HURON | iDetailAid®

Simplifying the creation and management of your Digital Sales Aids

Veeva certified integration

Reduce time to market

Simplify localisation

Keep content within your organisation

What is iDetailAid?

iDetailAid is a cloud-based, drag and drop content and digital sales aid authoring system by Huron Consulting Group, a global consulting and technology organisation, with specialist expertise in life sciences, healthcare and education.

Using iDetailAid, your brand teams, agencies and content factories have access to an easy-to-use content authoring tool that seamlessly publishes CLM content to Veeva. Features include one-click publishing to Veeva Vault, automatic tracking of events to the Call Clickstream and integration with Approved Email. iDetailAid simplifies the creation, update, localisation and upload of CLM content, dramatically reducing development costs and time to market.

Huron is also a Veeva Level 4 Certified Content Partner, able to combine deep payer understanding and commercial strategy, with specialist tactical writing and in-house digital expertise, to create innovative messaging and tools for our clients.

The problem

Existing processes make it slow to react to commercial needs and time to market is significantly longer than desired.

Creating Digital Sales Aids is a long and complex process with multiple stakeholders including IT, brand teams, global and local agencies or content factories. Meeting commercial and regulatory needs is difficult and slow, which significantly increases time to market and cost.

Why iDetailAid?

iDetailAid simplifies the creation, update, localisation and upload of CLM content, dramatically reducing the time and cost of developing Digital Sales Aids for Veeva.

Benefits include:
- Seamless, certified integration with Veeva Vault
- Dramatically reduces the time and costs of developing Digital Sales Aids
- Improve review and approval efficiency: Live content previews, auto-generated approval documents and Vault PromoMats integration
- Significantly reduces the content publication lifecycle, improving time to market
- Returns control to the organisation: A centralised system for all Digital Sales Aid content
- Simplifies the localisation of content enabling a global to local approach
- Delegate and control access to agencies, content factories and internal teams
- Reduction in operational/IT overhead
- Ensures brand consistency and content quality across markets
- Easy to scale across global markets

Veeva Level 4 Agency Certified

**Veeva** Technology Partner Silver Certified

Customer success

iDetailAid has analysed data shared by existing customers to present the following comparison which demonstrates both cost and time savings through using iDetailAid versus existing Digital Sales Aid creation processes.

Reduce costs

Centralise management

	Traditional build		iDetailAid Build	
	Cost	Time	Cost	Time
Build/Development	£17,500	12 weeks	£2,195	2 weeks
Amends over campaign	£2,125	2 weeks	£275	1 day
License	N/A	–	£3,588	–
Total	£19,625	14 weeks	£6,058	~2 weeks
	£13,567 cost saving		12 week time saving	

Reference data taken from a single affiliate sample per customer using external agencies and digital content factories creating an average of 30 slides for the campaign.

Veeva Level 4 Agency Certified   Veeva Technology Partner Silver Certified

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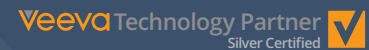
"AmBisome's Gold award winning Digital Interactive content was successfully implemented in iDetailAid, which has enabled rapid distribution to affiliate markets for localisations and direct publication to Veeva for use in Mobile CRM. This greatly reduced the time it took to get our messaging into the hands of Therapeutic Specialists across Europe and Asia-Pacific"

Associate Director, AmBisome EMEA, Gilead

GILEAD

"Using existing methods for the creation of Interactive Detail Aids, we were less able to react quickly to commercial needs and were spending more budget than we wanted to.

After adopting iDetailAid and integrating with our Veeva platform, we have realised significant cost and time savings, have more flexibility to make updates and have simplified our upload and go-live process"

Brand Manager, AstraZeneca Global Commercial

AstraZeneca

To find out how organisations like Gilead and AstraZeneca are using iDetailAid to revolutionise their content creation processes, visit our web site and book a demo at http://meetings.idetailaid.co.uk/book-demo