

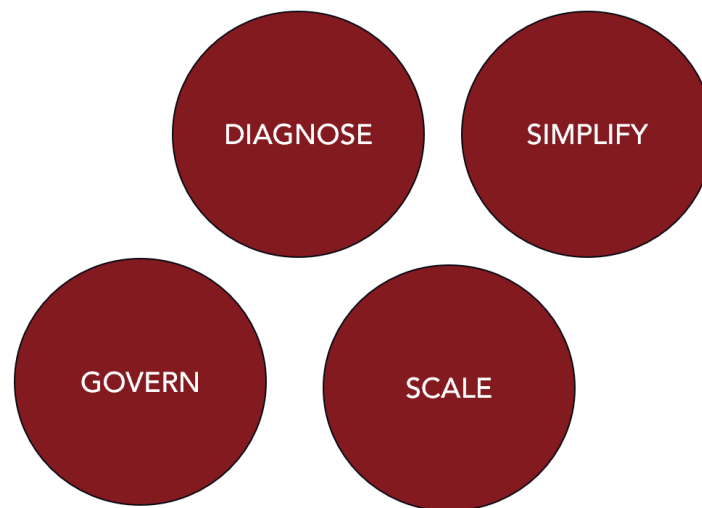
ProMeasure Consulting

COMMERCIAL EXECUTION THAT MAKES VEEVA WORK **FOR YOU**.

Dear Life Science Commercial Excellence, Veeva CRM, Vault CRM and PromoMats leaders;

See you at Veeva Summit in Copenhagen | 17-19 November 2026.

YOUR VEEVA ENVIRONMENT SHOULD BE A COMMERCIAL PERFORMANCE ENGINE. Most Life Science Organizations already own powerful Veeva capabilities. Yet commercial teams often struggle to translate approved content, CRM data, compliant workflows, and campaign plans into consistent field actions: **A PRACTICAL APPROACH TO SCALE**



At ProMeasure, we combine deep life sciences experience with a cross-functional view of commercial execution. Our work aligns platforms, processes, people and partners. Improving the flow today while creating a reliable foundation for stronger content supply chain, promotional channel optimization and AI enabled operations.

THE ISSUE IS RARELY THE PLATFORM. IT IS THE EXECUTION AROUND IT.

WHAT PROMEASURE DOES:

DIAGNOSE

Find the constraint creating the greatest drag

SIMPLIFY

Remove avoidable process, content and governance friction

GOVERN

Make deliberate decisions to maintain a strong foundation as tech evolves

SCALE

Turn practical improvements into sustained commercial execution.

HOW IT MAKES A DIFFERENCE:

TYPICAL REQUEST	THE PROMEASURE APPROACH
Add more training, dashboards or technology	Diagnose the root constraint before recommending a fix.
Optimize CRM, content or governance in isolation	Connect CRM, PromoMats, content, consent, workflow, measurement and operating model.
Launch of major transformation programs	Prioritize practical configuration and operating-model improvements teams can sustain.
Scale AI and automation first	Strengthening the execution foundations so AI scales value rather than friction.

FROM VEEVA CAPABILITY TO COMMERCIAL VALUE

CRM ADOPTION AND GUIDED ACTION	CAMPAIGN-TO-FIELD EXECUTION
Turn insight into relevant, compliant and valuable actions.	Connect approved content, CLM, Approved Email and follow-up pathways.
PROMOMATS PERFORMANCE AND REUSE	CAPABILITY AND COMMERCIAL VALUE
Simplify workflows, improve metadata and strengthen MLR readiness.	Train, maintain communication and adoption of capabilities to gain commercial value.

THE RESULT

More trusted content. Faster action. Better adoption. Clearer decisions.
Greater value from your Veeva investment.

LET'S IDENTIFY THAT ONE CONSTRAINT THAT, ONCE REMOVED, WILL MAKE YOUR COMMERCIAL ENGINE PERFORM.