

# The CRM Showdown Reshaping Healthcare

The split between Veeva and Salesforce marks a significant shift in CRM technology. As these two giants move from partners to competitors, let's look at what Veeva's move to its own platform and Salesforce's Life Sciences Cloud for customer engagement mean for the future of CRM systems in healthcare.



## Veeva



### PRODUCT ENHANCEMENTS AND EXPANSION:

Veeva is expanding its Vault ecosystem to provide a complete end-to-end solution. Veeva's roadmap also includes enhancing its CRM to support patient engagement, in addition to its existing focus on HCPs and commercial operations.



### STRATEGIC FOCUS:

Veeva's Vault CRM represents a strategic consolidation of its technology stack, unifying it under one architecture. This move leverages Veeva's deep industry knowledge to accelerate enhancements tailored for life sciences companies. Veeva aims to deliver rapid innovations and seamless data flow between their product suite, positioning itself to respond agilely to evolving industry needs.



### AI STRATEGY:

Veeva leverages external partnerships to incorporate AI capabilities developed by trusted partners into its platforms. Klick is an AI-certified partner of Veeva with a solution that helps to automate MLR content review, providing real-time feedback to reduce errors and speed up compliance processes with integrations into Veeva Vault PromoMats.



## Salesforce



### PRODUCT ENHANCEMENTS AND EXPANSION:

Salesforce is customizing its Life Sciences Cloud to innovate beyond the established benchmarks by further integrating AI, personalizing customer interactions, and creating a seamless, comprehensive ecosystem.



### STRATEGIC FOCUS:

Salesforce is focused on offering life sciences organizations a unified end-to-end engagement platform that provides more personalized patient and HCP engagement solutions while streamlining clinical to commercial operations with advanced data, automation, and AI-driven features.



### AI STRATEGY:

Salesforce is combining its proprietary AI layer with the flexibility for organizations to integrate their AI models, embedding them deeply into Life Sciences Cloud to provide predictive analytics, generative content creation, and improved user experiences. This trusted AI layer will enhance automation, decision-making, and customer interactions directly within the CRM environment.

Don't miss how we're outlining the changes to the 2025 CRM landscape. Our POV, "Mastering the Transition: The CRM Rivalries Reshaping Healthcare," can walk you through the details. [Check it out now.](#)