



Redefining HCP engagement in Life Sciences

Navigating the Veeva-Salesforce split with confidence
with the Capgemini CRM health check



Life Sciences organizations have big questions about the Veeva-Salesforce split. Our comprehensive CRM health check delivers the answers needed to proceed with confidence.

The countdown to the Veeva-Salesforce split is on. With it comes an opportunity for Life Sciences companies to rethink their HCP/HCO engagement strategy and evolve into a customer-centric enterprise capable of delivering hyper-personalized, omnichannel experiences, at scale.

But before companies can make a choice about their future CRM needs, they must first assess their current state, understanding its capabilities, limitations, and alignment with business objectives. Only with this insight can organizations make informed decisions about future CRM investments and design a roadmap that ensures scalability, compliance, and customer-centricity.

Capgemini's **CRM health check** is the first module in our composable three-part framework. It provides a comprehensive technical assessment of your existing Veeva and Salesforce setup, identifying gaps, redundancies, and opportunities. This foundational insight enables Life Sciences companies to redefine their HCP engagement strategies, paving the way toward a truly customer-centric model.

What is the Veeva-Salesforce split?

In 2022, Veeva announced the transition of its CRM solution to its own proprietary Vault platform beginning in 2025. For Life Sciences companies, this shift forces a critical decision: Migrate to Veeva's new standalone ecosystem, shift to Salesforce Life Sciences Cloud, or adopt another platform altogether.

To learn more read our full POV: [***Veeva-Salesforce split: A catalyst for commercial transformation in Life Sciences***](#)



Transforming HCP digital engagement with a next-gen CRM strategy from Capgemini

Our composable three-part framework is designed to meet Life Sciences organizations where they are on their HCP transformation journey. Each module can be implemented independently or sequentially, providing a flexible path to transformation based on your organization's needs, priorities, and readiness.



CRM health check

Evaluate technically your company's existing CRM maturity (Veeva or Salesforce), capabilities, gaps, and readiness for change via our independent, structured methodology.



CRM platform evaluation and selection

Weigh vendors against defined criteria such as compatibility and integration with the existing tech stack, innovation potential, AI advancement, future scalability, and total cost of ownership (TCO).



CRM transformation

Develop and execute a comprehensive global strategy that includes technical requirements, user adoption, and other aspects of the change management program.

Why Capgemini?

Capgemini is an end-to-end business and technology transformation partner that helps Life Sciences companies enable more meaningful, relevant, efficient, and intelligent interactions with HCPs and HCOs. Our approach is built on creating long-lasting partnerships rooted in innovation, engagement, growth, and sustainable value creation, so clients not only lead in propositions and services, but also drive stronger revenue, profits, and purpose.

CRM health check

CRM platform features and capabilities have little value unless they are evaluated in the context of your organization’s unique needs, goals, and strategic priorities. That’s why we recommend beginning with a thorough technical assessment of your current state, examining business objectives, processes, and challenges, to ensure that every system is evaluated through a lens that reflects what truly matters to your organization.

Capgemini’s CRM health check is a comprehensive technical assessment of current platform capabilities, integration architecture, user experience, and alignment with business goals across commercial functions.

Our twelve-week assessment is based on interviews, independent research, and system reviews to carefully evaluate your current CRM system and its role across sales, marketing, service and medical, to identify both immediate improvement opportunities and long-term transformation potential. We also bring deep cross-industry expertise, with a strong track record in Life Sciences, to benchmark performance, identify best practices, and shape a roadmap that aligns with your strategic objectives.

Our service offering goes beyond standard vendor-led health checks, providing Life Sciences organizations with deep analysis of both experience and technical performance to help identify pain points, improvement areas, and alignment opportunities.

Evaluation includes:

User adoption	User experience (UX) / HCP experience
System architecture and integration	Multichannel capabilities
AI & automation readiness	Roadmap
Integration & interoperability	Security and compliance
Technical implementation	Platform customizations
Reporting & analytics	Governance
System performance and stability	Delivery methodology
Data management and strategy	Innovation

Deliverables

Based on insights from our evaluation, we develop a platform-fit-assessment and tailored recommendations - prioritizing redesigns, minimizing customizations, and maximizing use of core platform features to drive stronger HCP engagement and enhance operational efficiency. As part of this process, we will also identify opportunities to integrate AI and Gen AI to support Life Sciences use cases and accelerate automation and productivity.

- Technical platform fit assessment and recommendation
- UX journey maps and improvement opportunities
- Cost benefit analysis
- Transformation roadmap

Capgemini CRM health check solution benefits



Strategic fit

Align your CRM with what matters most to your business.



Rapid evaluation

Uncover quick wins and long-term opportunities in just 12 weeks.



Industry insights

Benchmark performance with deep Life Sciences, CX, and platform expertise.




Capgemini: Life Sciences' partner of choice for CRM transformation and HCP engagement

At Capgemini, we help Life Sciences companies turn this moment of disruption into a competitive advantage, building a dynamic, data-driven HCP engagement platform that leverages advanced AI and intelligent automation to modernize engagement from the inside out. Together, we can unlock the next generation of CRM capabilities, breaking free from legacy systems and creating an interconnected ecosystem that drives long-term growth, innovation, compliance and customer centricity.

What sets us apart:

- Proven partner- and platform-agnostic CRM selection methodology and end-to-end CRM transformation leadership, with over 10,000 CRM experts and 2500+ successful CRM transformation programs;
- Deep Life Sciences expertise, coupled with extensive CRM, commercial operations, and omnichannel engagement experience;
- An end-to-end customer-first value proposition from continuous business reinvention to customer experience transformation;
- Strong partner ecosystem that includes major CRM players, as well as tech partners, hyperscalers and other enterprise platform solution providers;
- A composable, three-part solution that can be executed independently or sequentially to support organizations where they are in the transformation journey;
- Capgemini reliable AI solution engineering (RAISE); an accelerator that can fast-track custom generative AI projects with trusted controls over cost, scale, and delivery.

Analyst recognitions

<p>Leader </p> <p><u><i>The Forrester Wave™: AI Services, Q2 2024</i></u> Recognized as one of only two leaders</p>	<p>Leader </p> <p><u><i>The Forrester Wave™: Customer Experience Strategy Consulting Services, Q4 2024</i></u></p>	<p>Leader and Star Performer </p> <p><u><i>Everest Group's Artificial Intelligence (AI) and Generative AI Services PEAK Matrix® Assessment 2024</i></u></p>
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Navigating your CRM transformation with clarity and confidence

With the insights from our CRM health check, Life Sciences organizations can gain a clear understanding of their current state and future needs. This is instrumental in selecting the right platform to bring your customer engagement vision to life.

For more information about how Capgemini can help guide the selection process, Visit our website: <https://www.capgemini.com/industries/life-sciences/healthcare-professional-engagement/> and download our brochure '**Navigating the Veeva-Salesforce split: Selecting the optimal CX and CRM partner for connected, customer-first engagement in Life Sciences**'.

Meet our experts

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About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, generative AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2024 global revenues of €22.1 billion.

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