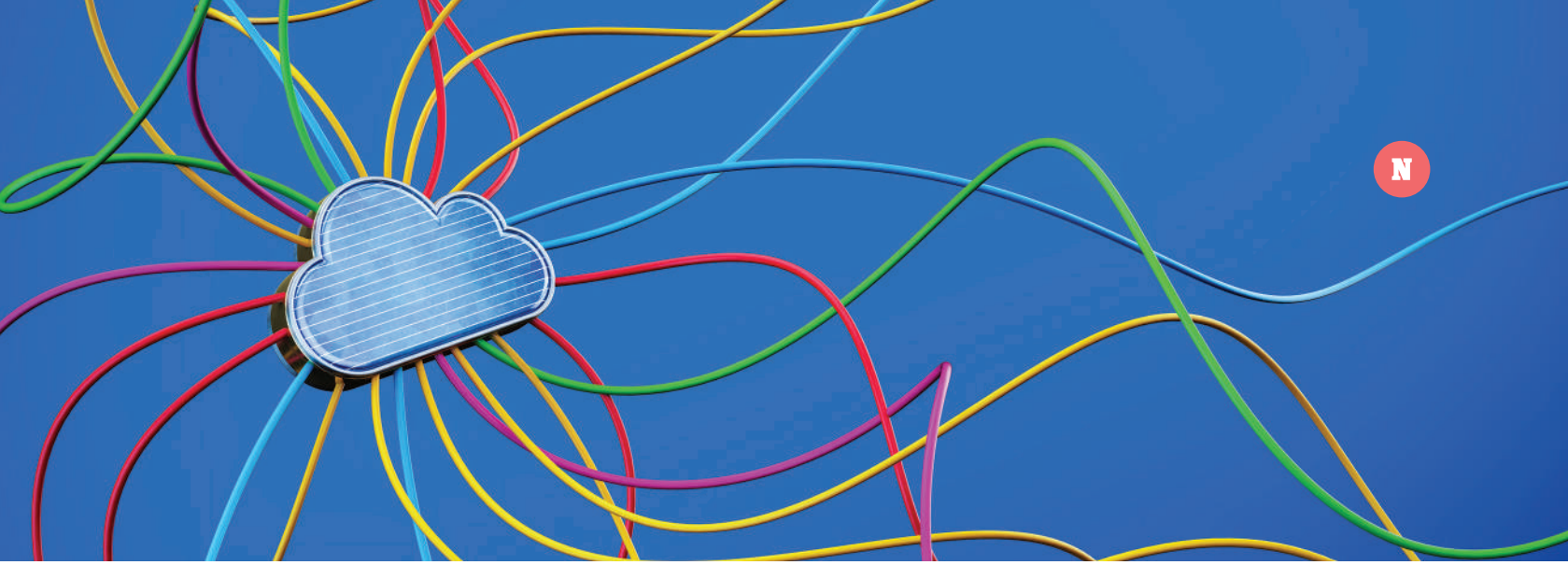
NIIT | LIFE SCIENCES

Veeva Preferred Services Partner 2021 Commercial Cloud

360 Veeva Commercial

An end-to-end productivity-focused solution to maximize value and ROI from your investments in Veeva



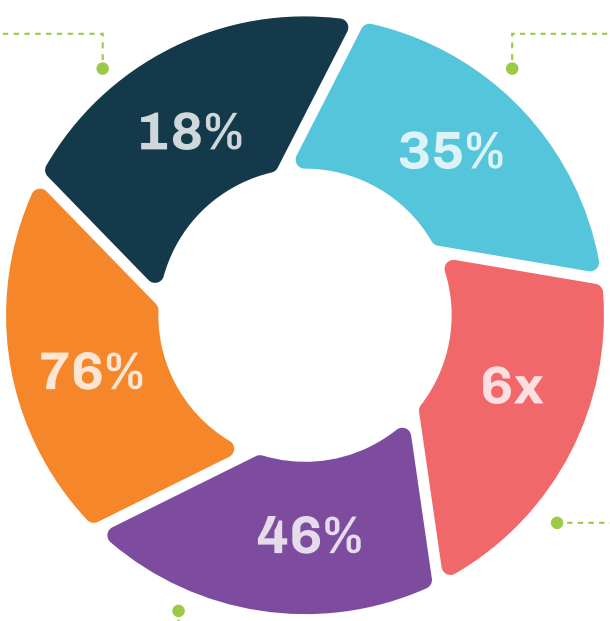
Maximize ROI on Veeva Technology with Strategic User Adoption Planning

Technology continues to be a key enabler for the future of life sciences as companies make the shift to more collaborative business models. You have made a critical investment by selecting Veeva as your cloud-based systems provider.

Yet, implementing the technology is not enough. In fact, most technology implementation projects fail without strategic user adoption planning.

Between 18% and 69% of CRM implementation projects fail.

Organizations displaying no or poor user adoption planning achieved only 35% ROI from a project.



76% of end users have failing or suboptimal understanding of new systems.

Inadequately trained users take up to 4x longer to become proficient & require up to 6x more support.

Less than 46% of CRM customers have end-user adoption rates above 90%.

You need a technology implementation partner that can help you meet your goals:

- Improve end-user productivity
- Increase field effectiveness
- Maximize return on investment in technology

While organizations are quick to implement technology; without a thoughtful engagement strategy rooted in adoption, those investments in technology are too often poorly returned.

We are equipped to fill this gap with our:

LEARNING ENGAGEMENT STRATEGY
designed to deliver on your productivity goals

ADOPTION-FOCUSED METHODOLOGY
firmly rooted in behavior change to drive your targeted business outcomes

FLEXIBLE AND COST-COMPETITIVE TEAM STRUCTURE
structure to meet your variable demand needs

DIVERSE PRODUCT PORTFOLIO
that includes the latest in technology innovation

> We have implemented Veeva commercial globally.We now want to make sure that we are getting the benefits that we intended. People are using the channels that we have. Are they using the one-to-one email, are surveys being used, is territory plan and channel alignment working? We are focusing on 360-degree view of the customer. Are we using those insights?
>
> GlaxoSmithKline

Introducing 360 Veeva Commercial

360 Veeva Commercial offers Veeva's customers a comprehensive, performance-focused solution that is fully aligned with the implementation of Veeva end-to-end functions to drive productivity, business outcomes, and return on investment.

What you can expect from an NIIT partnership:

90%

Achieve over 90% adoption

By changing what people do, not just changing what they know.

25%

Improve productivity gains by 25% or more

By shifting the focus from usage -driven goals (think system steps) to productivity-driven goals (think behavior transformation).

33%

Accelerate time-to-territory for New Hires by 33% and reduce TOT for existing users

Consolidate existing curricula by an average 50%.

10%

Increase field effectiveness by a minimum 10%

By equipping learners with the right mix of skills, tools and beliefs that optimize results.

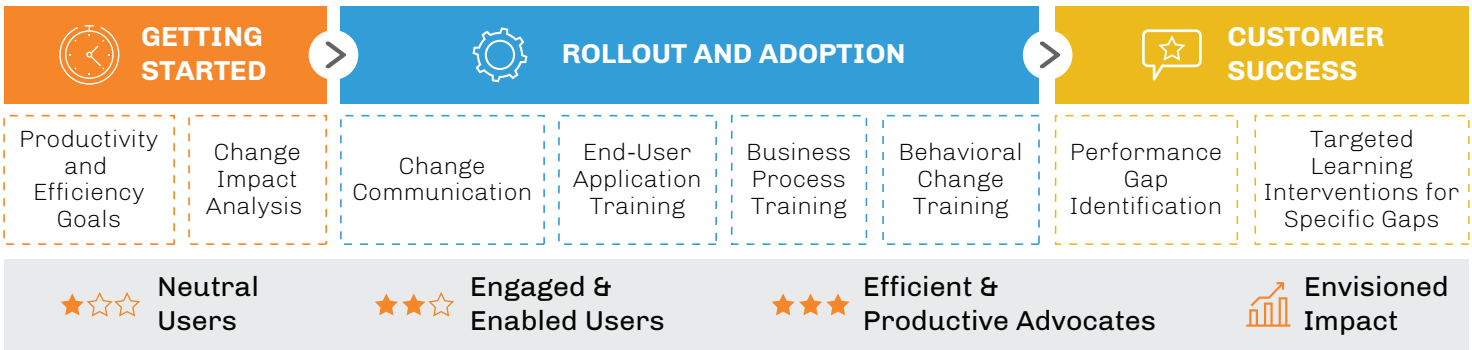
How do we do it?

For starters, our approach features a fundamental mindset shift from usage-driven goals to productivity-driven outcomes. We help you envision what success looks like in terms of productivity targets and value gained, rather than in terms of functionality usage, single-tool utilization, and number of trained users. Then, we drive relentlessly to achieve those outcomes.

SHIFT	USAGE-DRIVEN	PRODUCTIVITY-DRIVEN
View of the technology ecosystem	Collection of technologies & applications	Broad network of ecosystem technologies
Planning for change management	Assessing change management in the context of a single application	Assessing change management in the context of all interdependent applications
Approach to onboarding & enabling users	How to use the tool	How to leverage the tool & adapt ways of working to enhance productivity
Learning effectiveness metric	Number of trained and certified users & reduction in support requests	Functionality usage + % achievement of specific productivity targets

What does it look like?

Our high impact learning strategy is designed to deliver productivity goals.



Step 1: Define a Holistic Plan for Targeting Your Desired Productivity and Efficiency Goals

We get started by taking a careful look at your work processes, people behaviors and interdependent processes to define a holistic plan for targeting your desired productivity and efficiency goals.

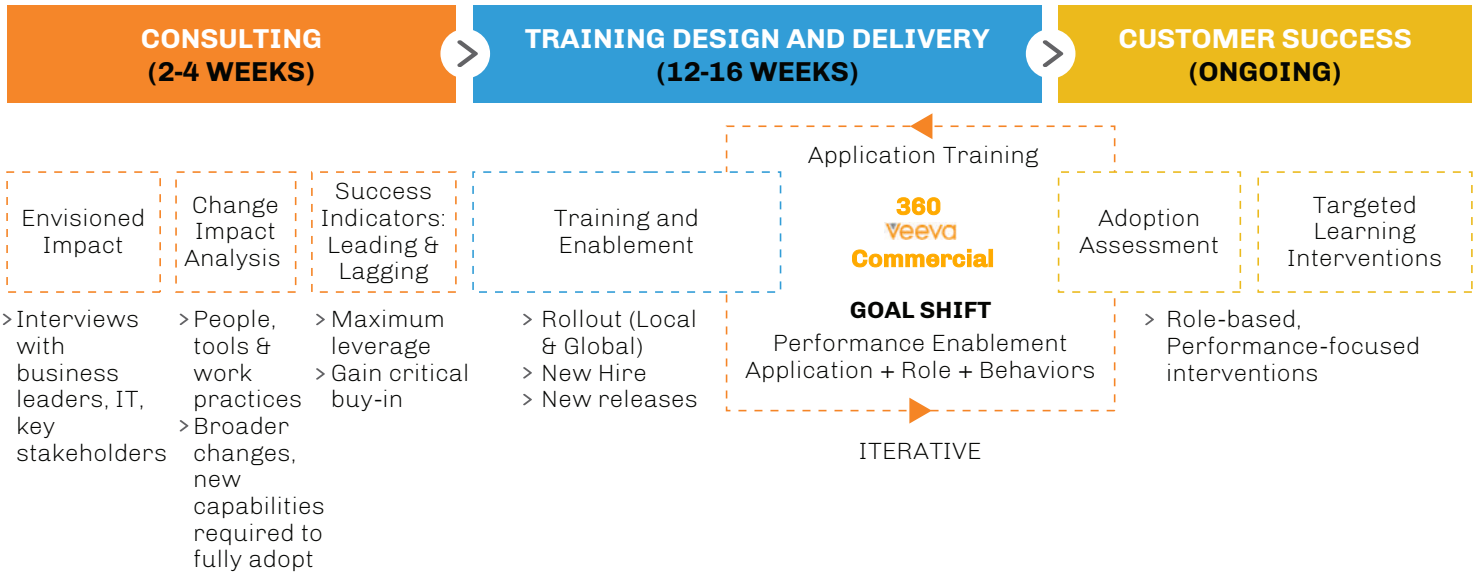
Step 2: Focus on Behavior Change Targeted to Intended Outcomes

Our approach to rollout and adoption is therefore much more targeted to intended outcomes, and features a training strategy that doesn't only target system steps, but rather puts the system steps in context of meaningful business scenarios, and changes behaviors by structuring learning events around immersive situations that transform capability into skill, belief & confidence.

Step 3: Shift the Goal to Performance Enablement & Continuous Improvement

You'll immediately experience results, and we report on those successes. But we don't stop there. In order to ensure customer success, we shift our goal from application training to performance enablement. Our continuous support model and strategic use of artificial intelligence enables us to assess ongoing gaps in adoption and pull those through into targeted performance-focused learning interventions. In summary, we work diligently to ensure that your envisioned impact is being achieved.

How we partner with Veeva's clients to ensure success?



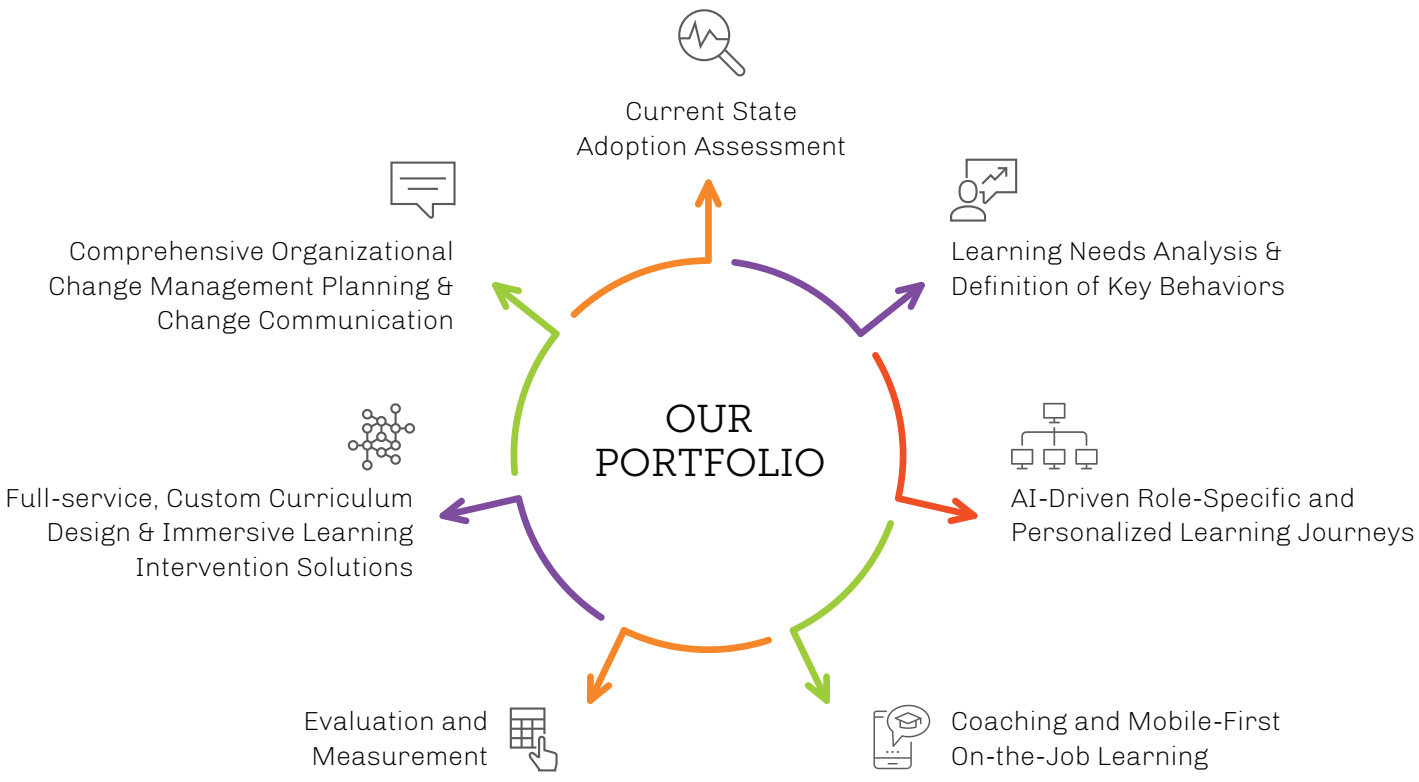
Offerings at Scale

	PROFESSIONAL SUPPORT	PREMIUM SUPPORT	ENTERPRISE SUPPORT
Description	We support you with targeted learning solutions that drive productivity within one or a small set of applications.	We put together a Veeva success team to manage Veeva commercial functions training, from upfront consulting, to application rollout, sustained learning, and success measurement.	We embed an adoption -focused team to manage all aspects of Veeva productivity enablement, taking the burden off your teams.
Solution Types/ Examples	> Veeva Align Training & Change Management. > Veeva Vault PromoMats Rollout.	> Veeva CRM New Hire Training and Sustainment. > Ongoing selective out-tasking of Veeva training.	> Dedicated and shared learning teams. > Strategic consulting, user adoption services, & full-service training support.
Advantages	> Solution is targeted to an application, and drives toward productivity within relevant audiences. > Budget allocation is targeted to specific adoption outcome.	> Solutions are both targeted and focused on larger commercial strategy. > Contracted services are pre-defined giving you an idea what to expect. > Ensures productivity gains in commercial functions.	> Custom learning solutions are seamless and always aligned to larger business strategy. > Flexible & responsive service model aligns spend to value and accelerates project initiation. > Guarantees productivity gains in commercial functions and beyond. > Proactive strategic planning to prioritize critical actions for your resources & ours.

Key Features of Our Offering

A comprehensive service portfolio aligned with our high-impact learning strategy.

Our service portfolio is specialized to align with our high-impact learning strategy. When done right, all our services work together to achieve your desired results.



A Powerful AI Powered Platform

Our AI-enabled learning enablement system is the ideal companion to a strong learning strategy. At its core, our platform automates and optimizes the insights you need to maintain a competitive technology differentiator.

Platform features:

01 Compatible with any LMS for seamless integration into current work environment

02 Process, behavioral and tool training that integrates learning into the flow of work

03 Assessment & coaching points learners to the appropriate tools that can maximize efficiency

04 New release management for quick and efficient updates to content when needed

05 Single gateway (one stop shop) to all relevant learning materials

06 Performance focus provides performance-relevant support over time

07 Learner centric learning journeys get smarter as learners use the platform more, leveraging machine learning and social interactions

08 Integrated learning analytics provide actionable insights to help identify learning interventions needed, and ongoing improvement of personalized learning journeys

Our curation services will make sure the system is always loaded with the right learning content that you need for the biggest impact. Your learners will spend less time searching, less time looking at wrong or outdated content, and more time getting back to their jobs.

Key Features of Our Offering

A strategic and flexible team aligned with your objectives and requirements.

We set up a strategic and flexible team aligned with your objectives, desired support model and budget requirements. This includes embedded roles to be with you on your entire journey, and/or on-demand roles to support specific solutions. You can be confident that our team has all the collective knowledge and experience to support you in meeting every business challenge.

A Robust Adoption Strategy

- Ensures targeted business benefits by designing training and change plans with behavior-based outcomes in mind.
- Realizes maximum value from the application, by investing in desired outcomes, not every exhaustive outcome.
- Employs strategies based on the science of how people learn.
- Maximizes learn-by-doing, minimizes teach-by-telling.
- Equips learners with the skills, tools, and beliefs to transform ways of working.
- Focuses on changing what people do, not just changing what they know.

Unmatched Experience in Application Rollouts

10 of 40 Years

10 of our 40 years of experience in life sciences training have been with Veeva.

350 Veeva Rollouts

Trained via our proven Veeva training methodology.

1 Million Learners

Delivered live or virtual training to over 1 million learners to date.

90% Adoption

Adoption results achieved across platforms, clients, and industries.

60 Veeva Clients

Over 500 Veeva training engagements across 20 countries.

500 Trainers

Access to a pool of over 500 professional trainers globally.

40 CRM Platforms

40 different CRM platforms trained.

60+ BI Application Rollouts

Over 60 Business Intelligence Application Rollouts.

25 Analytic Platforms

25 different analytics platforms trained.

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For questions or comments, please write to businessimpact@niit.com.