

Veeva-Salesforce Split: An Overview for Life Sciences Organizations



Executive Summary

The split between Salesforce and Veeva has significant implications for life sciences companies.

Veeva will no longer sell its life sciences solution built on Salesforce.com (SFDC), and will offer its own proprietary CRM system, with existing Veeva customers having until 2030 to transition from Salesforce to the Veeva solution. This split presents challenges and opportunities for life sciences companies, as they need to evaluate their CRM options and consider the impact on their operations, integrations, and data management.

The split has left many CIOs in the life sciences industry uncertain about migration, service agreements, and integrations. It's prompting them to reassess their technology options and consider the implications for their organizations.

The split marks a shift in the CRM landscape for these companies. It requires careful consideration of the implications and potential opportunities that may arise from this change. As Veeva transitions to its own CRM system, life sciences companies will need to evaluate their options, assess the impact on their operations, and consider the best path forward to ensure a seamless transition and continued support for their commercial operations.

The split also raises questions about data management, as Salesforce is the primary CRM for the industry, while Veeva provides a range of products and services to the life science and pharmaceutical industry. The seamless integration between Salesforce platforms and Veeva CRM, which was previously offered, may no longer be available, leading to potential challenges in data management and the need to invest in the right technology solutions.

While the split presents challenges, it also offers an opportunity for companies to reassess their technology options and choose the best path forward to support their long-term success in the industry.

Implications for Life Sciences Companies

The split between Salesforce and Veeva has several implications for life sciences companies.

CRM transition

Life sciences companies using Veeva's CRM built on Salesforce will need to transition to Veeva's proprietary CRM by 2030. This transition requires careful planning and evaluation of the new CRM system to ensure a seamless shift in operations.

Data management

The split raises concerns about data management, as the seamless integration between the two platforms may no longer be available. This could lead to challenges in data management and the need to invest in the right technology solutions within Salesforce to ensure continued success in this aspect.



Operational impact

The split prompts life sciences companies to reassess their technology options and consider the implications for their organizations. It may impact service agreements, integrations, and overall operations, leading to a need for careful evaluation and potential reconfiguration of technology solutions.

Opportunity for innovation

The split presents an opportunity for life sciences companies to rethink their technology options and consider what they need from their CRM and data management solutions. It allows them to evaluate new product offerings, pricing models, and customer service and support levels from both Salesforce and Veeva.



The split between Salesforce and Veeva requires life sciences companies to carefully evaluate their CRM options. Consider the impact on your operations and data management and reassess your technology choices to ensure continued success in the industry.

While it presents challenges, it also offers an opportunity for companies to innovate and choose the best path forward for their technology solutions.

How Life Sciences Organizations Can Navigate the Split

Life sciences companies can navigate the split between Salesforce and Veeva by taking the following steps:

Evaluate next steps

Start planning your next steps as Salesforce and Veeva go their separate ways. This involves assessing the impact of the breakup, considering migration options, and preparing for the transition from Salesforce to Veeva's new CRM platform, Veeva Vault.

Rethink technology options

The split presents an opportunity for companies to rethink their technology options and consider what they need from their CRM and data management solutions. This includes evaluating new product offerings, pricing models, licensing fees, and customer service and support levels from both Salesforce and Veeva.

Assess data management solutions

Data management is a crucial aspect for life sciences organizations, and companies must invest in the right technology solutions within Salesforce to ensure they make the most of their data. It's essential to address the challenges associated with data use and ensure that the staff is effectively leveraging the technology solutions available.

Prepare for change

Enterprises need to prepare for the change by assessing how existing contracts with Salesforce or Veeva will be impacted and if they need to honor them. This involves evaluating the potential impact on service agreements, integrations, and overall operations, and considering the implications for their organizations.

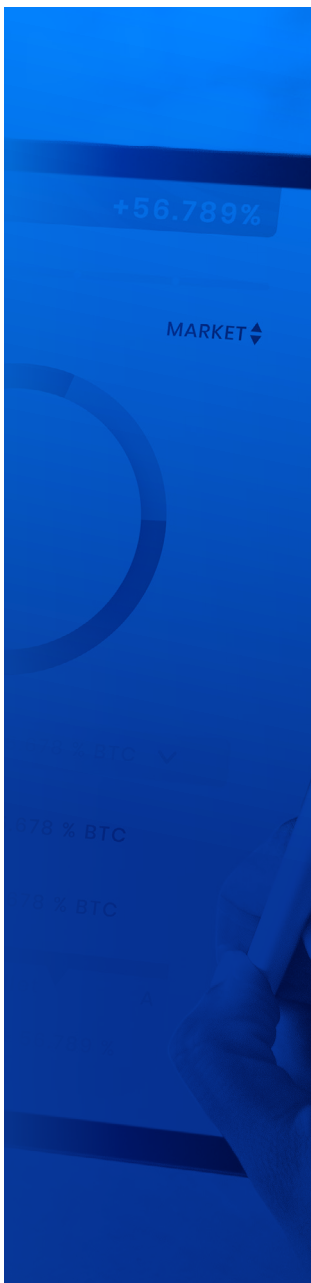
Life sciences companies can navigate the split by carefully evaluating their options, rethinking their technology choices, and preparing for the transition to ensure continued success in the industry.

The split presents several challenges.

However, it also offers an opportunity for companies to innovate and choose the best path forward for their technology solutions.

Reactions from the Industry

The reactions to the Veeva-Salesforce split have been varied, with different stakeholders expressing their perspectives on the matter:



Data ownership and control

Some have emphasized the importance of owning and controlling their data, highlighting the significance of having autonomous control over Salesforce data. The split has raised questions about whether Salesforce users will continue with Salesforce, migrate to Veeva's new CRM platform, or consider other alternatives. The idea of having true ownership and control over data has been underscored as a valuable asset, regardless of the choice made by customers.

Investor and market impact

From an investor's perspective, the split has been seen as a significant development, with Veeva's decision to move away from Salesforce potentially impacting both companies. Veeva's migration away from Salesforce has been viewed as an opportunity for the company to grow and improve its margins, while also posing a risk to Salesforce's revenue, especially in the life sciences sector. The potential for joint customers and collaboration beyond 2025 has also been highlighted.



CIOs and organizational impact

The split has left many life sciences CIOs uncertain about migration, service agreements, or integrations, prompting them to reassess their technology options and consider the implications for their organizations. The lack of clarity and silence from both Veeva and Salesforce has added to the challenges faced by CIOs in evaluating their options and preparing for the impact of the breakup.

Opportunity for Veeva

Analysts have treated the migration as an opportunity for Veeva, as it aims to offer a better end-to-end customer experience, deliver higher cost savings, and tap into adjacent industries. Veeva's financials and growth projections following the split have been closely monitored, with the company expecting to achieve significant revenue growth and improved margins because of the migration.

In summary, the reactions to the Veeva-Salesforce split have highlighted the importance of data ownership and control, the potential impact on investors and the market, the challenges faced by CIOs in life sciences companies, and the opportunities that Veeva aims to capitalize on following the split.

Final Thoughts

The split between Salesforce and Veeva has significant implications for life sciences companies.

Veeva will no longer sell its life sciences solution built on Salesforce.com (SFDC) and will offer its own proprietary CRM system, with existing Veeva customers having until 2030 to transition from Salesforce to the Veeva solution.

This split presents challenges and opportunities for life sciences companies, as they need to evaluate their CRM options and consider the impact on their operations, integrations, and data management. While the split presents challenges, it also offers an opportunity for companies to reassess their technology options and choose the best path forward to support their long-term success in the industry.

Life sciences companies can navigate the split between Salesforce and Veeva by carefully evaluating their options, rethinking their technology choices, and preparing for the transition to ensure continued success in the industry.

The split presents several challenges. However, it also offers an opportunity for companies to innovate and choose the best path forward for their technology solutions.

Learn More



Vishal Dass

Vice President at Customertimes Corp



Learn more about the Salesforce-Veeva split from Vishal Dass, a senior leader in the healthcare & life sciences Industry.

Through data-driven approaches and industry insights, Vishal has helped businesses stay ahead of the competition and create new revenue opportunities in the constantly shifting landscape.

Message Vishal on [LinkedIn](#) to learn more.

CONNECT WITH HLS EXPERT