



For Immediate Release

Life Sciences Company Eliminates Hundreds of Hours from MLR Review with Veeva Systems' Cloud-Based Promotional Materials Management System

Marketing raises the bar with faster development, approval, and distribution of promotional materials

PLEASANTON, CA – Feb. 20, 2014 – A leading life sciences organization estimates it shed hundreds of hours from its approval cycle time and Medical Legal Regulatory (MLR) review meeting duration since implementing [Veeva Vault PromoMats](#) promotional materials management solution. The specialty pharmaceutical company replaced a manual, paper system with cloud-based Vault PromoMats to automate promotional material creation and approval, improve visibility, provide anywhere access, and increase document version control. Vault PromoMats is enabling significant improvements in both marketing efficiency and compliance.

Before the implementation, various people handled document revisions simultaneously, creating versioning problems that made MLR review cumbersome and time-consuming. With Vault PromoMats, the organization vastly reduced the number of hours dedicated to the review process, even decreasing face-to-face meetings by 20 percent. Now, materials are approved and distributed faster, allowing marketing teams to execute campaigns quickly and painlessly.

The company estimates that the new system could provide additional capacity equal to two full-time employees due to workflow efficiencies and faster throughput, reduced meetings, and fewer iterative and serial conversations around content and content approval. PromoMats supports efficient content development from the creation of promotional pieces all the way through to distribution.

Vault PromoMats has been built specifically to support the unique promotional material development and management needs of life sciences companies by speeding the approval, disbursal, and withdrawal of marketing materials globally. By bringing all parties together in the cloud, Vault PromoMats enables efficient collaboration with internal teams and external agencies in real-time to streamline content development. For example, the organization is now seamlessly collaborating with users at 12 external agencies through Vault.

In addition, Vault PromoMats supports the industry's mandate of improved compliance by automatically generating an audit trail for a clear chain of custody. By providing a flexible platform that centralizes all promotional documents, enforces revision control and security, and drives a consistent, simplified MLR review process, Vault PromoMats enhances operational efficiency and helps lower compliance risks.

As part of Veeva's [Commercial Suite](#), a connected set of cloud-based applications, Vault PromoMats also allows life sciences customers to capitalize on its seamless integration with [Veeva CRM](#). Customers can replace the manual handoff of materials to field sales with automated distribution via Veeva CRM for a direct pipeline of approved marketing content from brand teams to reps. Combined, the solution allows life sciences companies to deliver tailored content, collect rich customer insights, and execute a well-coordinated multichannel strategy.

About Veeva Systems

Veeva Systems is a leader in cloud-based software for the global life sciences industry. Committed to innovation, product excellence, and customer success, Veeva has more than 170 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. Founded in 2007, Veeva is headquartered in the San Francisco Bay Area, with offices in Philadelphia, Barcelona, Budapest, London, Paris, Beijing, Shanghai, Osaka, Tokyo, Sydney, and Singapore. For more information, visit www.veeva.com.

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