Multichannel Content Management: Multiple Channels, Single Repository
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Safe Harbor

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Today’s Challenges

Time to Market
- Process speed & agility
- Disconnected solutions
- Content re-use—“global to local”
- Content sharing & collaboration

Regulatory Risk
- Use of outdated materials
- Version control & linkage to approval
- “Where used” of claims
- Support for local market requirements

Channel Distribution
- Manual process & handoffs
- # distribution points
- Used/seen in channels
- Updates & withdrawal
Veeva is laser-focused on reducing the cost of creating and managing digital content

Increase speed to market

Manage regulatory risk

Control distribution
Vault Repository Channel Benefits

- **Vastly improved content management**
  - One-click CLM presentation creation from MS Office documents – Planned for 4Q2014
  - Faster global CLM sync performance
  - One-click Engage content packaging (images & video)
  - Simplified HTML content packaging
  - Repository FTP Upload – supports automated content workflows – Planned for 4Q2014

- **One repository – deploy to many channels**
  - Connects directly with Veeva channels
  - Single distribution point for all customer CRM orgs
  - Publish to non-Veeva channels

- **Foundation for future channel innovation**
Multichannel Content Lifecycle

Author

Manage

Distribute

“I need help!”
Veeva Commercial Cloud

**NETWORK**
- Provider Database
- Customer Master
- Product Master
- Steward Services

**VAULT**
- Content Approval
- Content Repository
- MedComms
- PromoMats

**CRM**
- Planning & Alignments
- Multichannel CRM
  - CRM and CLM
  - CRM Approved Email
  - CRM Engage
  - CRM CoBrowse
  - CRM Meetings
  - Service Cloud
PromoMats Enables Multichannel

- Single Repository for all multichannel CRM Content
  - Included with CLM, Approved Email, Engage
- Benefits
  - Customer success
  - Consistent content management across all channels
  - Platform for future investment
  - Improved CLM content sync times
  - Powerful and easy-to-use: storing, accessing, and managing content
  - Simple for regional brand managers
Veeva Multichannel Content Goals

- **Vault is MC content repository**
  - Creators use preferred authoring tools
  - Set channel-specific properties

- **Common process across all Veeva channels**
  - Start with one channel, easily grow to include others

- **Veeva CRM subscribes to Vault content**
  - Common subscription processes for Veeva channels: Approved Email, Engage and CLM *(Planned for Version 21, July 2014)*
  - Content updates, versions, and expirations automatically reflected in CRM

- **Simplify channel content creation and publishing**
  - Auto-package Engage and CLM content
  - Subscribe to content additions & updates
All Customer Landscapes

- **One Veeva CRM org subscribes to one Vault**
  - Common landscape for SMBs

- **One Veeva CRM org subscribes to many Vaults**
  - Business units may have separate Vaults (e.g. Cardiology and Oncology)

- **Many Veeva CRM orgs subscribe to one global Vault**
  - Vault business rules easy to administer globally
  - Regional CRM orgs have distinct business rules for local compliance
CRM Subscribes to Vault Content

Content Subscription

- Subscribe to relevant content – e.g. language, product, custom attributes
- Scheduled process
- Ad-hoc to support content admins
- Sharing rules/user security applied in CRM
CRM Subscribes to Many Vaults

Content Subscription
- Flexible subscription filters – e.g. language, product, custom attributes
- Scheduled process
- Ad-hoc to support content admins
- Sharing rules/user security applied in CRM
Many CRM Subscriptions to Vault

Content Subscription
- Each CRM org subscribes to a subset of content
- Flexible subscription filters: Region, language, product, therapeutic area, custom
- Scheduled process
- Ad-hoc to support content admins
- Sharing rules/user security applied in CRM
Low Cost Content Creation
Low Cost, Low Effort Content Creation

PowerPoint to CLM Presentation to Field Execution in 4 Simple Steps

- **PPT**
- **Upload**
- **Approve**
- **Subscribe**

- **Vault**
- **Vault**
- **CRM**
Upload PPT to Vault

Step 1: Create PPT

Step 2: Upload PPT to Vault
Approve Presentation

- Automatically converted to iRep presentation format on upload
- Supports PPT and other file types, such as PDF and Word
- Drag and Drop presentation manager
- Reusable iRep slides for custom presentations

Step 3: Approve iRep Presentation
Subscribe to Multiple CRM Orgs

Step 4: Subscribe to Multiple CRM Orgs

- iRep presentations are pushed to secure CDN → Significant content download improvement
- Multiple CRM orgs can subscribe to a single Vault
- Replaces current iRep integration
- Manages Approval and Withdrawal process
End to End Example
Approved Email
MC Repository – Email Template

Vault Content Management
- Visual display
- Approvals & review
- Set alignment data
New Content Alerts

Welcome, Cindy Chiang.

- **My Alerts**: 1 new alert, 12 ongoing alerts
- **My Cycle Plan (101)**: 0% completion
- **Territory Adds & Drops**: +1 adds
- **Multichannel Activity**: 1 active, 96 passive
- **Sync Statistics**: Pending Changes: 0

**Home Page Widgets**
- Introduced in V20
- Planned for expansion in V21
- My Alerts now includes automated content notifications
# New Content Alerts

## Veeva CRM

### My Alerts

| Updated Media Content | Updated presentation "Psyksys Order Demo" available.  
  | Downloaded 5/17/2014, 7:33 PM | Show new and updated slides |

| Updated Media Content | Updated presentation "Relievent Demo" available.  
  | Downloaded 5/17/2014, 1:03 AM | Show new and updated slides |

| New Email Content | New Email Template "Receipt Template v2" available.  
  | Created 6/16/2014, 8:26 PM | Cholecap |

| New Email Content | New Email Template "Cholecap Receipt Template" available.  
  | Created 6/15/2014, 8:13 PM | Cholecap |

| New Email Content | New Document "Cholecap Online" available.  
  | Created 6/15/2014, 1:48 AM | Cholecap |

### New Channel Content
- My Alerts
- New and updated CLM Presentations
- Contains details on updated slides
- Tap to view in CLM

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Last Update: 5/17/2014, 4:32 PM
Email Template in iRep

Approved Email
- WYSIWYG Email
- Personalization
- Optional dropdowns & free text
- Add document

Send Email

To: Ackerman, Clinton
Subject: Cholecap Information you Requested

Important Safety Information

Dear Dr. Clinton Ackerman, DO,

Thank you for meeting with me. I’ve provided links to the information you requested while I was in your office. Please review at your leisure and feel free to get in touch with me before I see you again in your office next week to follow up with you.

Select Documents to Share

Sincerely,
Cindy Chiang
Verteo BioPharma, Inc.

Indication
HCP Inbox

- Rich HTML email
- Personalized from Rep to HCP
- Links to MC Repo content
Multichannel Activity Notifications

- Email activities
- Opens & Clicks
- Bounces & Unsubscribes
- Engage web visits
Account Timeline

- See all Account activities in one scrolling view
- 'Tab to expand to see details'
- Grouped by month
- Much simpler to view and navigate than the Calendar view
- Includes all Veeva channels & activities
- Extend to include custom channels
Vault Repository Channel Benefits

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Thank You