

VEEVA SYSTEMS INC  
Form 3  
June 24, 2015

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *		2. Date of Event Requiring Statement	3. Issuer Name <b>and</b> Ticker or Trading Symbol	
Â Defesche Frank		(Month/Day/Year)	VEEVA SYSTEMS INC [VEEV]	
(Last)	(First)	(Middle)	4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
4637 CHABOT DRIVE			(Check all applicable)	
(Street)			<input type="checkbox"/> Director	<input type="checkbox"/> 10% Owner
PLEASANTON,Â CAÂ 94588			<input checked="" type="checkbox"/> Officer	<input type="checkbox"/> Other
(City)	(State)	(Zip)	(give title below) (specify below)	
			SVP, Global Customer Services	
			6. Individual or Joint/Group Filing(Check Applicable Line)	
			<input checked="" type="checkbox"/> Form filed by One Reporting Person	
			<input type="checkbox"/> Form filed by More than One Reporting Person	

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Class A Common Stock	314	D	Â

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02)

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of	

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			Shares	(I) (Instr. 5)			
Stock Option (right to buy)	03/25/2011 <sup>(1)</sup>	03/24/2021	Class B Common Stock	100,000	\$ 0.44	D	^
Stock Option (right to buy)	03/01/2016 <sup>(2)</sup>	03/09/2023	Class B Common Stock	150,000	\$ 3.92	D	^
Restricted Stock Units <sup>(3)</sup>	06/01/2015 <sup>(4)</sup>	03/22/2025	Class A Common Stock	7,500	\$ 0	D	^

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Defesche Frank 4637 CHABOT DRIVE PLEASANTON, CA 94588	^	^	^ SVP, Global Customer Services	^

## Signatures

/s/ Meaghan Nelson,  
attorney-in-fact

06/24/2015

\*\*Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 5(b)(v).
  - \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) The options were granted under the Issuer's 2007 Stock Plan. The Reporting Person vests ownership in this option over five years, with 20% of the shares subject to the award vesting January 21, 2013, and 1/60 of the remaining shares vesting equally on a monthly basis thereafter, subject to continued service to the Issuer by the Reporting Person.
- (2) The options were granted under the Issuer's 2012 Equity Incentive Plan. The Reporting Person vests ownership in this option over five years, with 1/60 of the shares subject to the award vesting March 1, 2016, and 1/60 of the remaining shares vesting equally on a monthly basis thereafter, subject to continued service to the Issuer by the Reporting Person.
- (3) Each Restricted Stock Unit ("RSU") represents a contingent right to receive one share of Class A Common Stock of the Issuer.
- (4) The RSUs were granted under the Issuer's 2013 Equity Incentive Plan. 6.25% of the RSUs vested on June 1, 2015, with 1/16 of the remaining RSUs vesting for each quarter of continuous service to the Issuer by the Reporting Person.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, See Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.