

# Veeva PromoMats Essentials: Build a Content Foundation for the Future

## Enabling emerging pharma companies to launch, optimize, and scale content with speed

Over 350+ emerging biopharmas trust Veeva PromoMats to accelerate review, approval, and distribution of compliant commercial content. Veeva PromoMats Essentials leverages this proven technology—including agentic capabilities with Vault AI in PromoMats—to provide the essential end-to-end solution across MLR, Claims, and component management, ensuring compliant approval of all promotional content. The cloud-based software optimizes compliant workflows with built-in metrics to enable collaboration, speed time to market, and scale based on your business needs.

## Get Started with Veeva PromoMats Essentials

The Essentials package enables emerging biopharmas to quickly deploy Veeva PromoMats across the organization. Developed with industry best practices, the package includes dedicated resources for seamless onboarding, training, and ongoing support. It offers a fast, simple solution to launch with speed, with the flexibility to scale over time as the organization grows.

High Impact at  
Emerging Biopharmas

57%

Reduction in time spent  
in review cycles

55%

Reduction in time spent in  
review and approval meetings

88%

Reduction in time spent on  
agencies preparations for review

## Business Benefits

 **Deep domain expertise.**

Gain access to best practices and process optimization, industry insights, and an extensive peer network.

 **Two-week implementation.**

Meet fast launch timelines and stand up your commercial content ecosystem in as few as 10 days.

 **Start simple, scale with ease.**

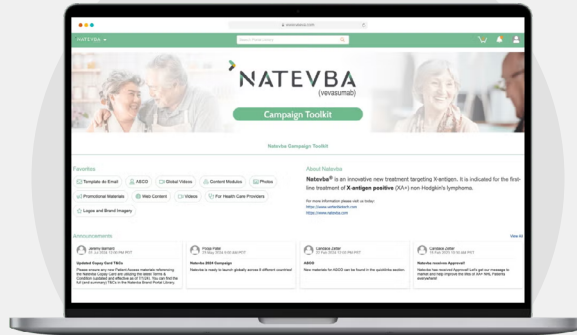
Get exactly what you need to review and approve content, with the flexibility to scale as your business grows.

## A Flexible, Scalable Solution

✔ Simple, Connected UI

✔ Extensive Support Model

✔ Industry-standard Workflows



✔ 550+ Agency Partners

✔ Foundation for Omnichannel

✔ Speed with Compliance

## Access to Veeva PromoMats software with key features:

- Accelerate high quality content with Vault AI in PromoMats (Quick Check Agent and Content Agent)
- Fast-track MLR with best-in-class workflow
- Enable launch efficiency with modern claims management
- Generate 2253 Submission Packages automatically
- Organize content into a “storefront” for your brand with Brand Portal
- Gain visibility into performance and activities
- Support and store native digital asset files
- Collaborative Authoring with Microsoft Office



By using a core technology solution, we have a single source of truth for approved content and the ability to flex and optimize our MLR workflows as the company evolves.

**Senior Director of Field and Marketing Operations**