



Navigating the Veeva-Salesforce split

Selecting the optimal CX and CRM platform for connected customer-first HCP engagement in Life Sciences

Choosing a CRM? It's a decision that will shape your organization's HCP/HCO engagement model for years to come.

Making the right choice today will determine your ability to deliver truly customer-centric omnichannel experiences tomorrow.

The Veeva-Salesforce split is more than just an IT migration - it's an opportunity for Life Sciences companies to rethink their HCP engagement strategy and evolve into a customer-centric enterprise capable of delivering hyper-personalized, omnichannel experiences at scale.

Capgemini's **CRM platform evaluation and selection** is the second module in our composable three-part framework. It provides a comprehensive evaluation and analysis of CX and CRM platforms to identify the optimal CRM platform and strategy based on each organization's priorities and ambitions.

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.

Jumpstarting the CRM journey

4 key questions for Life Sciences leaders

1 What is our current pipeline, future therapeutic area (TA) focus, and corresponding engagement model?

Different TAs evolve at different speeds, especially when it comes to engagement models - your CRM needs to match that pace.

2 What is our geographical footprint and growth focus?

A CRM should support both current operations and future expansion into new markets, with scalability and localization in mind.

3 What is our level of digital maturity?

Consider your company's readiness to adopt advanced capabilities like AI/ML and intelligent automation, as well as your intended speed of AI-fication across marketing, sales, and customer service.

4 What is the total cost of ownership (TCO) in relation to our budget?

Think beyond licensing fees - consider implementation, integration, change management, long-term scalability, maintenance and support.

CRM platform evaluation and identification

Which CRM platform best fits your needs?

Capgemini's structured partner- and platform-agnostic approach helps Life Sciences organizations confidently evaluate and select the best-fit CRM solution for their vision.

Leveraging our proven CRM building blocks framework, our five-step approach assesses all critical platform dimensions, including functionality, compatibility, scalability and future innovation:

1. Define the CRM target picture, mission statement and goals
2. Design customer and end-user journeys including specific use cases
3. Define your future business architecture and data management
4. Evaluate and recommend the best-fit CRM solution for you
5. Create the business case and transformation roadmap

What we deliver

With our 3-months methodical approach and evaluation framework, you gain more than just a platform recommendation - you build a foundation for long-term value and a seamless CRM transition:

- Definition of a unified CRM vision and mission;
- Functionality and business requirements clustering and use case development for customer and end-user journeys;
- Evaluation of analytics and AI capabilities to support smarter engagement, predictive insights, and automation readiness;
- CRM business and data architecture analysis and integration planning;
- Comprehensive ecosystem assessment including integration analysis, migration planning, compliance and regulations, customizations and other key considerations;
- Platform evaluation and gap analysis, culminating in a tailored recommendation for the best-fit CRM solution based on functionality, compatibility, and scalability;
- Business case and roadmap, including total cost of ownership (TCO) and ROI considerations.

Capgemini CRM platform evaluation and identification benefits



Platform clarity

Identify the best-fit CRM solution aligned to your goals



Seamless integration

Plan for compatibility, compliance, and scalability



Smart engagement

Evaluate AI readiness and data-driven potential



Future-ready roadmap

Build a clear, cost-conscious path to transformation

The Capgemini advantage: Transforming CRM with precision, speed, and scale

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.

At a glance: Veeva capabilities

50+

Level 1/2/3 global Veeva support capabilities

>12 years

Partnership

50+

Veeva implementations

50+

Certified Veeva consultants




20+

Veeva accelerators, reducing project delivery time by 10-20%

At a glance: Salesforce capabilities

24,500+ Salesforce certifications worldwide	9.89/10 Salesforce partner value index	>15 years Partnership
2,500+ Projects worldwide	7 Salesforce and MuleSoft global Centers of Excellence	Top 3 Salesforce global partners
Salesforce Life Sciences Partner Network official partner	Salesforce Migration Alliance official partner	

Analyst recognitions

Leader  <u>The Forrester Wave™: AI Services, Q2 2024</u> Recognized as one of only two leaders	Leader  <u>The Forrester Wave™: Customer Experience Strategy Consulting Services, Q4 2024</u>	Leader and Star Performer  <u>Everest Group's Artificial Intelligence (AI) and Generative AI Services PEAK Matrix® Assessment 2024</u>
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Redefining CRM for a customer-driven future

With a clear understanding of your current state and the right CRM platform selected, your organization will be in a position to move from strategy to action.

For more information about how Capgemini can help design and implement a CRM transformation plan that turns vision into reality and delivers measurable impact across your organization, visit our website: <https://www.capgemini.com/industries/life-sciences/healthcare-professional-engagement/> and download 'Embracing the future of HCP engagement: Transforming CRM into a catalyst for connected, customer-first engagement in Life Sciences'.

Case study

Transforming the CRM vision for a global medical technology company

A case study to define a strategic blueprint for visibility, efficiency, and growth

Challenge

A global medtech company's fragmented and manual CRM lacked integration, leading to inefficiencies, poor visibility, and suboptimal customer experience.

Objectives

The company partnered with Capgemini to identify a scalable CRM that boosts visibility, automates sales, integrates with ERP, improves analytics, and enhances service. The team assessed Salesforce, Dynamics, and Creatio and scored these solutions across technical fit, speed, cost, and enterprise alignment. Capgemini led interviews, mapped capabilities, roadmaps and final recommendations.

Solution

Salesforce was chosen for its strong features, ease of use, and existing adoption. Capgemini set a long-term AI-driven vision and a 24-month rollout plan starting with Sales Cloud.

Identified benefits in their platform decision

Enhanced customer visibility

360-degree customer view

Automated territory & quota management,

reducing administrative overhead

Accelerated order processing

and quote-to-order management

Strengthened integration across key backend systems,

ensuring seamless data flow

Reduced total cost of ownership

through increased efficiency and reduced manual processes

Improved real-time insights

through advanced analytics

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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