

Accelerate your content production.



Veeva
Technology
Partner

Life science organizations' rapid adoption of omnichannel marketing and personalised content requires accelerated production of fresh, relevant and updated content to drive engagement.

Shaman accelerates your organisation's content production, as it is the most intuitive platform, that content teams love to work with.



SHAMAN



Your success depends on accelerating content production.

Pharma companies' accelerated shift toward digital and personalised engagement has created a multifold increase in the demand for fresh, relevant content to meet HCPs' needs. Yet, pharma content teams struggle to efficiently produce and manage content at scale. Content creation is already a pain point, while multiple channels and personalization compounds that pain by requiring multiple versions of content.

Accelerating content production has never been easier.

1

Do It Yourself Production

Our Do It Yourself platform empowers all users to easily create and adjust high quality multi-channel Veeva CRM content, in under 1 hour.

2

Share and reuse content

Users can easily share, find and reuse content within the entire organisation. We offer translation tools and support modular content.

3

Simplify workflow

Shaman is fully integrated with Veeva Vault, removing all manual steps. We also simplify steps to validate and test content.

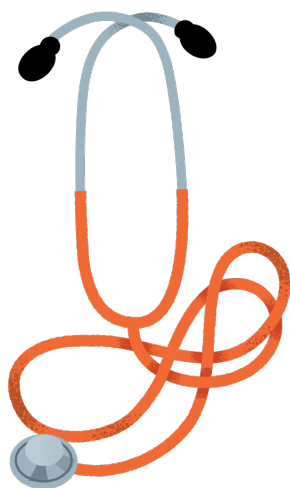


SHAMAN

The Old Way

A slow but stressful inefficient process of content briefings, third parties, localisation, content (HTML) production and revisions that leaves sales reps demoralised and HCPs unconvinced.

- 2-3 months per Detail Aid
- Over a week for an Email
- Little reuse
- Local reinventing the wheel
- Pay per content piece
- Zero visibility on content during process
- Little to no personalisation



The ShamanGo Way

Rapid HTML conversion, real-time editing and infinite personalisation that empowers your sales teams to tell compelling, hyper-targeted stories every time.

- 1 day per Detail Aid
- 1 hour per Email
- High levels of reusing content
- Design system based creation
- Year license, unlimited content pieces
- Full visibility on content
- In-built personalisation



“Very rarely you come across a program that you really enjoy working with: Shaman is one of those. Editing your detail aids in Shaman is a piece of cake.

Peter Dekker, Medical Manager at Zambon

Why do 400+ pharma teams use Shaman?

#1: Do It Yourself Production

The current process of content production is often unnecessary complex and tedious. Our platform automates what can be automated, and simplifies the content production process. We empower content teams to produce content themselves, giving back flexibility and control. This allows quick and high adoption of this process, one of the key success factors in using any software.

Interactive Detail Aids in hours, not months

Empower your sales reps to get the highest-impact content in front of decision-makers with personalisable, no-code Detail Aids created for Veeva CRM.



Rapidly create responsive, high-impact emails

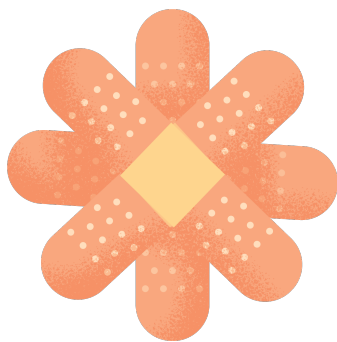
Give your entire team the tools to create beautifully-branded, personalised emails for HCPs - no coding, outsourcing, or design skills required.

“With the introduction of ShamanGo in Novartis, multiple countries could decrease the usage of expensive external agencies and prepare content for Veeva CRM in an efficient way.

Laurent Dupuy, Global IT Program Manager at Novartis.

#2: Reuse and repurpose content

A great way to accelerate content production in your organisation is to reuse existing content. There is often a lot of great content available within the organisation, that is waiting to be reused and repurposed. You can deploy modular content - very useful to repurpose content modules between channels and markets. Or benefit from the power of internal content communities, reusing and localizing existing content in other markets. Shaman supports both strategies.



Bring modular content to your local content teams

Looking to implement Veeva modular content in your organisation? Shaman helps you to scale the production and localisation of modular content. And, when ready, content teams can easily add pre-approved modules to Veeva Multichannel content in Shaman.

Unleash the power of communities

View the organisation as a group of communities, people that are connected through brands and disease areas. Shaman gives them the ability to easily find, duplicate, translate and further localise the content.



Translate content rapidly with AI

Machine Learning algorithms help you translate your CLM and email content to 100+ languages - in only a few minutes. While it isn't yet 100% accurate, your team will save dozens of hours of manual translation and be able to deploy to local markets quicker.



SHAMAN

#3: Simplify the workflow

The current workflow of content production usually consists of 5 steps; from briefing, creation, approval and then production and testing. We have taken a fresh look at steps, which allowed to reduce the amount of steps, taking out many manual touch points and reduced the work to be done in some other steps. Overall, a simplified workflow allows content teams to create more content, respond faster and reduce time to market.

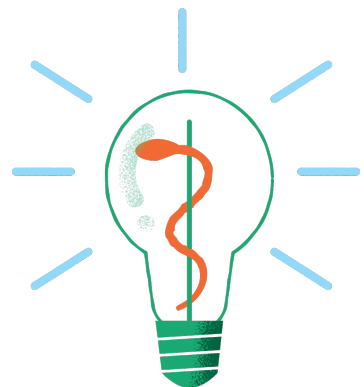


Fully integrated with Veeva Vault

Shaman is purpose-built for Veeva Vault and works seamlessly when creating MLR documents, creating and linking multichannel html, and linking related documents in approved email. No more time needed to manually upload or update content in Veeva Vault. Shaman supports all options available in Veeva Vault and makes it easy for content teams to really use all that Veeva CRM has to offer.

Briefing, creation and production can be one step.

Traditionally, the briefing, creation and production step are regarded different steps, as these activities are often done by different people and/or agencies. Shaman allows you to simplify this and do all three in just one step. With the help of brand design templates, or just reuse existing content from another brand team anywhere in the world, you can fast track content production.



SHAMAN

Reduce time testing content

Shaman offers a wide range of validators to make sure the content is set-up correctly before the user pushes the content to Vault. Next, Shaman offers different ways to preview the content you are creating. A partnership with Litmus also allows users to directly see how the email they created looks in selected real email clients, without leaving the platform.



What else do our clients love?

Built to work seamlessly with Veeva



Our purpose-built content authoring platform is designed to work in harmony with Veeva Vault and Veeva CRM and push the boundaries of what's possible.

World-class onboarding and support



We aim to solve 90% of support issues in <1 hour. Personalised onboarding and online training help you get up and running in no time.

Rapidly localise your content



Global design templates allow your local teams to quickly localise content and reconvert it back to ShamanGo. Machine Learning translation speeds up the process.

Custom design & development



Need help creating content or adding functionality? We can help your team with design production or developing reusable apps for Veeva.

ShamanGo is the family of Shaman products for Veeva.

Veeva, Veeva Vault Promomats and the Veeva logo are trademarks of Veeva Systems Inc.

Shaman is a Veeva Technology Partner and a Full Service Veeva Content Partner.



SHAMAN

Meet the Shaman Builders for Veeva Vault Promomats



Shaman Hub

- Brand design system
- Share templates
- Share assets
- Share final content



CLM Builder

- Full workflow
- Assembler
- Interactivity
- Slide naming



Slide Editor

- Import PDF
- Full editor
- Brand design system
- Templates



Approved Email Builder

- Full workflow AE
- Full editor
- Brand design system
- Litmus testing



Mass Email Builder

- Full editor
- Brand design system
- Dynamic Content
- Personalisation logic



Shaman Integrated

- Content suggestions
- Call preparation
- Profile building
- Email follow-up



Modular Content Builder

- Full workflow
- Assemble
- Image editor
- Localise



SHAMAN

Book a discovery call

We'd love to discuss how Shaman can simplify your content production in a quick, 30-minute call. You'll find out exactly how our Authoring platform for Veeva CLM can help you shorten your time to market and win over more HCPs.

What you'll discover:

- How to simplify your omnichannel content processes
- The most relevant features of Shaman
- The time and cost savings of switching

[Schedule my discovery call](#)

About Shaman

We help life sciences organisations worldwide to build and maintain better relationships with their HCPs. Shaman Personalised Cards is offered as a service.

Shaman is the leading content authoring solution for Veeva with eDetailing, Email, Omnichannel and Sales Execution capabilities. Our no-code, do-it-yourself experience helps Life Science companies to get the right content in front of their customers, increase Veeva adoption, and boost marketing omnichannel performance.

Trusted by great Life Science companies like



www.getshaman.com | sales@getshaman.com | (+31) 23 8902510
Shaman BV | Kennemerplein 6, 2011MJ Haarlem - The Netherlands



SHAMAN