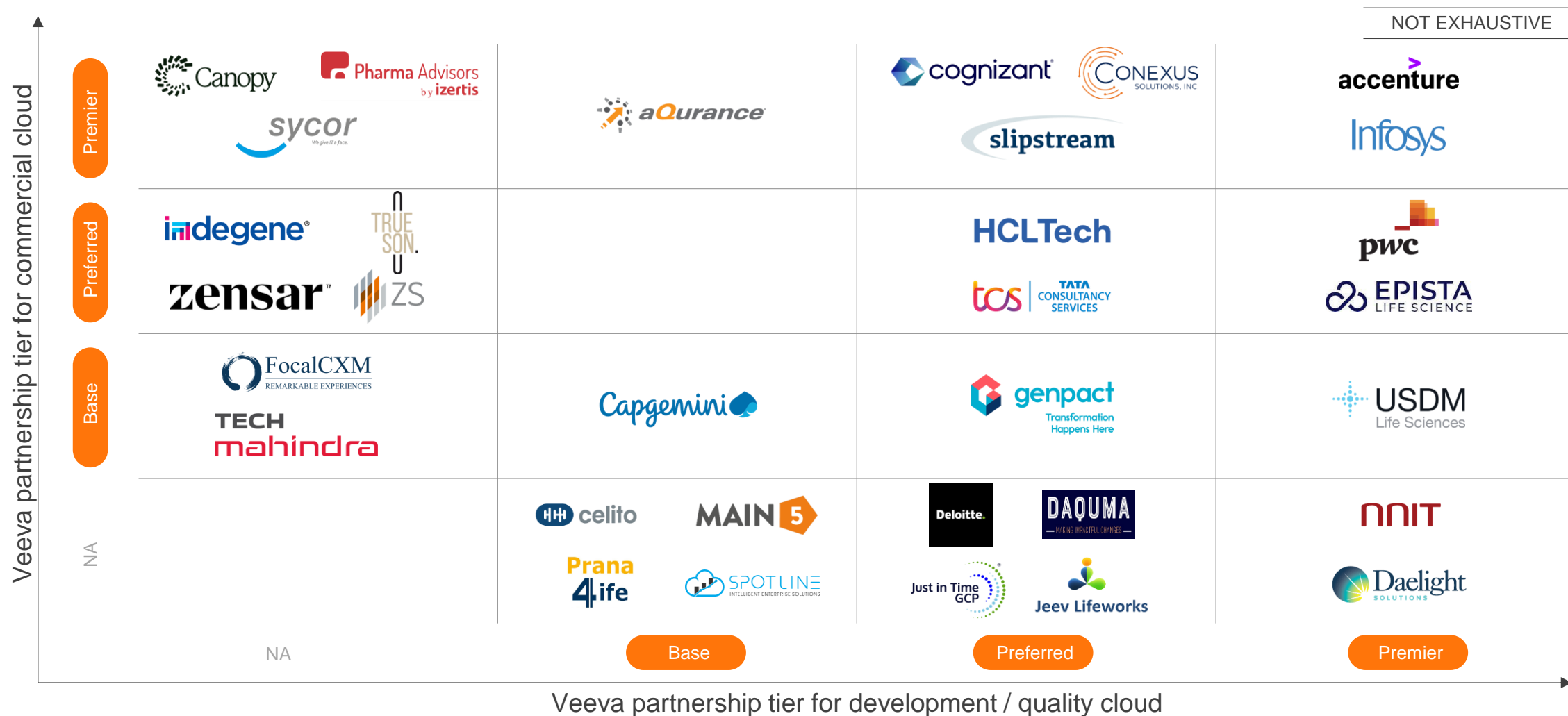




Where Veeva Service Providers Stand and What Buyers Expect Next

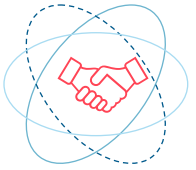
June 2025

A handful of providers have attained premier partnerships across both Veeva's Commercial and Development/Quality Clouds, while most exhibit a concentrated focus



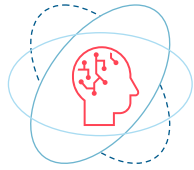
Life sciences enterprises are raising expectations from Veeva service partners—seeking greater accountability, AI-driven efficiencies, and consulting-led value beyond implementation.

Evolving buyer priorities in Veeva engagements



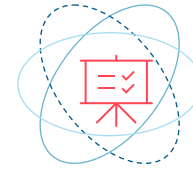
Outcome-linked managed services

Enterprises are moving beyond staff augmentation to expect managed services tied to measurable outcomes. Providers are now being evaluated on their ability to manage quarterly Vault releases, ensure ongoing compliance, and deliver roadmap-driven enhancements, often through KPI-based contracts.



GenAI-enabled productivity

Buyers are looking for automation and intelligence to improve speed and decision-making. Use of GenAI tools such as bots for validation, assistants for content generation, and copilots for study build is becoming a key differentiator in reducing manual effort and accelerating time-to-value.



Consulting-led transformation with talent continuity

Success is no longer defined by just technical implementation. Enterprises expect partners to lead process redesign, drive user adoption, and deliver business value supported by experienced SME teams that remain engaged and offer forward-looking guidance beyond go-live.

Meet the experts behind today's insights



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