufactured" products while ensuring the trust of consumers in brands these products are sold under.

Matthias John, Unilever
Lukas Maksym, BASF Personal Care

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Thank you for reading

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