

You already have the foundation – now it's time to build on it.

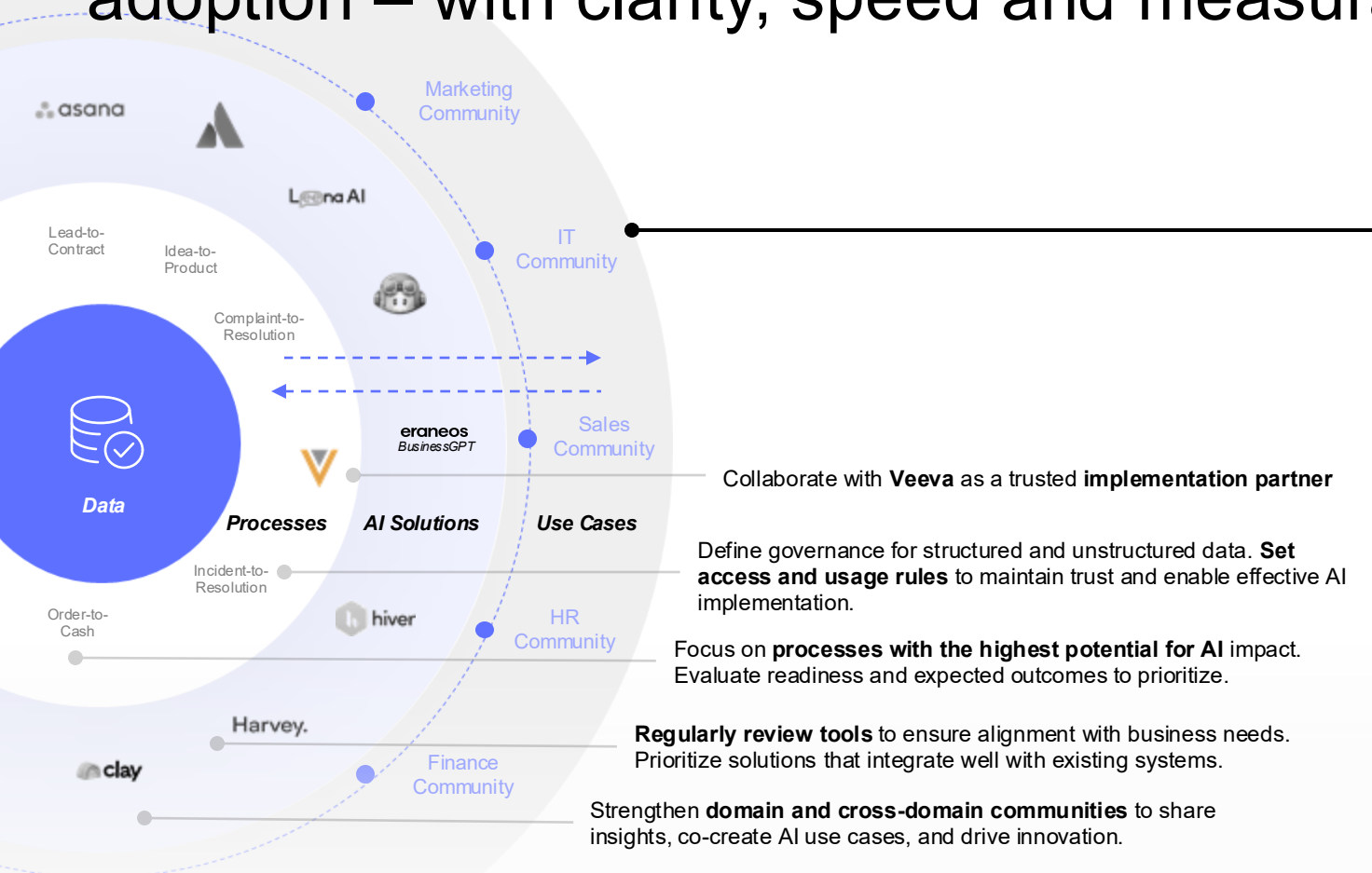
Eraneos helps you turn your existing Veeva investment into a launchpad for AI transformation.

Veeva R&D and Quality Summit

May 2026, Copenhagen

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Eraneos guides your organisation from first assessment to full AI adoption – with clarity, speed and measurable results



Top-Down Strategic Direction Needed

Leadership must set clear AI objectives aligned with business goals, define priority areas, and secure resources. A strong top-down vision ensures organizational alignment, drives cultural readiness, and fosters accountability for scalable AI adoption.

Bottom-Up as the Driver of Transformation

Teams across domains drive AI adoption by identifying practical use cases and experimenting with AI applications. Building AI literacy empowers employees, ensuring collaboration, innovation, and alignment with real-world needs.

AI Solutions as Bridge between Strategy and Action

Tools bridge leadership's strategic vision with grassroots execution. Leadership selects platforms aligned with long-term goals, while teams refine and adapt tools to specific workflows, ensuring practical and strategic outcomes.

Most AI initiatives stall before they scale – and pilots that miss the human element are the main reason why

78% of companies use AI, but only **39%** report a measurable impact on **EBIT** at the company level.¹⁾

Only **4%** of companies achieve significant ROI on their AI project investments.²⁾

Current Observations *What are we observing today?*

Pilots often developed in silos, not user workflows

AI pilots are frequently developed with limited operational input, failing to integrate into day-to-day processes.

Teams don't understand how or why to use them

Operational teams are not involved in early stages of development and lack both training and context for adoption.

Without shared language, resistance grows

Lack of alignment of business and tech results in mistrust and low perceived value of AI tools.

Underlying Causes *What is driving this?*



Fragmented data



Lack of expertise



Siloed workflows



Lack of measurable ROI



Regulatory complexity

Most companies fail because **they treat AI as technology projects** rather than transformation programs. **Success requires a structured approach along companies' end-to-end value streams with clear targets.**

We as **Eraneos** **help clients prevent these AI Adoption and Integration challenges** and ensure AI use cases achieve their ROI.

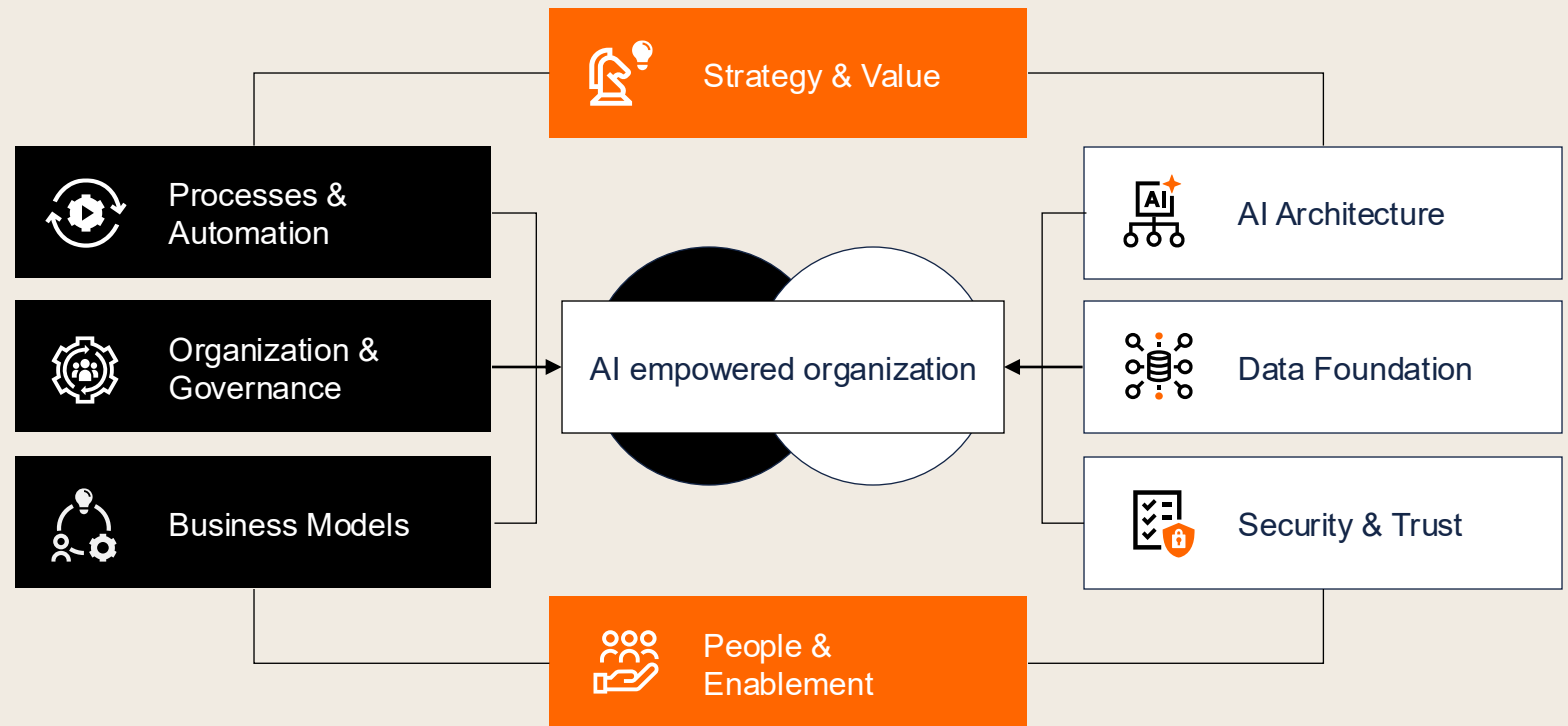
Scaling value from AI demands a strategic transformation to a fully **AI Empowered Organization** – holistic in scope, human-led by design

**AI is everywhere.
Organizations are not
built to use it. Yet**

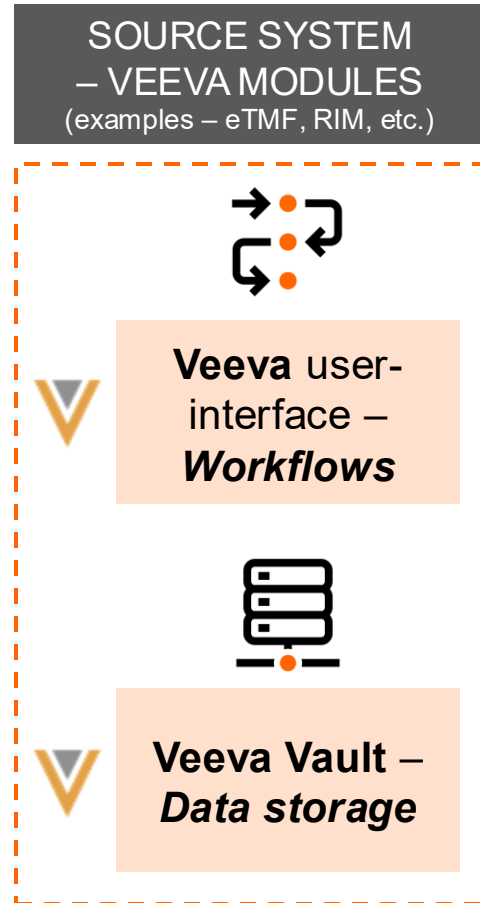


Most organizations approach AI as a portfolio of tools and pilots layered onto existing structures. The result is predictable: isolated wins that do not scale and productivity gains that never reach the P&L – 95% of enterprise GenAI pilots deliver zero measurable impact¹.

Becoming an AI Empowered Organization requires redesigning the organization around AI, rather than deploying AI into a legacy operating model. Strategy, operating model, technology, and people are reshaped as one system – turning AI from a productivity tool into a source of competitive advantage.



Your Veeva system already holds two of the most critical ingredients for AI: governed data and established processes



Leveraging Veeva as a starting point for AI-driven solutions offers the following benefits that are essential for AI implementation success:

- One source of truth – data storage
- Structured data / clear visibility of data availability / gaps
- Structured metadata / taxonomy
- Clearly documented processes that are workflow-driven, offering increased quality and consistency

This centralized data quality and consistency is essential for both the training and subsequent use of AI solutions, as they will always only be as good as the data that they are based on.

“AI is only as trustworthy as the underlying regulated data”

Example AI use cases leveraging Veeva as a basis

Use AI to auto-classify documents (clinical, regulatory, promotional) ingested into Veeva Vault, assigning correct metadata/tags for easier search and compliance.

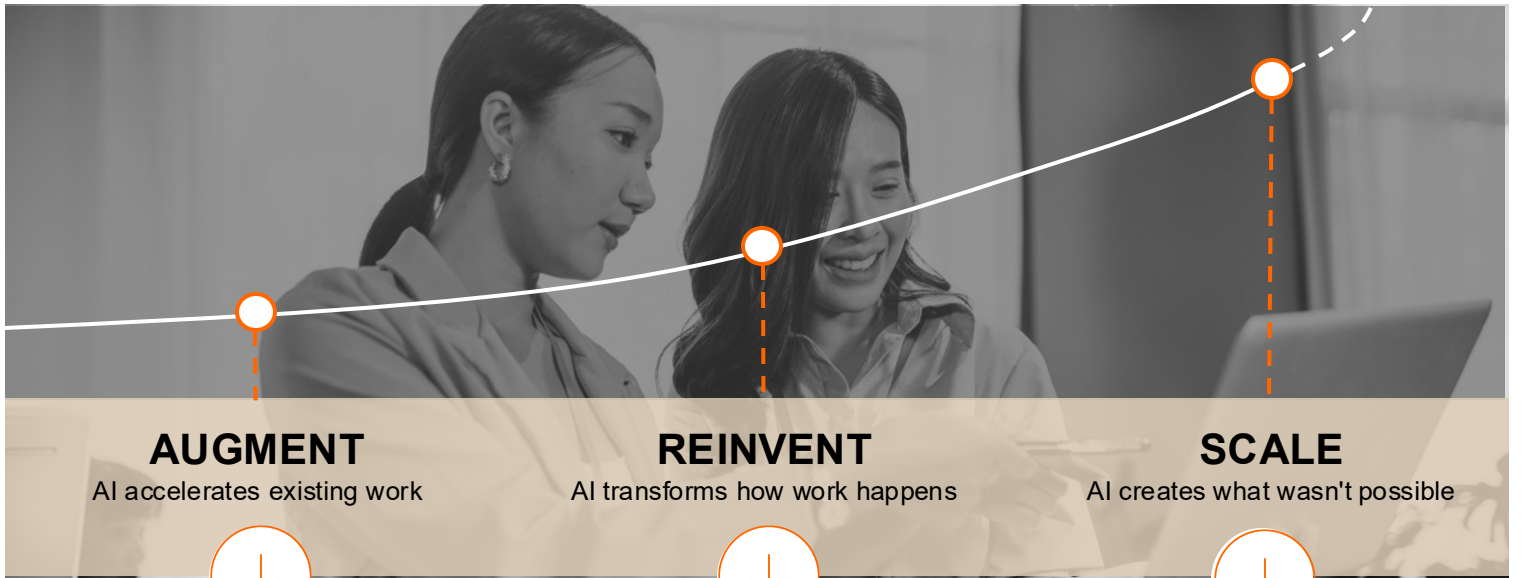
Train an AI model to spot near-duplicate documents, study records, or contacts across Vault or CRM.

Use AI to auto-summarize and highlight Key Opinion Leader (KOL)/HCP interactions logged in Veeva CRM.

Use LLMs to extract key regulatory requirements, deadlines, or changes from documents stored in Vault Submissions/Quality.

Becoming an AI Empowered Organization is a **unique transformation** – no two journeys look the same

Every step not taken is time competitors spend reshaping the game. Your starting point across the eight dimensions is not like anyone else's. Neither is your ambition. We design the journey between them with you, not for you. Boutique at scale.



		AUGMENT AI accelerates existing work			REINVENT AI transforms how work happens			SCALE AI creates what wasn't possible		
		↓	↓	↓	↓	↓	↓	↓	↓	
<p>VALUE ENGINE</p>	Strategy & Value	AI on the CEO agenda, tied to P&L	AI reshapes where & how we compete	AI redefines the industry we play in						
	Processes & Automation	Every role augmented by a copilot	Agents run end-to-end workflows	Headcount-independent scaling						
	Organization & Governance	Accountability for AI outcomes is clear	Humans and agents work as one team	Agent-native operating model						
	Business Models	Margin expansion through efficiency	New AI-powered products and services	Revenue streams previously out of reach						
<p>TRUST ENGINE</p>	AI Architecture	Trusted platform ships use cases fast	Modular, model-agnostic agent stack	Infrastructure evolves with frontier						
	Data Foundation	Clean, accessible data for all use cases	Data as a product, owned by domains	A sovereign, non-replicable data moat						
	Security & Trust	AI is compliant, auditable, and safe	Trust, ethics & resilience built by design	Adversarial resilience at agent scale						
	People & Enablement	AI fluency reaches every employee	People use AND orchestrate agents	Organization learns faster than market						

Implementing AI use cases built on Veeva are made possible through a set of critical enablers



Processes & Automation

- Design automations that fit within Veeva workflows (e.g., document routing, review, or submission) and integrate cleanly through Veeva's APIs.
- Minimise parallel processes outside of Veeva.



Organization & Governance

- Veeva is often core to regulated processes (clinical, regulatory, promotional).
- AI governance must include model validation and audit trails compatible with Veeva's compliance framework.
- Set up processes so AI-powered document classification or extraction never undermines Veeva's auditability/traceability.



AI Architecture

- Prefer integrations via Veeva APIs or certified connectors, plan for updates (Veeva cloud releases can impact integrations).



Data Foundation

- Reinforce the practice of maintaining master data in Veeva and establishing clear "handshakes" for when/where AI can write back tags/metadata or create records.
- Data lineage from Veeva should be preserved even after it is processed by AI.



Security & Trust

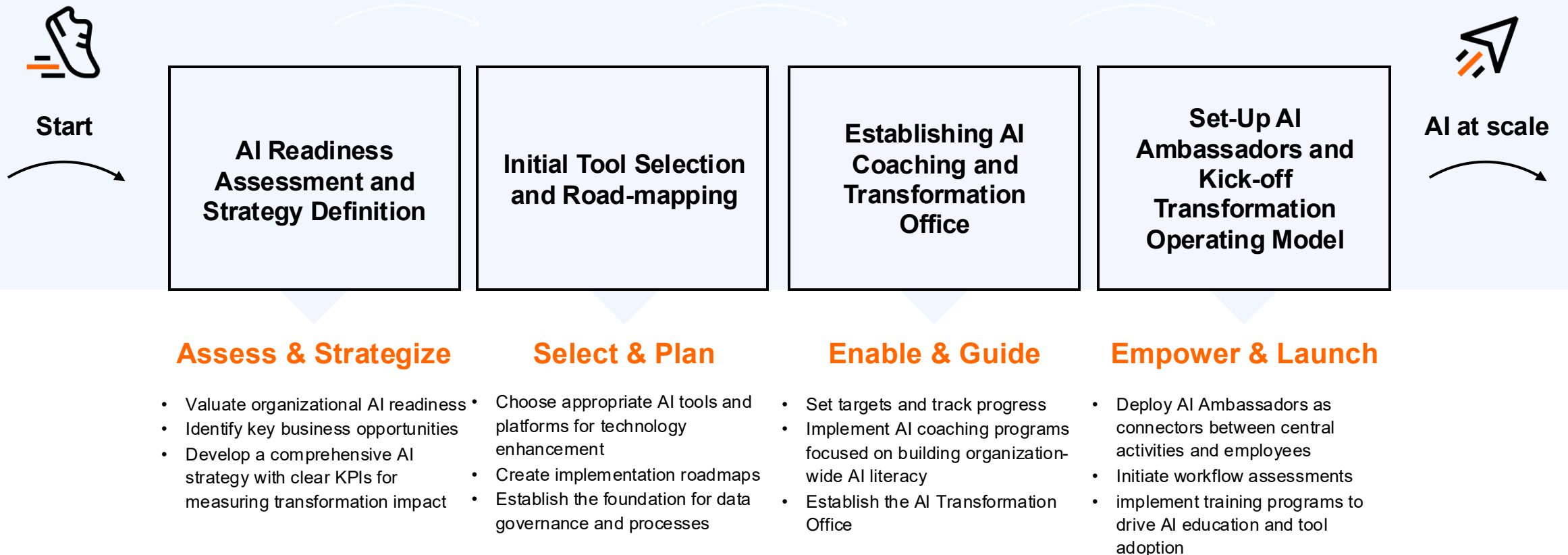
- Emphasize vendor assessments and validation for any external AI tool connecting to Veeva, as well as strong access controls in accordance with Veeva's role-based permissions.



People & Enablement

- Change management and training need to focus on how AI is surfaced within Veeva's user interface/workflows, not just standalone AI tools.
- Many Veeva users are non-technical, superusers / champions might be needed to bridge AI and regulated business roles.

The Eraneos **AI transformation journey** guides organizations from initial assessment to ambassador-driven collaboration for lasting impact



Already have an AI solution? Great! We optimize the business impact of your existing investment



Assumption / Situation

Many organizations have invested in AI tools but struggle to realize their full business potential

Common limitations of existing solutions

- Limited adoption beyond initial pilot
- Lack of standardized prompting practices
- Limited solution capabilities – “only an LLM-chat-interface”
- Isolated use cases without enterprise-wide strategy
- Underutilized capabilities and missed ROI opportunities



Assessment & Analysis

- Comprehensive evaluation of your existing AI solution
- Identification of optimization potentials and gaps
- Benchmarking against Eraneos best practices



Optimization Areas

- Integration of missing, but highly relevant features (NoCode Assistant Tool)
- Integration of Prompting Library for immediate efficiency gains
- Enhancement through Use Case Design Sprints for maximum business value



Implementation Support

- Scaling concept for enterprise-wide adoption
- Enablement of your teams for sustainable AI utilization
- Pragmatic roadmap for further development

LET'S **UNLOCK THE FULL POTENTIAL** OF YOUR EXISTING AI SOLUTION TOGETHER TO **MAKE YOUR AI INVESTMENT FUTURE-PROOF**

Appendix and Use Cases

Our Data & AI projects in the Life Sciences illustrate our hands-on capabilities at scale and with measurable Return on Investment

Genome-wide Mendelian Randomization at Scale *Genetics*



Multi-Task Deep Learning for Accelerated Drug Design *Discovery*



Introduction of MLOps for Computer aided Drug-design Pipelines *Discovery*



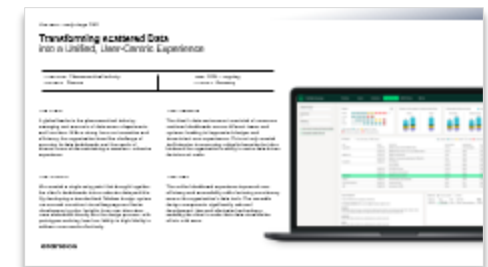
Antibody Fragmentation and in-silico predictions *Discovery*



Preventing Potential Data Leakage caused by Sharing Models with Clients *Pharma*



Centralized Data Integration Platform *Clinical Trial management*



Use case – early-stage R&D

Multi-Task Deep Learning for Accelerated Drug Design

Year: 2018

Initial Situation

- Large amounts of data are regularly collected on molecules tested against various targets.
- Traditional machine learning methods can only handle one task at a time and are not effective for targets with imbalanced, sparse data.

Approach and Solution

- TensorFlow and Keras are used for Deep Learning and the framework automatically evaluates and selects the best-performing network architecture based on the provided data.
- It supports regression, binary, and multi-class classification, custom loss functions for sparse data, and industry standard formats.

Impact

- A command-line tool integrates into existing workflows and supports various GPU-enabled cluster architectures.
- The tool uses state-of-the-art Multi-Task models that can efficiently utilize all available data and perform well on targets with sparse data.

2

state-of-the-art ML
frameworks utilized

>65%

adoption rate

100.000

molecules analyzed

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Preventing Potential Data Leakage caused by Sharing Models with Clients

Year: 2019

Initial Situation

- The potential for data leakage through model sharing with clients is uncertain and internal sharing of models between departments and chemists is common.
- Models are mainly used for drug design and trained on proprietary molecules, making data protection a priority.

Approach and Solution

- Through a literature review, potential attack scenarios were assessed, and then tested and evaluated for risk of reverse engineering of proprietary molecules.
- A Python library was developed to assess model security, and security measures were implemented in the client application.

Impact

- The solution provides a comprehensive understanding of the risks and potential attack scenarios and includes commercial and technical guidelines to secure current and future models.
- This helps to ensure the protection of proprietary molecules.

4

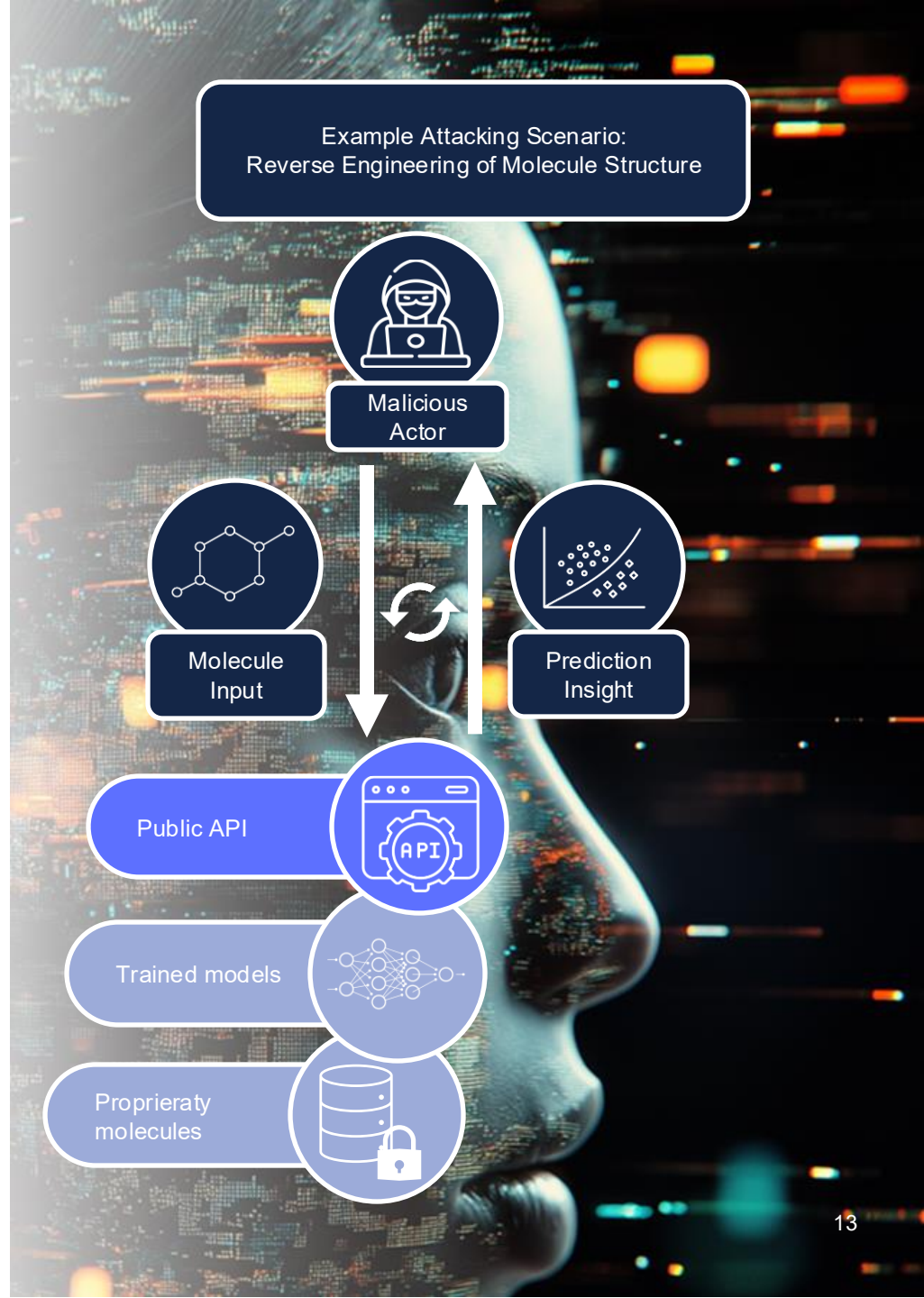
data leakage
sources identified

100 %

of shared models assessed

~30

papers reviewed



Use case – early-stage R&D

Introduction of MLOps for Computer aided Drug-design Pipelines

Year: 2019 - 2023

Initial Situation

- The current machine learning model management system lacks version control and standardization, with arbitrary on-premise model storage.
- The client aims to transition from an informal, unstructured approach to an organized, managed method.

Approach and Solution

- We analysed the client's machine learning development process and introduced MLOps best practices.
- We identified, implemented, and integrated essential MLOps components, such as CI/CD, model version control, and registry for experiment tracking for successful MLOps adoption.
- The client was trained to operate within the new system.

Impact

- MLOps has allowed the client to standardize their Ad-Hoc machine learning model development process, leading to faster and less error-prone model creation and deployment.
- The benefits include enhanced reproducibility, minimized risk of progress loss, and a more organized and managed approach to machine learning model management.

100%

Professionally managed
MLOps pipelines

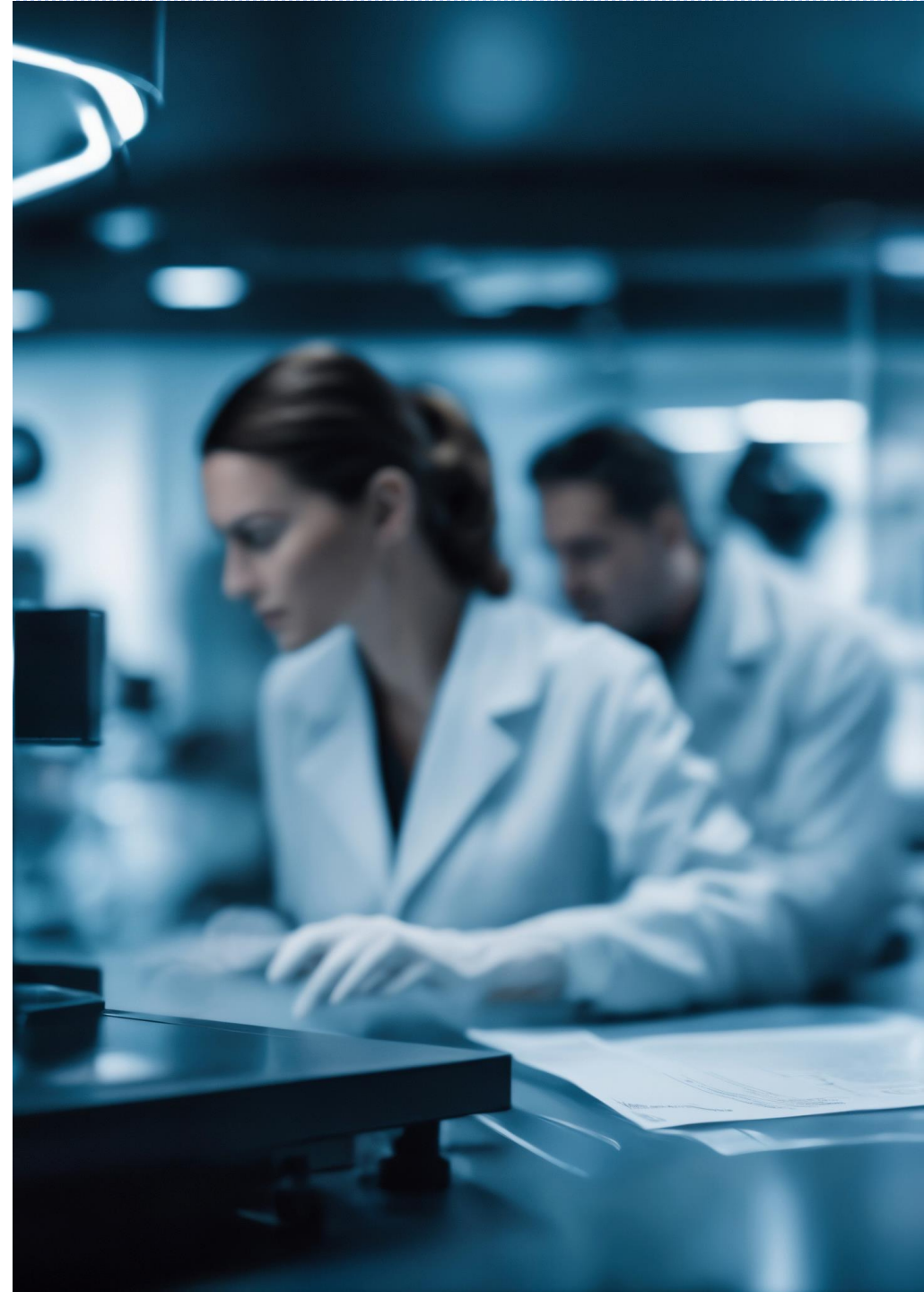
> 100

tracked experiments

19

operational ML models
(and growing)

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Development of an App Service Framework

Year: 2019 - ongoing

Initial Situation

- To evaluate scientific models and to train ML models for drug design, scientists write scripts in Python and R that can hardly be used by others who lack the necessary coding skills.
- Transforming those into full-fledged web applications would resolve the issue but is beyond the scientists' expertise.

Approach and Solution

- The team proposed an app service framework to meet the demand for accessible GUIs for scientists in the form of web applications.
- The framework offers templates for selected frameworks and simplifies deployment by allowing users to add their logic/models and deploy through an integrated Gitlab CICD pipeline.

Impact

- This app service framework provides easy and user-friendly access to developing and deploying web applications and APIs, which increased collaboration and knowledge sharing among colleagues.
- Additionally, the utilization of a microservice architecture enables a seamless migration to the cloud.

3

frameworks served

34

applications
deployed



holistic microservice
architecture



Integrated cloud-native data platform scaling Mendelian Randomization (MR) for genome/phenome-wide analyses

Industry: Pharmaceutical

Year: 2025

Country: Germany

Client: Anonymous

Duration: 5 Months

Effort: 150 Person Days

Client

The client is a global biopharmaceutical leader, specializing in innovative research across human genetics and healthcare. The company operates in over 100 countries, advancing medical science through cutting-edge data analysis and cloud technologies. With a strong focus on drug development and disease prevention, the client drives breakthroughs by integrating advanced bioinformatics into their research processes.

Approach and Solution

- The project migrated the MR pipeline from an HPC system to a cloud native infrastructure, integrating with existing advanced analytics platforms for better scalability and usability.
- Key bottlenecks were resolved by optimizing data processing, caching and making precomputed critical elements available via API Gateways. The pipeline was modularized for reusability, and versioning was implemented for traceability.
- The architecture uses AWS Lambda, SQS and DynamoDB and was designed to be scalable, future-proof, and aligned with existing governance and infrastructure standards.

Initial Situation

- The client's MR workflow was built on an HPC system and managed by a single operator, creating bottlenecks that limited accessibility, scalability, and broader departmental use.
- The pipeline lacked thorough review, making it difficult to adapt or extend for other research needs. With the key operator leaving, there was an urgent need to replace the system with a scalable, maintainable solution that could be used by wider client teams.

Impact

- The new cloud-based pipeline significantly improved accessibility, enabling multiple users to run MR analyses simultaneously.
- Runtime performance was significantly enhanced, reducing analysis time and increasing efficiency, enabling genome/phenome-wide analyses.
- The solution is now scalable, reproducible, and easier to maintain, with robust documentation and user support.
- By integrating with existing infrastructure, it ensures long-term sustainability, flexibility for evolving research needs, and supports broader data-driven initiatives within the organization.



Data Quality Management & Readiness

Industry: Pharmaceutical

Year: 2025 – ongoing

Country: Germany

Client: Anonymous

Duration: Ongoing

Effort: 200 Person Days

Client

The client is a leading pharmaceutical company conducting global clinical trials. Their Veeva CTMS (Clinical Trial Management System) underpins planning, execution, and oversight across studies, and the quality of foundational data directly determines the reliability of downstream reporting and decision-making.

Approach and Solution

- Defined Data Readiness across four dimensions — accurate, complete, timely, and accessible — and built validation rules and collection standards against them.
- Implemented seamless integration across upstream and downstream CTMS-adjacent systems to eliminate manual handoffs and reconciliation.
- Established clear data governance with defined ownership, accountability, and routines to keep data fit for purpose as studies evolve.

Initial Situation

- Data readiness across the CTMS landscape was inconsistent — accuracy, completeness, and accessibility varied between studies.
- Missing or inaccurate upstream data disrupted downstream systems, eroding trust in dashboards and slowing decisions.
- Repeated manual rework was needed to reconcile gaps, increasing effort across the portfolio.

Impact

- Trusted data reduces delays and frees leadership to focus on strategy rather than chasing down issues.
- Less manual rework translates into better use of time, fewer budget surprises, and smoother trial operations.
- Clear ownership drives system adoption and builds a culture of accountability across study teams.



Transforming scattered Data into a Unified, User-Centric Experience

Customer: Pharmaceutical industry
Industry: Pharma

Year: 2024 – ongoing
Country: Germany

The Client

A global leader in the pharmaceutical industry, managing vast amounts of data across departments and functions. With a strong focus on innovation and efficiency, the organization faced the challenge of ensuring its data dashboards met the needs of diverse users while maintaining a seamless, cohesive experience.

The Solution

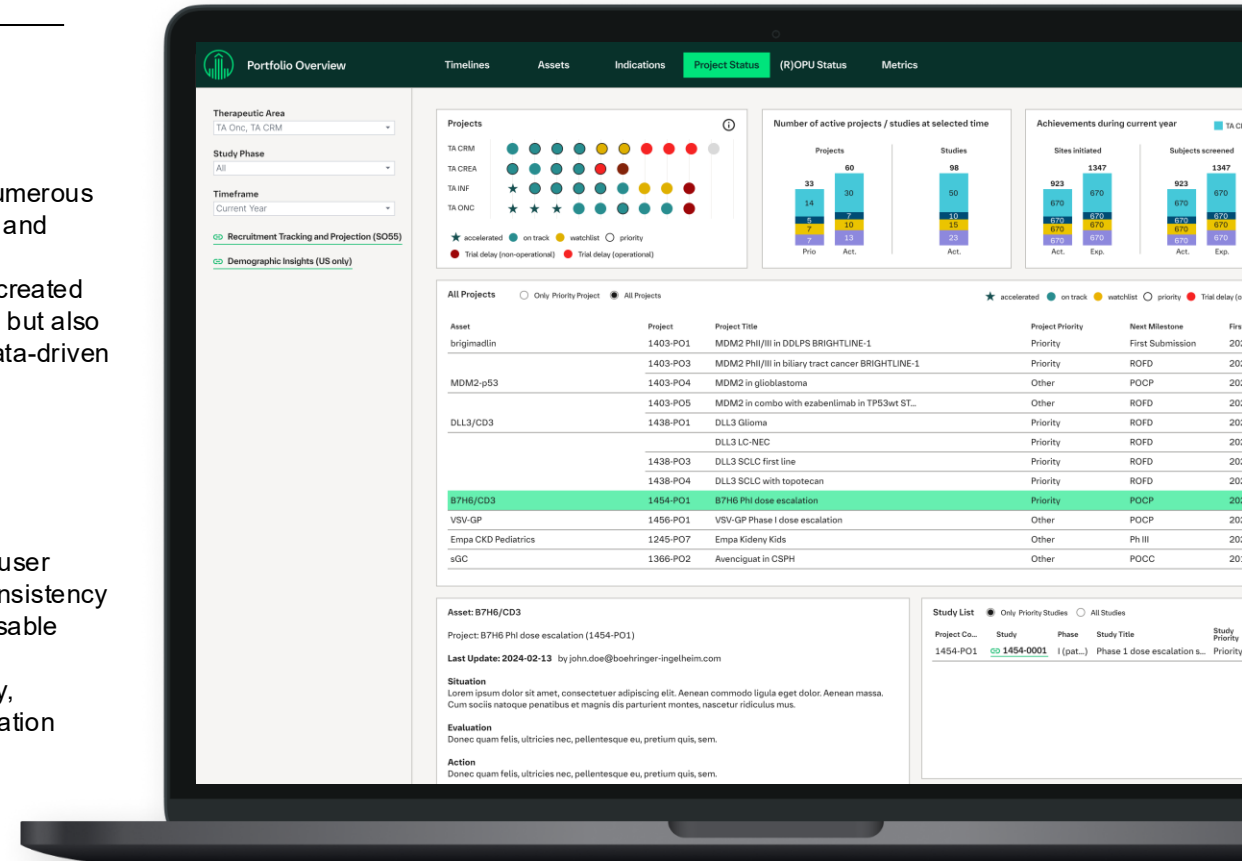
We created a single entry point that brought together the client's dashboards into a cohesive data portfolio. By developing a standardized Tableau design system we ensured consistent visual language and faster development cycles. Insights from user interviews were embedded directly into the design process, with prototypes evolving from low-fidelity to high-fidelity to address user needs effectively.

The Challenge

The client's data environment consisted of numerous scattered dashboards across different teams and systems, leading to fragmented designs and inconsistent user experiences. This not only created inefficiencies in accessing critical information but also hindered the organization's ability to make data-driven decisions at scale.

The Effect

The unified dashboard experience improved user efficiency and accessibility while fostering consistency across the organization's data tools. The reusable design components significantly reduced development time and eliminated redundancy, enabling the client to scale their data visualization efforts with ease.



Thank you very much