



# **360 The Ultimate Playbook for Veeva Success**

Increase productivity, boost adoption, and maximize Veeva capabilities with NIIT Life Sciences



## Are you getting the most from your Veeva investments?

You've chosen the Veeva platform for your organization because it's the Gold Standard of technology solutions for life sciences. And to truly get the most ROI from your Veeva investment, fast time-to-proficiency and high user adoption are essential.

At NIIT Life Sciences, high-adoption, technology-driven training has been our only focus for more than 40 years. If you need to get more value from your Veeva Commercial, Vault Clinical Suite, Regulatory, Quality, and Medical solutions, partnering with NIIT Life Sciences is a training slam-dunk.



### 400% faster time-to-proficiency

Getting users up and running quickly can deliver a tremendous competitive advantage for your organization. With our custom training strategies, you can improve average time-to-proficiency for your users by 400%.



### 90% adoption guaranteed

Gaining true business value from your technology investments can only be realized if people are actually using the full capability of the solution. At NIIT, we'll get your teams efficiently and confidently using your Veeva solutions, with a 90% adoption rate guaranteed.



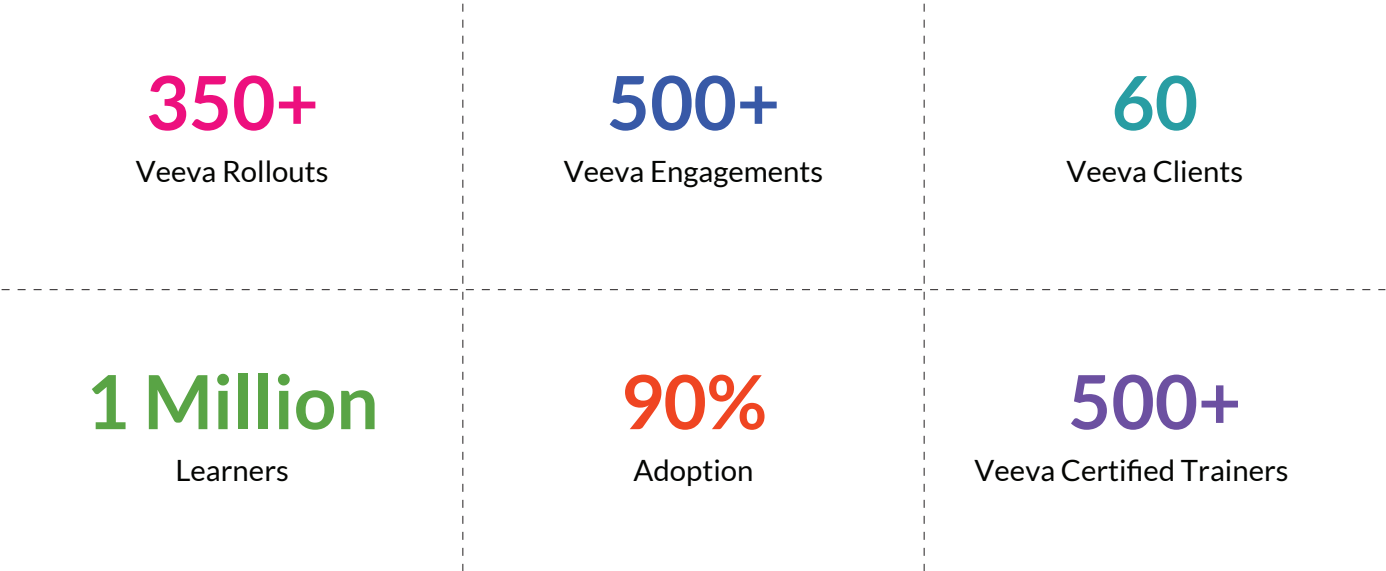
### Reduced cost-per-learner

With NIIT Life Sciences, you'll have the advantage of our deep expertise in custom content and curriculum delivery, and proven methodologies that drive operational efficiencies. We'll help you lower your existing learning administrative and logistics costs, significantly reducing your cost-per-learner.



# Deep Partnership and Experience with Veeva

Our Veeva certified experts help the world's leading life-sciences companies meet their commercial and R&D goals through our comprehensive and scalable suite of 360 training solutions.



Most technology solution deployment training stops where users acquire the basic knowledge and skills to get started. At NIIT Life Sciences, we believe that training that only helps your teams with basic capabilities is only skimming the surface. With our extensive experience and long-term partnership with Veeva, we ensure that your teams are utilizing the powerful capabilities of Veeva technology to not just learn but also be productive. Our solutions are designed to help your teams learn faster but also sustain and evolve learning to meet current and future business goals.





## 360 – Holistic Solutions for Veeva Training

An engagement model designed to **deliver productivity goals**

Our adoption-focused methodology that **drives behavior changes**



A **diverse product portfolio** that includes the latest in technology innovation

A flexible, expert & **cost competitive team structure** to meet variable demand

# An engagement model designed to deliver productivity goals

The NIIT Life Sciences approach represents a fundamental mindset shift from traditional usage-driven goals to productivity-driven outcomes. We know that on average, 45% of adults “tune out” if the training content they receive isn’t relevant to them or their experience, so our custom strategies help them learn in the flow of work, keeping them engaged and building skills and confidence with every module.

We help you envision what success looks like in terms of your productivity targets and value to be gained, rather than functionality, usage, single-tool utilization, and number of trained users. In our world, full technology adoption involves utilization, expertise, and transformation:

## Utilization

Your teams will actually use their tools as part of their new approach to their jobs



## Expertise

Your teams will surpass capability, embrace a different way of working, and develop new skills--and eventually, expertise



## Transformation

Your teams will demonstrate both new skills and new beliefs, that in turn impact immediate, on-the-job behaviors





## Our adoption focused methodology that drives behavior change

Our adoption-focused methodology is solidly rooted in behavior change to drive your targeted business outcomes.



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.

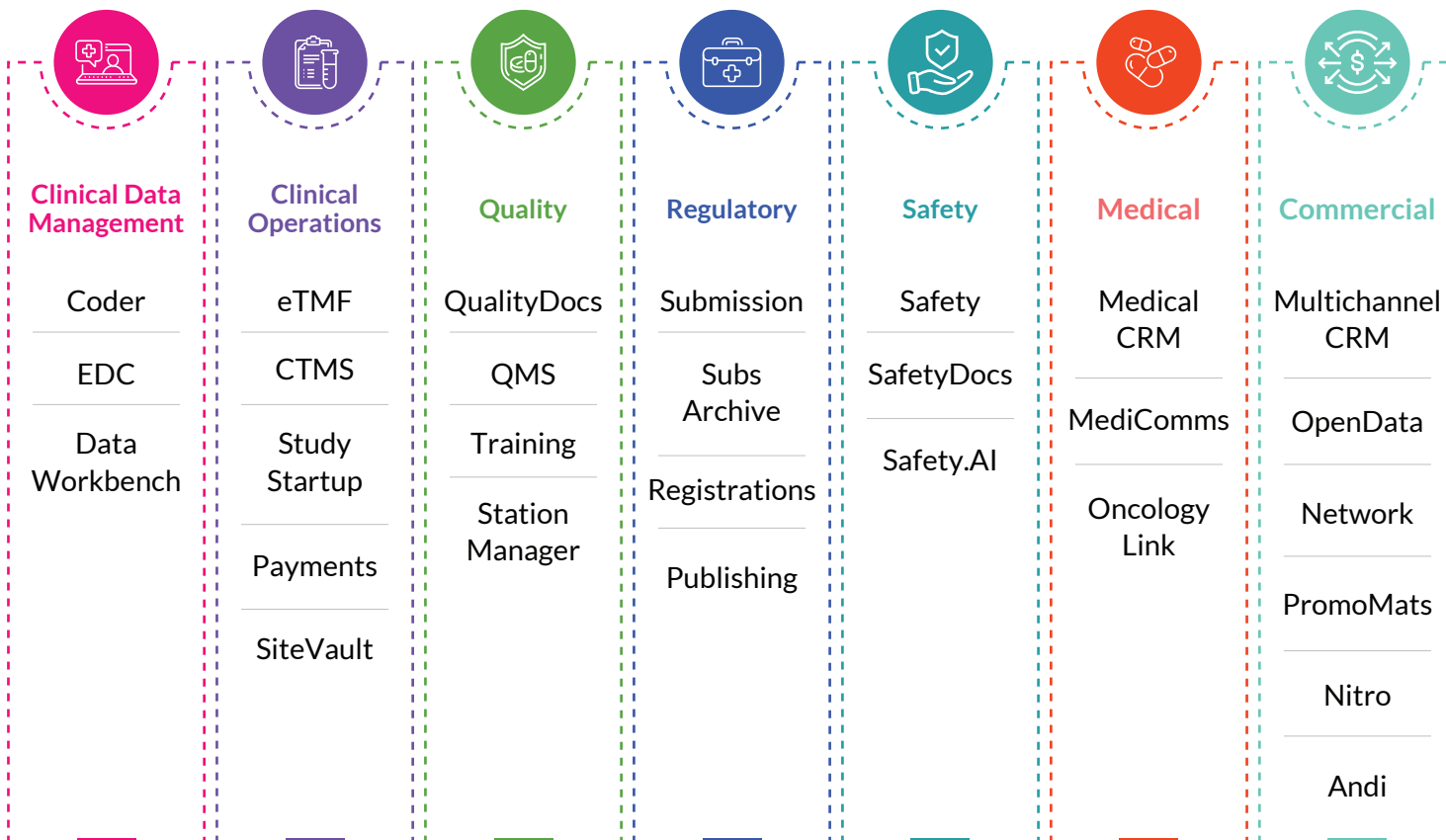
# A diverse product portfolio that includes the latest in technology innovation

Our 360 suite of solutions is specifically designed for Veeva training to help deliver maximum ROI on technology investments and overall business impact. Whether it is commercial sales, medical, HR compliance or R&D, our team is laser-focused on delivering the results you need from business impact to cost optimization to streamlining operations.

Our custom Veeva learning solutions help your teams get the most value from each stage of their training experience. Our end-to-end training offering spans the entire range of Veeva solutions, including:

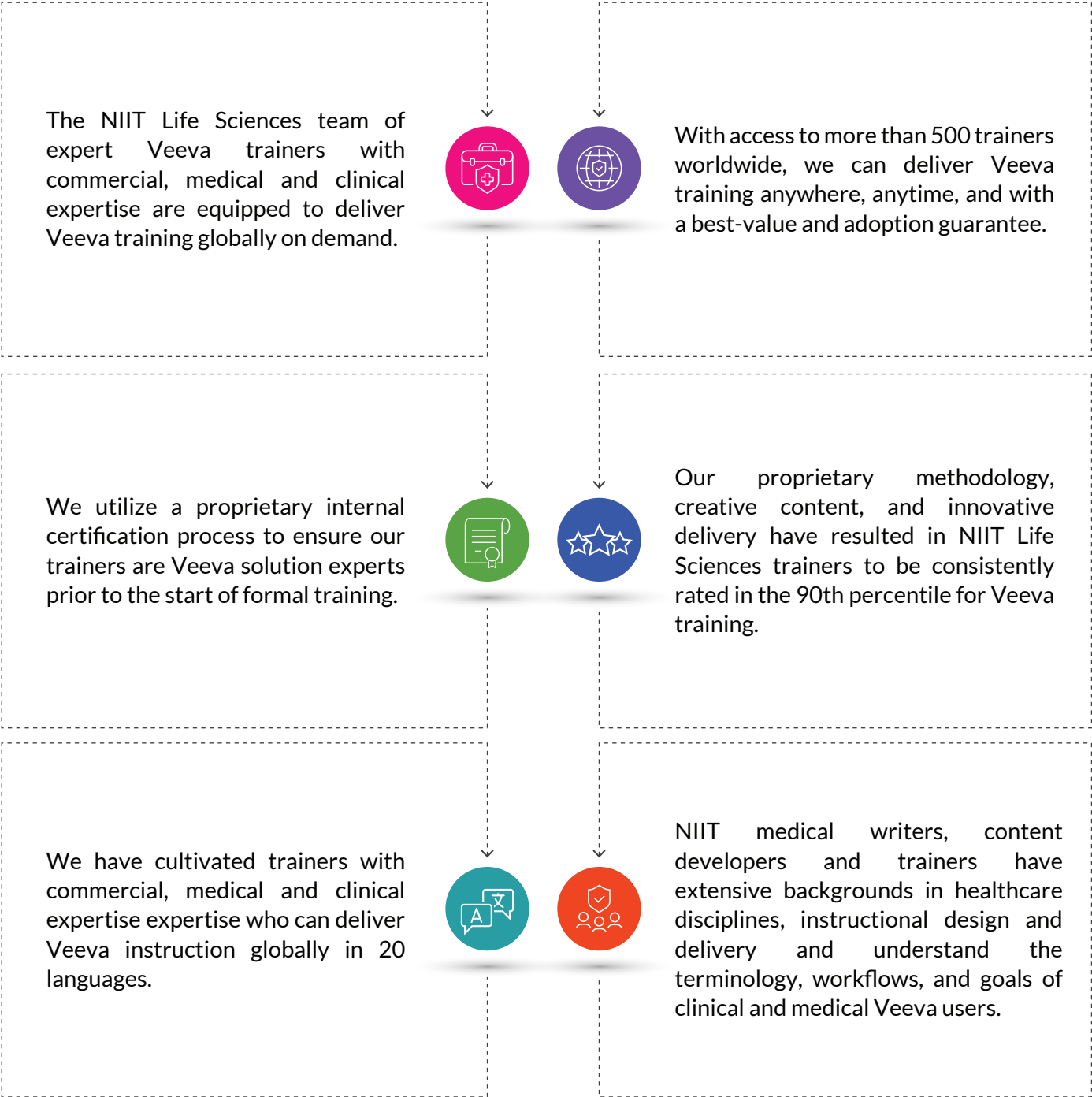


## Spanning Life Sciences



# A flexible, expert and cost competitive team structure to meet variable demand

Our team of experts meets you where you are. With their expertise and a cost-competitive team structure, we are structured to help you meet variable demand with the advantage of variable pricing. Our strategic and flexible team structure comprises of dedicated success managers that ensure that our clients receive the targeted impact of investment through partnering with the business and IT teams. Our team of Veeva experts take a full view of the application landscape and interlinkages. They identify areas of suboptimal usage and use those as opportunities for targeted training.



















# How do we do it?

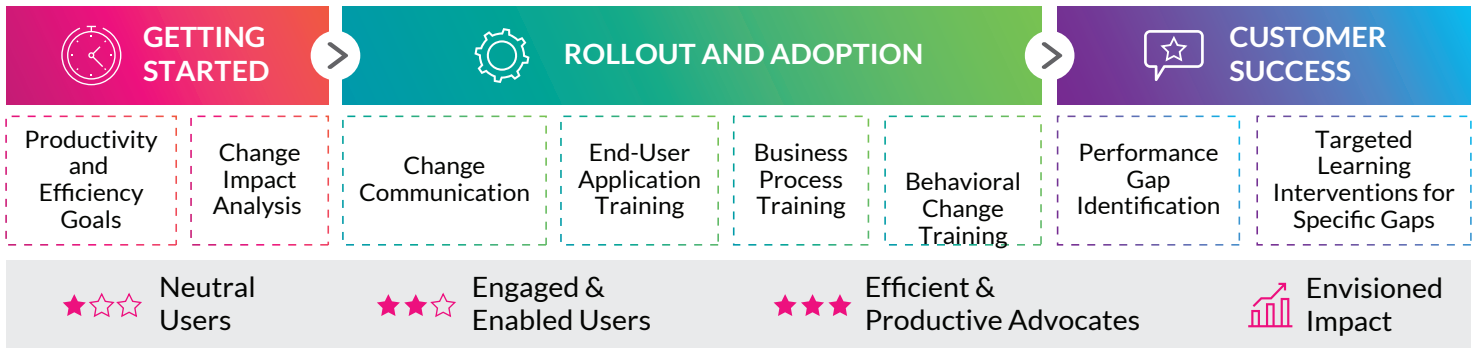
For starters, our approach features a fundamental mindset shift from usage-driven goals to productivity-driven outcomes. We help you envision what success looks like in terms of productivity targets and value gained, rather than in terms of functionality usage, single-tool utilization, and number of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

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

# 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.

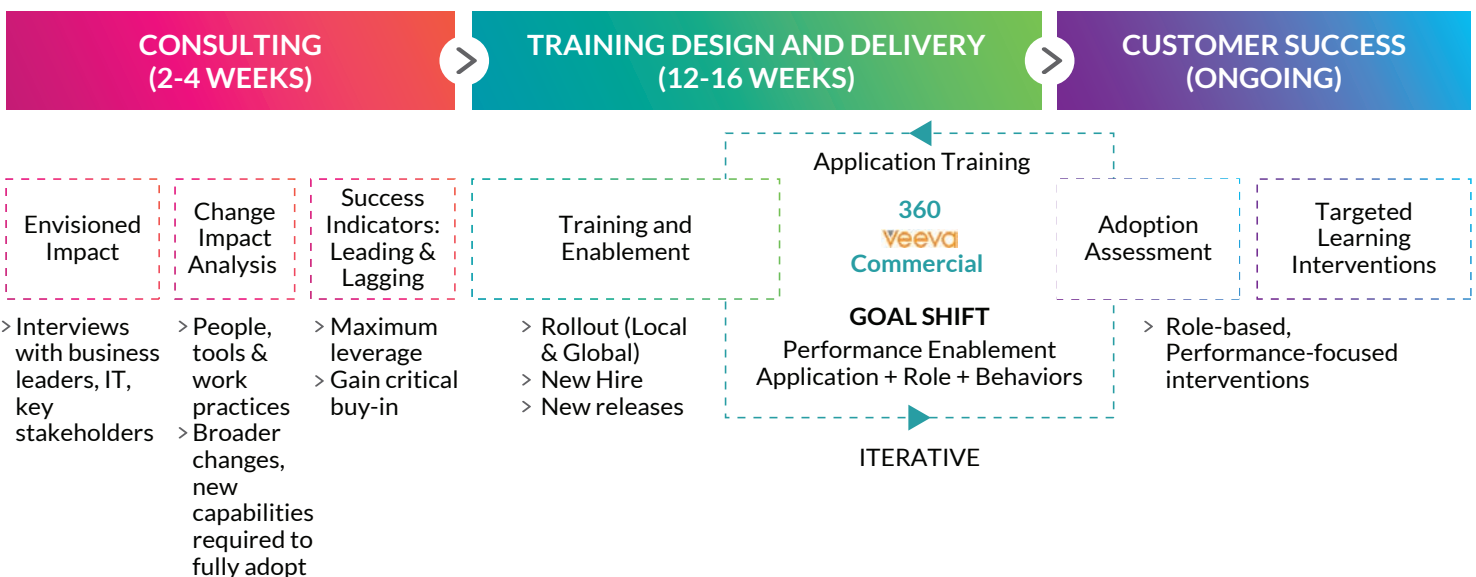
## Step 2: Focus on Behavior Change Targeted to Intended Outcomes

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

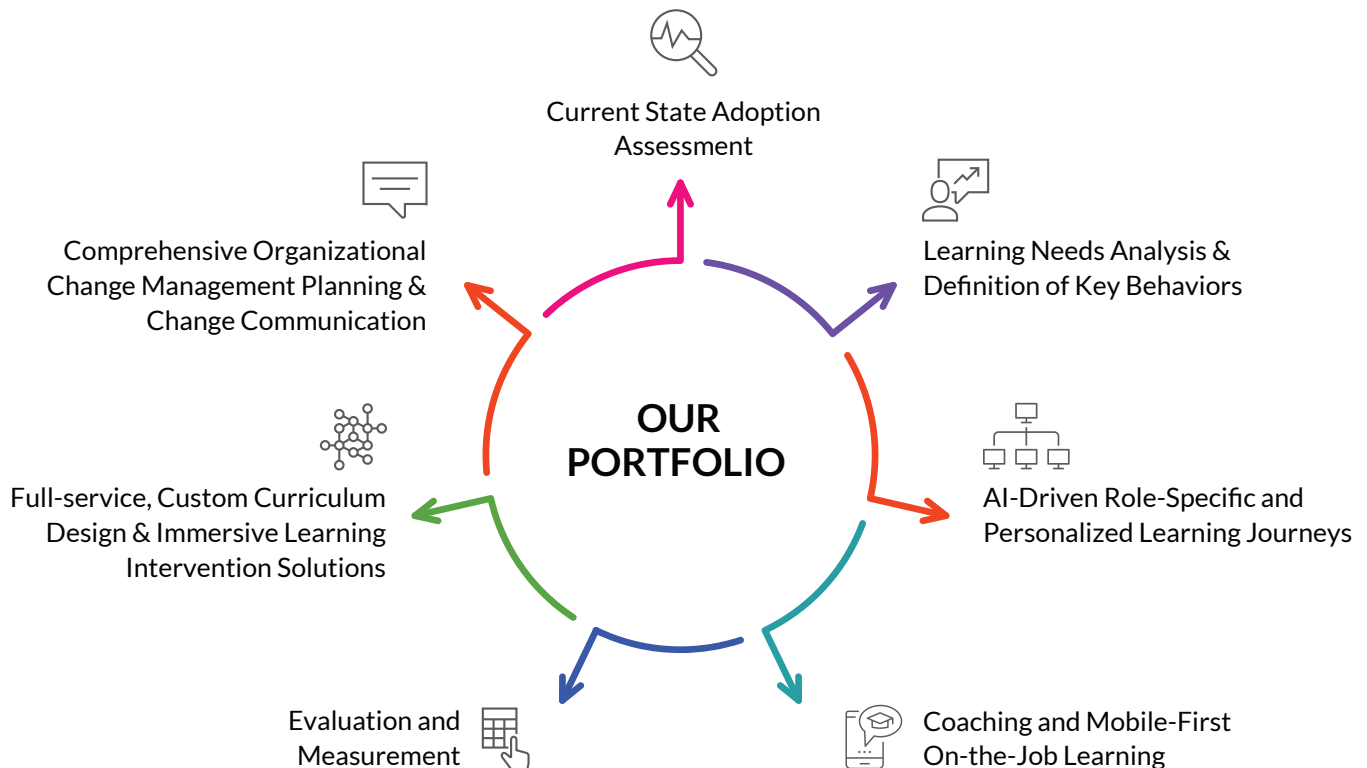
	PROFESSIONAL SUPPORT	PREMIUM SUPPORT	ENTERPRISE SUPPORT
Description	We support you with targeted learning solutions that drive productivity within one or a small set of applications.	We put together a Veeva success team to manage Veeva commercial functions training, from upfront consulting, to application 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	<ul style="list-style-type: none"> <li>&gt; Veeva Align Training &amp; Change Management.</li> <li>&gt; Veeva Vault PromoMats Rollout.</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Veeva CRM New Hire Training and Sustainment.</li> <li>&gt; Ongoing selective out-tasking of Veeva training.</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Dedicated and shared learning teams.</li> <li>&gt; Strategic consulting, user adoption services, &amp; full-service training support.</li> </ul>
Advantages	<ul style="list-style-type: none"> <li>&gt; Solution is targeted to an application, and drives toward productivity within relevant audiences.</li> <li>&gt; Budget allocation is targeted to specific adoption outcome.</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Solutions are both targeted and focused on larger commercial strategy.</li> <li>&gt; Contracted services are pre-defined giving you an idea what to expect.</li> <li>&gt; Ensures productivity gains in commercial functions.</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Custom learning solutions are seamless and always aligned to larger business strategy.</li> <li>&gt; Flexible &amp; responsive service model aligns spend to value and accelerates project initiation.</li> <li>&gt; Guarantees productivity gains in commercial functions and beyond.</li> <li>&gt; Proactive strategic planning to prioritize critical actions for your resources &amp; ours.</li> </ul>



## 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.



# 360 Veeva Commercial

Our 360 Veeva Commercial solution is a holistic, high-impact training solution designed to deliver productivity goals and maximize ROI from your investments in the Veeva Commercial Cloud. 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.







Our approach to rollout and adoption is therefore much more targeted to intended outcomes. Our training strategy adds business context to system steps and structures learning events around immersive situations through meaningful real-world scenarios targeted to change behaviors and transform capability into skill, belief, and confidence. You'll immediately experience results in terms of tangible business outcomes, and we report on those successes. But we don't stop there. We shift our goal from application training to performance enablement to ensure customer success. Our continuous support model and strategic use of artificial intelligence enables us to assess ongoing gaps in adoption through targeted performance-focused learning interventions.

## Veeva Product Lines Covered

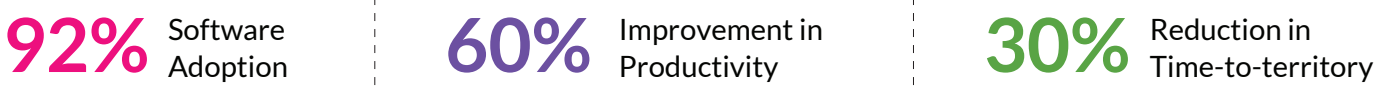


## CUSTOMER STORY: 92% software adoption of Veeva multichannel CRM

Due to the rapid digitalization of commercial functions, a top Life Sciences company needed a user adoption strategy for rolling out Veeva CRM Engage and Approved Email. It also needed to improve productivity in the Veeva CRM and CLM functions. The NIIT solution to maximize productivity included:

 <p><b>Curriculum redesign</b> to blend training into a single curriculum to accelerate time-to-territory for New Hires by a minimum of 2 weeks and reduce time out of territory</p>	 <p><b>Sustainability</b> with continuous performance enablement was developed for all multichannel CRM functions</p>
 <p><b>Portfolio optimization and integration</b> to deliver maximum efficiency while targeting business-relevant content</p>	 <p><b>Change management strategies</b> were developed to deliver key messages to end users and help them embrace the transition to new Veeva features</p>
 <p><b>Artificial Intelligence</b> based upon key success metrics to support performance using a portal integrated with the existing LMS</p>	 <p><b>Robust adoption strategies</b> for all user roles measured user adoption and identified opportunities for ongoing learning interventions</p>

With NIIT Life Sciences 360 Veeva Commercial, the company was able to exceed field sales goals, improve productivity and reduce onboarding time-to-territory for new hires. Results included:





# 360 Veeva R&D

Our NIIT Veeva R&D suite of comprehensive and scalable solutions helps provide measurable, high-adoption training results. Our team of Veeva-certified experts together with our AI-powered learning ecosystem and diverse product and service portfolio come together to help you meet all your Veeva needs for R&D.

## Veeva Product Lines Covered



Clinical Trial Management Systems (CTMS)



Clinical Operations (eTMF & Study Start-Up)



Regulatory Solutions in the RIM Suite



Quality Solutions (QMS, QualityDocs, Station Manager Training and Platform)



Medical Suite (Medical Content, Oncology Data, MedComms, Medical CRM)

By helping your users quickly master Veeva Vault, NIIT Life Sciences enables you to accelerate study timelines and bring agility and visibility to clinical trials using a single cloud platform:

Clinical data management	Clinical operations	Regulatory solutions in the RIM Suite	Quality solutions	Medical Suite
Speed the build process and eliminate manual steps	Accelerate trial execution and deliver real-time visibility	Streamline regulatory processes in the cloud	Automate and integrate quality processes	Transform your organizational strategies
<ul style="list-style-type: none"> <li>&gt; CDMSD</li> <li>&gt; Coder</li> <li>&gt; EDC</li> <li>&gt; Data Workbench</li> </ul>	<ul style="list-style-type: none"> <li>&gt; eTMF</li> <li>&gt; CTMS</li> <li>&gt; Study Startup</li> <li>&gt; Payments</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Submission</li> <li>&gt; Archive</li> <li>&gt; Registrations</li> <li>&gt; Publishing</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Quality docs</li> <li>&gt; QMS</li> <li>&gt; Training</li> <li>&gt; Station Manager</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Scientific exchange and strategic engagement</li> <li>&gt; Scientific content management</li> <li>&gt; Medical inquiry management</li> <li>Real-time</li> <li>&gt; customer intelligence</li> <li>Actionable</li> <li>&gt; insights</li> </ul>

## CUSTOMER STORY: Global pharmaceutical firm achieves 50% cost reduction in 6 months

One of the world’s leading research-based pharmaceutical and healthcare companies wanted to standardize and optimize its highly fragmented business skills curricula to improve overall value derived from investments in learning and expand training reach. The NIIT solution included:



**Curriculum and supplier assessment** to map resources against global and regional requirements and identify redundancies



**Curriculum and supplier strategy** to create and deliver a global, standardized curriculum so that 80% of e-learning was available on the company’s LMS



**Supplier selection and negotiation** to leverage economies of scale, eliminating redundancies and reducing costs



**Standardize curriculum and global access** to deliver content around 29 competencies to 8 countries across 6 business units

NIIT also continually monitors supplier governance and quality to free the company’s learning team from day-to-day operational issues so they can focus on capability building and bottom-line business strategies. Overall results included:

**50%**

reduction in curriculum spend

**8**

countries and 6 business units with access to standardized curriculum

**6**

months from project launch to realization of business impact

 @niitmts

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**NIIT**

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[www.niit.com](http://www.niit.com)