

# Ensuring End-to-end Commercial Content Compliance

Veeva PromoMats is a comprehensive solution for compliant, commercial content and digital asset management. Automating the end-to-end process, Veeva 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 Veeva PromoMats is more than software—it's a complete solution.



## Business Benefits

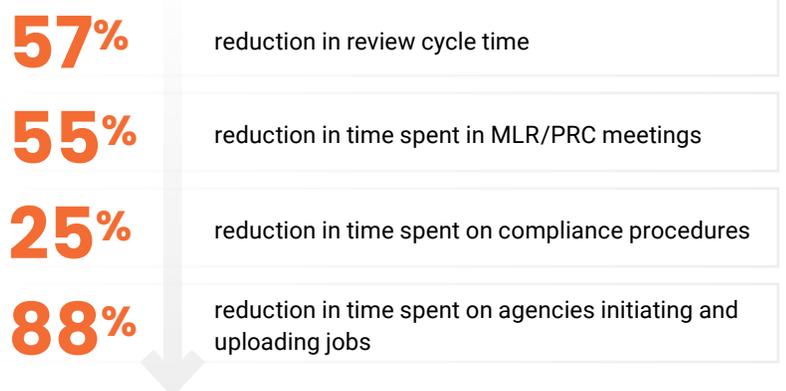
 **Better Compliance**  
Powerful referencing capabilities, core claims management and automatic claims linking, and an extensive reference library ensure that your content is always accurate and compliant.

 **Simplify Distribution and Withdrawal**  
Ensure only approved materials are distributed and maintain control of assets with single-click withdrawal and automatic expiry.

 **Improve Global Brand Management**  
Now, you can easily share assets across markets, delivering global brand alignment while reducing content development costs.

## Savings Realized

Most Veeva PromoMats customers have recognized a six month return on investment, and experienced significant improvement in other core content management metrics:



# 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**

Veeva 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 automatic claims linking, your promotional claims are automatically linked to the correct reference documents, helping teams speed claims review and reduce regulatory risk.
- ✔ **Built-in Digital Asset Management**

Veeva PromoMats Digital Asset Management (DAM) 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. 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 multichannel Vault CRM, 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. Connections are possible for approved email leveraging Bee Editor.
- ✔ **eCTD Compliance Readiness**

With Veeva PromoMats, you can automatically generate submission-ready forms and create a bulk package consistent with the latest eCTD data requirements. Additionally, Veeva has partnered with leading publishing providers to further streamline the electronic submissions process and is eCTD-ready to easily integrate with your existing publisher.
- ✔ **Country-specific Regulatory Workflows**

Veeva PromoMats includes workflows to generate required materials, like form FDA-2253 in the U.S., and the self-certification process in the U.K. Administrators can configure workflows to support additional company-specific or local market requirements.
- ✔ **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 and/or adapt them to their needs. The unique “Where Used” report tracks where claims are used across commercial content.
- ✔ **Readily Accessible through Mobile Devices**

Easily extend compliance and control all the way into field teams' hands. Seamlessly connected to Vault CRM Mobile, Veeva PromoMats delivers the latest compliant content to reps, replacing manual handoffs and reducing the risk of non-compliance.
- ✔ **The Cloud Advantage**

With Veeva 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, Veeva PromoMats easily integrates with other enterprise systems. With sophisticated security, strict regulatory compliance, and flexible administrative controls, the 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 Veeva PromoMats and Microsoft Office Online provides real-time collaborative authoring and does so in a compliant way.