



SHAMAN

# Overview

Content Excellence for  
Life Sciences Marketing



## WHAT IS CONTENT EXCELLENCE?

Content excellence drives marketing success through:

- Higher engagement
- Faster time-to-market
- Greater reuse
- Stronger compliance confidence
- Budget optimisation

Achieving this requires an integrated ecosystem covering:

- Content authoring
- Reuse and modularity
- Localisation
- Reference and claim management
- Review and approval
- Distribution across channels

Shaman integrates seamlessly with Veeva Vault PromoMats, enabling an end-to-end, scalable approach to content excellence.

## THE CHALLENGE:

Content at scale is more than production

Life sciences marketing teams are producing more content than ever, under increasing pressure to deliver **relevant, timely, and compliant** communication across markets and channels.

**Beyond production speed, teams must also manage:**

- Global-to-local localisation at scale Omnichannel distribution
- Increasing MLR pressure and capacity constraints
- Consistency across brands, markets, and formats
- References, claims, and source alignment across markets

Traditional content models are slow, costly, and fragmented — making it difficult to move content efficiently from **global strategy to local execution and market activation**.

## SHAMAN'S ANSWER:

**Content authoring for end-to-end excellence**

Shaman enables **Content Excellence across the full content lifecycle** — from creation to localisation and activation.

By combining intuitive self-service authoring, built-in reuse, localisation capabilities, **reference management**, MLR compare, and AI-enabled workflows, Shaman empowers global and local teams to produce, adapt, and activate **high-quality, compliant content faster and more efficiently**.

# How Shaman delivers value to Content Excellence

# What Shaman Delivers

## 1 TEAM EMPOWERMENT

Intuitive self-service authoring enables global and local teams to own content creation, reducing dependency on external agencies.

## 2 SCALABLE PRODUCTION & REUSE

Streamlined workflows and modular content systems improve efficiency and maximise reuse across brands, channels, and markets.

## 3 GLOBAL-TO-LOCAL EXECUTION

Local teams can translate, adapt, and personalise content directly within the authoring environment — aligned with brand and compliance rules.

## 4 OMNICHANNEL ACTIVATION

Content is prepared for activation across:

- Approved and Marketing Email
- Detail Aid
- Social & Display
- Content Components
- Web

## 5 BRAND CONSISTENCY & COMPLIANCE

Templates, modules, and automated checks ensure brand integrity and audit-ready compliance at every step.

## FASTER TIME-TO-MARKET

- Up to 80% reduction in content production timelines
- Fewer MLR cycles through controlled reuse and AI-assisted checks

## LOWER COST & HIGHER EFFICIENCY

- Reduced agency dependency
- Maximum reuse of approved content across markets and channels

## GREATER AGILITY

- Create once, adapt and activate everywhere
- Global-to-local execution without rework or risk

## BETTER HCP EXPERIENCE

- More relevant, timely, and personalised communication
- Consistent messaging across channels and markets

## HIGHER MARKETING PERFORMANCE

- Faster campaign activation
- More content in market, with less effort
- Better alignment between strategy and execution

## FROM CONTENT PRODUCTION TO CONTENT ORCHESTRATION

Shaman moves organisations beyond isolated production workflows.

*Create once. Reuse, localise, reference, and activate everywhere.*

This approach allows life sciences organisations to:

- Maintain global strategic consistency
- Empower local teams to adapt content safely
- Ensure references and claims remain accurate and aligned across markets
- Accelerate omnichannel distribution
- Reduce duplication and MLR effort through controlled reuse

*Content no longer stops at approval — it flows efficiently into market.*

## AI-ENABLED AUTHORIZING, REVIEW & LOCALISATION

Shaman embeds AI directly into content workflows to support teams where it matters most — without replacing human decision-making.

AI capabilities include:

- MLR pre-checks to reduce risk before submission
- AI-assisted content comparison to identify changes and similarities
- Language and quality support to improve clarity and consistency
- Smarter reuse and assembly of approved content
- AI-supported reference checks to ensure consistency

**THE RESULT:** fewer iterations, faster approvals, and higher confidence from first submission.

## AURORA — AI-EMPOWERED EMAIL CO-CREATION

Aurora is Shaman's next-generation AI solution that embeds a team of specialised AI agents directly into the authoring workflow. It helps marketing, medical, and MLR teams co-create compliant, personalised emails faster.

What Aurora enables:

- Faster first drafts using approved content and brand assets
- Reduced MLR iterations through AI-guided assembly and comparison
- Controlled personalisation at scale
- Seamless collaboration across Marketing, Medical, and MLR

## SEAMLESS VEEVA INTEGRATION

As a certified Veeva Silver Product Partner, and AI, Content, and MyInsights Partner, Shaman is fully integrated with the Veeva ecosystem.

### This ensures:

- Compliance by design
- Alignment with Veeva standards and roadmap
- A future-proof path to content excellence
- Smarter Authoring. Faster Approvals. Empowered by AI.



## MORE THAN A PLATFORM:

*Shaman is not just a tool — it is a partner in content excellence.*

### We combine:

- Intuitive technology
- Proven content systems
- AI-enabled workflows
- Smart reference governance
- Data analytics for smart decisions
- Strong focus on user adoption and behavioural change

## PROVEN RESULTS AT SCALE

Customers using Shaman consistently achieve:

- Up to 80% reduction in time-to-market
- +80% local user adoption, driving real behavioural change
- 50–80% of all content in Veeva Vault created with Shaman

\* Based on customer research across multiple markets and data from Shaman's top customers.

*Shaman is helping life sciences organisations achieve short-term impact that supports long-term transformation.*

Smarter Authoring. *Faster Approvals.*

✦ Empowered by AI

SHAMAN IS TRUSTED BY OVER **+3000** MARKETING AND MEDICAL CONTENT PROFESSIONALS



### MORE INFORMATION:

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Let's connect



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