

Veeva Vault PromoMats



Ensuring End-to-End Commercial Content Compliance Complete. Connected. More than Software.

The life sciences industry is experiencing a major shift in commercial content management, driven by the continuously evolving digital environment. This dynamic climate calls for more rapid creation of assets, with continued strict compliance across channels and geographies. Traditional methods, consisting of multiple siloed systems or paper-based processes, delay content availability and create compliance risk. Life sciences leaders are demanding a better approach.

Veeva Vault PromoMats is a comprehensive solution for compliant, commercial content management. Automating the end-to-end process, Vault PromoMats provides better compliance and faster availability with accelerated creation, approval, and distribution of commercial content across the digital supply chain. Delivered in the cloud, it is instantly accessible to all teams – simplifying collaboration and enabling global asset sharing to deliver greater brand alignment and control runaway costs. Supporting Veeva customers with deep domain expertise and an extensive peer network, Vault PromoMats is more than software – it's a complete solution.

Key Business Benefits

- **Better compliance:** Powerful referencing capabilities, core claims management functionality, and an extensive reference library ensure that your content is always accurate and compliant.
- **Speed to market:** An intuitive interface and content workflows tailor-made for life sciences let you streamline creation, approval, and distribution of content, helping accelerate time-to-market.
- **Decrease cost:** Now, you can easily share assets across markets, delivering global brand alignment while reducing content development costs.

Savings Realized

Most Vault PromoMats customers have recognized a six month return on investment, and experienced a significant improvement in other core content management metrics:

57%	reduction in review cycle time
55%	reduction in time spent in MLR/PRC meetings
25%	reduction in time spent on compliance procedures
88%	reduction in time spent on agencies initiating and uploading jobs

Solution Features

A Single Commercial Content Management Solution Empowering the Digital Supply Chain

Vault PromoMats automates the entire content lifecycle process, including collaborative creation, Medical, Legal, and Regulatory (MLR) review, multichannel distribution and electronic withdrawal of outdated materials. By using a single solution across the digital supply chain, you accelerate speed-to-market, reduce compliance risks, and allow materials and assets to be shared quickly and easily through Vault PromoMats' global digital asset management.

Fast, Collaborative Content Creation

Creative agencies and internal teams can now collaborate in the cloud for quicker content creation, review, and approval. Stakeholders work on commercial content pieces within a secure environment, while asset owners maintain control at every step in the process. Claims are linked directly to the pieces they support. All activity is tracked, ensuring a clear, documented chain of custody throughout the content lifecycle. All file types and internet browsers are supported.

Medical Legal Regulatory (MLR) Review

Vault PromoMats streamlines MLR review for all asset types, including multimedia content, by delivering automated versioning, powerful search, and real-time annotations. Configurable workflow allows you to tailor approval processes to site-specific needs. Features like electronic signature and audit trail ensure accountability throughout the process.

Built-in Digital Asset Management

Delivered in the cloud, Vault PromoMats Digital Asset Management (DAM) capabilities provide a globally-accessible repository for reusable assets. The system not only stores approved content, but also saves original artwork, source files, and all content versions. The DAM capability consolidates all of your image, video, and creative files in one location, letting you quickly access and share content. Global teams can reuse approved content, tailoring or updating pieces as needed rather than developing net-new content for each use.

Single Source of Truth for Claims

Claims can be reviewed, approved and stored in a central claims library, searched, traced and reported on, and made obsolete – all at the click of a button. With advanced claims management, your claims are current and compliant, reducing your regulatory risk.

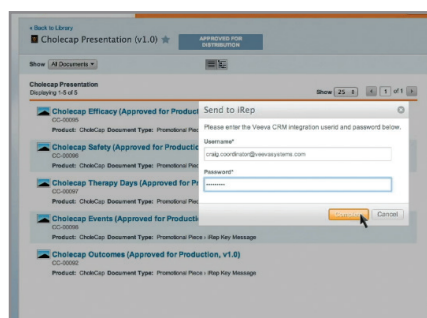


Figure 2: Multichannel distribution

Single-click Distribution and Withdrawal

You can distribute and withdraw content across all channels with a single click, while maintaining a full audit trail from content creation to field usage. To ensure compliance, Vault PromoMats makes only the latest, approved content is available for distribution.

eCTD Compliance Readiness

Life sciences companies are quickly moving to electronic submission of commercial content to meet regulatory requirements and simplify the submissions process. With Vault PromoMats, you can automatically generate submission-ready forms and create a bulk package consistent with the latest eCTD data requirements. Additionally, Veeva has partnered with leading publishing providers to further streamline the electronic submissions process and is eCTD-ready to easily integrate with your existing publisher.

Country-specific Regulatory Workflows

With globalization comes the need to adapt content to country-specific processes, codes, and regulations. Vault PromoMats includes workflows to generate required materials, like form FDA-2253 in the U.S., and the self-certification process in the U.K. Administrators can configure workflows to support additional company-specific or local market requirements.

Insights from Creation to Distribution and Withdrawal

Flexible, self-service, time-based reporting helps identify bottlenecks and areas for process improvement. Reports include average number of review cycles by product or agency, status of items by product, agency or market, and average number of review cycles before approval. Reports are easily configurable, so users can create or adapt them to their needs. The unique "Where Used" report tracks where claims are used across commercial content.



Figure 3: Actionable insights

Readily Accessible through Mobile Devices

Easily extend compliance and control all the way into field reps' hands. Distributing approved content to reps through manual processes is time consuming and can leave you exposed to errors and compliance risks. Seamlessly connected to Veeva CRM Mobile, Vault PromoMats delivers the latest compliant content to reps, replacing manual handoffs and reducing the risk of non-compliance.

The Cloud Advantage

With Vault PromoMats, tasks like changing workflows, security profiles, and even adding new users, take seconds. A multitenant cloud ensures that there are no servers to buy or maintain, no software upgrade projects to manage, and fewer system validation costs to absorb. Your system is always current, scalable, and adaptable to your needs.

Application Integration and Security

Leveraging the open Vault API, Vault PromoMats easily integrates with other enterprise systems. With sophisticated security, strict regulatory compliance, and flexible administrative controls, the Veeva Vault Platform replaces the multitude of antiquated and costly content management platforms with a single, cloud-based solution.

Real-Time Collaborative Authoring

Seamless integration between Vault PromoMats and Microsoft Office Online provides real-time collaborative authoring and does so in a compliant way.