

WHY ANTHILL CLOUD

Personalised HCP engagement needs two to three times the content volume pharma can produce today. Anthill Cloud closes that gap, from strategy and creative to producing derivative content at scale.

One platform, three products. [Arcane](#) to scale smarter with AI. [Activator](#) for advanced content authoring. [Amplify](#) for personalised engagement. Every asset stays current, compliant, and traceable, without manual reconciliation.

BUILT FOR LIFE SCIENCES TEAMS

Whether you are managing global campaigns, supporting local markets, or engaging HCPs in new ways, [Anthill Cloud](#) gives you the speed, flexibility, and compliance you need, without the chaos and with all the transparency.

COMMERCIAL EXCELLENCE & MARKETING OPERATIONS	MEDICAL AFFAIRS & MEDCOMMS	BRAND & OMNICHANNEL TEAMS	CONTENT FACTORY & AORs
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Channel-ready content, governed Design Systems, and integrated approval workflows, inside your existing Veeva Vault environment. Teams rapidly produce:

- ✓ eDetailing presentations
- ✓ Approved emails
- ✓ Websites and landing pages
- ✓ Banners, social and digital engagement

KEY BENEFITS

Activator™

Advanced Content Authoring

Author compliant, on-brand content without code or agency cycles. Speed up production, supported by pre-approved templates and modular content, right inside Activator.

- Faster content production
- Easier MLR
- Streamlined localisation
- Native to your DAM

Benefit: Reduce content production time by 50 to 70%, MLR review cycles by 30 to 50%, and localisation cost and timelines by 40 to 60%. *

Arcane™

Scale Smarter with AI

Unlock existing assets, accelerate production, and ensure compliance across every market and channel.

- Fast tactic creation
- Safe generative AI
- Global content access
- Omnichannel at scale

Benefit: Time to market improved by weeks. Shorter approval cycles with significantly reduced compliance risk. *

Anthill Cloud™

The Pharma Content Excellence Platform

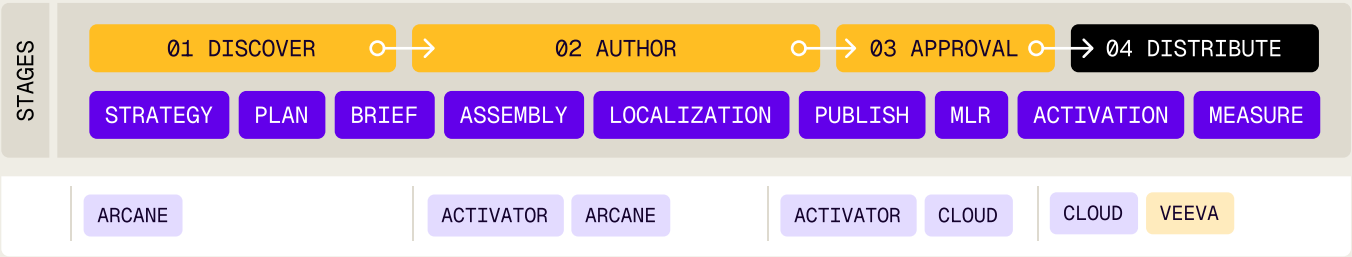
Connects AI, channel-ready content, modular content, Design Systems and integrated approvals, inside your existing Veeva Vault environment.

- Modular content library
- Design Systems
- Governance and audit trails

Benefit: Reduce disconnected tools by 40 to 60%. Eliminate off-brand content at point of creation, reducing brand compliance rework by 50%+. Lift content utilisation from 10 - 20% up to 40%+. *

The Anthill Content Operating Model

Four stages, three products, one governed chain. From discovery and planning through authoring, approval, and distribution, inside the Veeva Vault environment you already run.



- **Discover:** surface approved assets, extract from source documents, generate planning artefacts and briefs
- **Author:** auto-extract into modules, author with no-code, localise with built-in AI translation
- **Approval:** auto-generated MLR submission packages, light reviews via pre-approved modules, audit trail maintained automatically
- **Distribute:** publish to Veeva CLM and Approved Email, deploy personalised HCP journeys

DESIGNED FOR SCALE AND ADOPTION

25+ years serving Life Science industry leaders

Trusted by 40% of the top 25 global pharma companies

ARCHITECTURE & SECURITY

Cloud-based SaaS platform with enterprise-grade Single Sign-On (SSO)

Role-based access control and full audit trails

Built for enterprise security and compliance requirement

SEAMLESS ENTERPRISE INTEGRATIONS

Veeva Vault PromoMats and MedComms: native read and write, content never leaves Vault

Vault CRM / Veeva CRM: Content distribution, HCP engagement data, field force insight

Microsoft Outlook and PubMed: direct meeting booking, and real-time research validation via Arcane

- Every product works exclusively with approved content
- Every output source-linked and traceable to your system of record
- Every generated asset built within your Design System

Anthill™

Reimagine how life science brands create, scale, and activate content

Anthill Cloud is the intelligent backbone powering your next-generation content supply chain

Book a demo →

anthill.technology