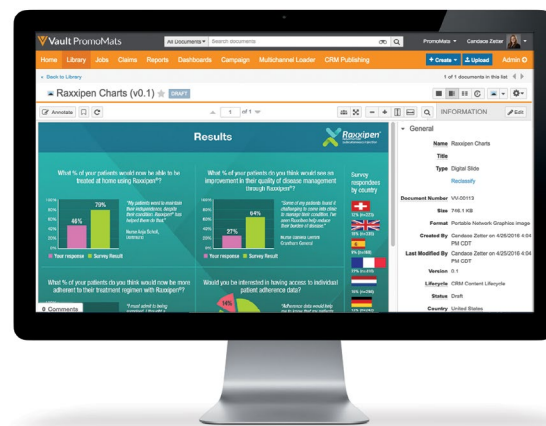




Ensuring End-to-End Commercial Content Compliance



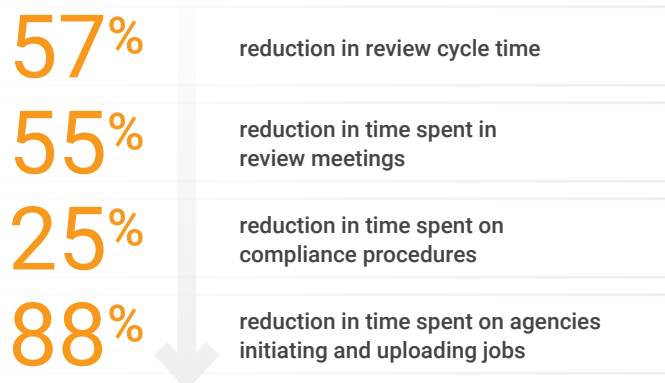
Veeva PromoMats is a comprehensive solution for compliant, commercial content management. Automating the end-to-end process, PromoMats provides better compliance and faster availability with accelerated creation, approval, and distribution of commercial content across the digital supply chain. Delivered in the cloud, it is instantly accessible to all teams—simplifying collaboration and enabling global asset sharing to deliver greater brand alignment and control runaway costs. Supporting Veeva customers with deep domain expertise and an extensive peer network, PromoMats is more than software—it's a complete solution.

Key Business Benefits

- **Better compliance:** Powerful referencing capabilities, core claims management functionality, and an extensive reference library ensure that your content is always accurate and compliant
- **Speed to market:** An intuitive interface and content workflows tailor-made for life sciences let you streamline creation, approval, and distribution of content, helping accelerate time-to-market.
- **Decrease cost:** Now, you can easily share assets across markets, delivering global brand alignment while reducing content development costs.

Savings Realized

Most PromoMats customers have recognized a six month return on investment, and achieved efficiencies in other core content management metrics:



Solution Features

Fast, Collaborative Content Creation

Creative agencies and internal teams can now collaborate in the cloud for quicker content creation, review, and approval. Stakeholders work on commercial content pieces within a secure environment, while asset owners maintain control at every step in the process. All activity is tracked, ensuring a clear, documented chain of custody throughout the content lifecycle.

Medical Legal Regulatory (MLR) Review

PromoMats streamlines MLR review for all asset types, including multimedia content, by delivering automated versioning, powerful search, and real-time annotations. Configurable workflow allows you to tailor approval processes to site-specific needs. Features like electronic signature and audit trail ensure accountability throughout the process.

Single Source of Truth for Claims

Claims can be reviewed, approved and stored in a central claims library, searched, traced and reported on, and made obsolete—all at the click of a button. With advanced claims management, your claims are current and compliant, reducing your regulatory risk.

Built-in Digital Asset Management

Delivered in the cloud, PromoMats digital asset management capabilities provide a globally-accessible repository for reusable assets. The system not only stores approved content, but also saves original artwork, source files, and all content versions. The DAM capability consolidates all of your image, video, and creative files in one location, letting you quickly access and share content. Global teams can reuse approved content, tailoring or updating pieces as needed rather than developing net-new content for each use.

Brand Portal

Providing a “storefront” for your brand, Brand Portal gives brand managers a simple, elegant interface to promote key content. Users can view featured content in the carousel and access materials that are specifically targeted to their needs. Content filters allow your users to quickly search assets, make decisions, and add materials to their “shopping cart” for download. With Brand Portal, marketing teams can improve global brand alignment and increase content reuse.

Digital Publishing

Digital Publishing allows users to distribute and update content with a single click to any channel, including web and other digital channels. Users can easily publish approved content, trace it back to the source, and automatically withdraw obsolete content when it expires. A consolidated dashboard of content across all channels, produces actionable insights that you can use to adjust your content marketing strategies.

Insights from Creation to Distribution and Withdrawal

Flexible, self-service, time-based reporting helps identify bottlenecks and areas for process improvement. Reports include average number of review cycles by product or agency, status of items by product, agency or market, and average number of review cycles before approval. Reports are easily configurable, so users can create or adapt them to their needs. The unique “Where Used” report tracks where claims are used across commercial content.



Actionable insights

Readily Accessible through Mobile Devices

Easily extend compliance and control all the way into field reps' hands. Distributing approved content to reps through manual processes is time consuming and can leave you exposed to errors and compliance risks. PromoMats delivers the latest compliant content to reps, replacing manual handoffs and reducing the risk of non-compliance.

The Cloud Advantage

With PromoMats, tasks like changing workflows, security profiles, and even adding new users, take seconds. A multitenant cloud ensures that there are no servers to buy or maintain, no software upgrade projects to manage, and fewer system validation costs to absorb. Your system is always current, scalable, and adaptable to your needs.

Application Integration and Security

Leveraging the open Vault API, PromoMats easily integrates with other enterprise systems. With sophisticated security, strict regulatory compliance, and flexible administrative controls, the Veeva Vault Platform replaces the multitude of antiquated and costly content management platforms with a single, cloud-based solution.

Real-Time Collaborative Authoring

Seamless integration between PromoMats and Microsoft Office Online provides real-time collaborative authoring and does so in a compliant way.