

# Veeva Vault PromoMats

Simple Review.  
Always Compliant.



Today's life sciences companies are challenged with maintaining compliance over a growing volume of promotional content distributed across multiple channels and geographies. Traditional methods of managing promotional materials and claims—heavily reliant on multiple siloed systems or paper-based processes—are risky and inefficient. To get content to market quickly while maintaining control, companies require a new approach that centralizes the creation, review, distribution and withdrawal of promotional materials.

As a single, end-to-end solution for compliant, promotional content management, Veeva Vault PromoMats enables you to deliver the right content easily across all channels—without sacrificing speed or compliance. Going beyond review and approval, it provides complete control and visibility to content at every stage. Automating the entire process—from creation and review to distribution and withdrawal—Vault PromoMats accelerates time to market for new materials and boosts compliance. Delivered in the cloud, it is instantly accessible to all teams—simplifying collaboration and encouraging content reuse.

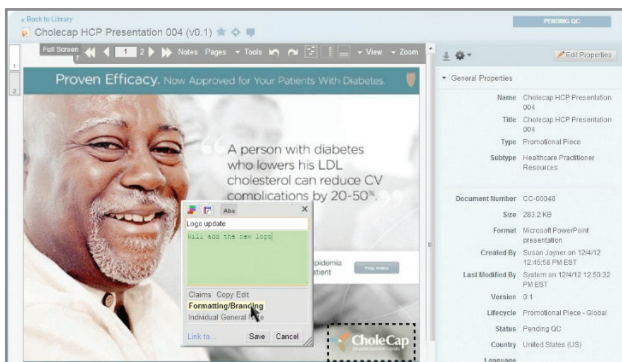


Figure 1: Collaborative creation

## Key Business Benefits

- **Ensure compliance across multiple channels:** Know where claims and content reside in the public domain and ensure that your content is always current.
- **Reduce time to market:** Get content to market fast with simple review and approval and automated multichannel distribution.
- **Deliver a consistent message cost-effectively:** Global access to approved content provides control over messaging, while content reuse saves you money and time.

## Solution Features

### End-to-end Solution for Promotional Materials Management

Vault PromoMats automates the entire process, including collaborative creation, Medical, Legal, Regulatory (MLR) review, multichannel distribution of approved content, and withdrawal of outdated materials. By using a single, end-to-end application for global promotional materials management, you accelerate time-to-market and reduce risk.

### Fast, Collaborative Content Creation

Creative agencies and internal teams collaborate together in the cloud for quicker content creation and approval. Stakeholders work on promotional pieces within a secure environment—while asset owners maintain control at every step in the process. All activity is tracked, ensuring a clear document chain of custody. With a digital claims library, claims are linked directly to the pieces they support. All file types and internet browsers are supported.

### Medical Legal Regulatory (MLR) Review

Vault 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 develop approval processes specific to your needs. Features like electronic signature and audit trail ensure accountability throughout the process.

### Built-in Digital Asset Library

Delivered in the cloud, Vault PromoMats provides a globally accessible repository for reusable assets. It not only stores approved content, but also saves original artwork, source files, and all versions. Global teams can reuse content from the built-in digital asset library, tailoring or updating pieces as needed rather than developing net-new content for each use.

### 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 at the click of a button. With advanced claims management, your claims are current and compliant, reducing your regulatory risk.

### Single-click Distribution and Withdrawal

Distribute and withdraw content across all channels with a single click, while maintaining a full audit trail from content creation to field usage. To ensure compliance, only the latest, approved content is available for distribution.

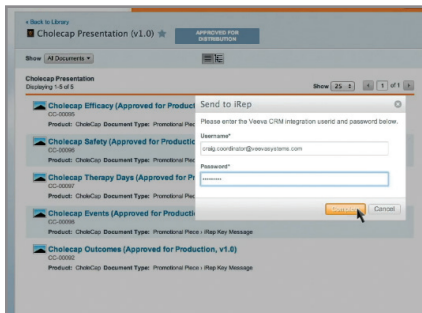


Figure 2: Multichannel distribution

### eCTD Compliance Readiness

Life sciences companies are quickly moving to electronic submission of promotional materials to meet regulatory requirements and simplify the submissions process. With Vault 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.

### Country-specific Regulatory Workflows

With globalization comes the need to adapt content to country-specific processes, codes, and regulations. Vault PromoMats includes workflow to generate required materials, like form FDA-2253 in the U.S., and the self-certification process in the U.K. Administrators can design 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 adapt them to their needs. The unique “Where Used” report tracks where claims are used across promotional materials.



Figure 3: Actionable insights

### Readily Accessible through Mobile Devices

Easily extend compliance and control all the way into field reps' hands. Manual processes to distribute approved content to reps are prone to errors and compliance risk. Seamlessly connected to Veeva CRM Mobile, Vault PromoMats delivers the latest compliant content to reps, replacing manual handoffs and reducing the risk of non-compliance.

### The Cloud Advantage

With Vault PromoMats, tasks like changing workflows, security profiles, and even adding new users, take seconds. Multitenant cloud ensures that there are no servers to buy or maintain, no software upgrade projects, and dramatically reduced system validation costs. Your system is always current, scalable, and evolves with your needs.

### Application Integration and Security

Leveraging the open Vault API, Vault 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.