

Simplus exists to make  
complex things simple.

**THAT'S WHAT WE DO.**

## OFFERINGS

- Business Transformation Services
- Strategic Managed Services
- Change Management
- Data Integration
- Implementation Services

## PRODUCTS

- Data Cloud
- Agentforce
- Revenue Cloud
- Sales Cloud
- Service Cloud (FSL)
- Community Cloud (Experience Cloud)
- Commerce Cloud (B2B, B2C)
- Marketing Cloud
- Life Sciences Cloud
- Pardot
- Industry Clouds
- Sustainability Cloud
- DocuSign CLM
- Subscription Management

## INDUSTRIES

- Life Sciences
- Communications and Media
- Education and Government
- Financial Services
- Healthcare
- High Tech/ SaaS
- Manufacturing
- Professional Services
- Public Sector
- Retail and Consumer Goods
- Travel, Transportation, and Hospitality
- Utilities and Energy

# MIGRATION TO LIFE SCIENCES CLOUD (LSC)

## THE TIMELINE FOR LIFE SCIENCES CLOUD

- |                            |                                                                                    |
|----------------------------|------------------------------------------------------------------------------------|
| <b>September 2025</b>      | Veeva-Salesforce contract ends — no new Salesforce-based Veeva CRM licenses issued |
| <b>September 2025-2030</b> | Veeva CRM on Force.com enters “stability mode” — only essential updates            |
| <b>September 2030</b>      | Full end-of-support — all Salesforce-based Veeva CRM systems reach EOL             |

Given the timeline and the significant effort required to transition CRM platforms, customers cannot afford to delay evaluation and planning. Here's why:

## WHY MIGRATE NOW

### The Cost of Waiting Is Greater Than the Cost of Moving

Most life sciences leaders think they have time before they need to move off Force.com Veeva CRM. The truth? By 2030, that option disappears — and the later you act, the more disruption, cost, and operational risk you face. The organizations that start now control the pace, manage the change, and avoid the “last-minute scramble tax” others will pay.

### Why Break What's Already Working?

You've already invested heavily in Salesforce — licenses, integrations, and custom configurations your teams know inside and out. Switching to Life Sciences Cloud keeps you on the Salesforce platform, protecting that investment while giving you immediate access to the broader ecosystem: Data Cloud, Marketing Cloud, AI Cloud, MuleSoft, Tableau. This isn't a rip-and-replace; it's an evolution with minimal retraining and maximum reuse.

### Don't Just Replace — Leapfrog

A like-for-like swap misses the opportunity. LSC isn't just a newer CRM — it's a purpose-built, modern platform for life sciences with industry-specific data models, regulatory-ready workflows, and embedded AI insights. Out of the box, it supports HCP/patient engagement, clinical site collaboration, field medical operations, and adverse event reporting — without the costly, risky custom work general-purpose CRMs require.

### Compliance That's Baked In, Not Bolted On

Every extra step to prove compliance slows your team and adds risk. LSC is built from the ground up to meet FDA 21 CFR Part 11, EU Annex 11, HIPAA, and industry best practices — meaning validated environments are ready on day one.

### Play Offense, Not Defense

Early adopters aren't just upgrading tech — they're shaping Salesforce's life sciences roadmap. They're deploying AI-powered capabilities before competitors, setting a new bar for HCP engagement, patient support, and clinical collaboration. They're getting future-proofed while others are still planning for the past.

## ACCELERATORS

To further streamline migration and maximize value, Simplus and Infosys are developing purpose-built accelerators with many more to follow:

- **Veeva to Life Sciences Cloud Data Migration Framework:** Infosys' Life Sciences Cloud data migration framework leverages out-of-the-box (OOB) features and corresponding object mapping between Veeva CRM and Life Sciences Cloud developed by BASE.
- **Salesforce Life Sciences Cloud OOB Feature Configuration Tool:** Uses Excel-based user input template to configure OOB features.
- **Patient Journey Toolkit:** Prebuilt enrollment, care platform processes, and care team modules for faster patient engagement.
- **CX-AI Suite:** Adds generative AI to Salesforce, cutting project timelines by 20 to 25% and boosting CX.



## OUR APPROACH



1. Co-develop the **product roadmap** and finalize **data mapping** to support migration readiness within **3–4 weeks**.



2. Accelerate data migration using the **Migration Accelerator**, with a targeted completion window of **4–6 weeks**.



3. Complete **Life Sciences Cloud configuration** by leveraging prebuilt templates and frameworks, aiming for full implementation within **4–5 months**.



## OUTCOMES



Reduced IT complexity  
& costs



Streamlined clinical  
trials



Improved HCP  
engagement



Superior patient  
journey



Shortened implementation  
timelines



Accelerated  
innovation



Demonstrated  
regulatory readiness