# END-USER TRAINING

## VEEVA CRM

## VEEVA VAULT MedComms

*"In order to learn—one must do"*

Streamlined, solution-based Veeva training which adheres to key adult learning principles — actively engage the learner before, during and after the training experience.

### Standard vs. Customized Functionality

We distinguish between the "standard" vs. custom components of your Veeva solution. This allows to quickly understand the functionality of the application and spend more time developing content that is focused on the day-to-day experiences of your team, the needs of your customers, your business requirements integrated with the value of using Veeva products to achieve performance goals.

### The T2Ops 80/20 Rule

Rather than using the linear approach to training, which focuses on the interface and functionality of the application, we use a solution-based approach.

**80%** - The learner is engaged within the application 80% of the training time to learn how to provide real-life solutions to their customers.

**20%** - The learner is receiving general guidance, information on requirements and other guidance 20% of the training time.

Whether the training is delivered via live or virtual instructor-led training or eLearning, our 80/20 rule is our design model.

**Instructor-led training**: When your team comes together in a live or virtual training, we leverage the benefits of human interaction by creating a collaborative training experience.
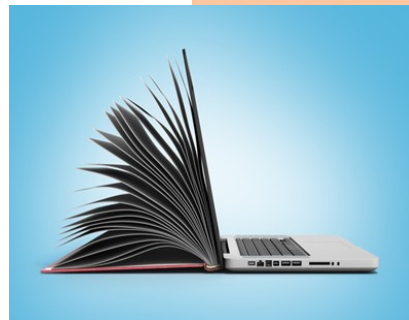
**eLearning**: Flexible, adaptable and learner responsive, our eLearning tools are "bite-sized" files increasing learner engagement and facilitates content updates with new software releases — saving you time and money.

**Videos/How-To Snippets:** With the advances in video creation, and the ever-growing demand for quick, visual instructions, we develop cost-effective reference tools which provide easily-accessible guidance, anytime and anywhere.

**The T2Ops 80/20 Rule:** We harness the power of effectively combining human experience, engagement and technology.

Guided Hands-On  40%

20%

40%  Independent Hands-On

100%  Immersive Learning

## SUCCESS STORIES:

### Veeva Vault MedComms

- US & Canada
- 300+ Users
- Medical Affairs
- 2 Languages

### Veeva CRM:

- US—5 Markets
- 150+ Users
- Sales. MSL, KAMs
- eLearning & Instructor-Led

*"The best application training — this is what good looks like!"*

# CHANGE MANAGEMENT

*"Change becomes almost seamless when your teams know the "5 W's + How"*



Customized change management solutions for your ever-changing business needs.

Business and technology are more dynamic than ever. Our Change Management solutions are designed to help your team navigate through change —no matter how small or large in scale — and help your organization create a culture that thrives *with* change.

We engage stakeholders —from sponsors to end-users — before, during and after the transition to build:

- ◆ Awareness
- ◆ Desire
- ◆ Knowledge
- ◆ Ability

and provide continued support through

- ◆ Reinforcement
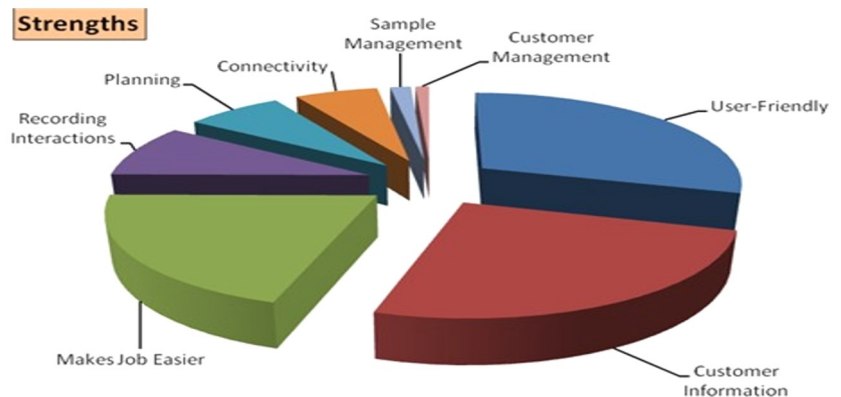- ◆ Ongoing assessment to foster a culture of continuous improvement

*Prosci certified*

## SUCCESS STORY:
## GLOBAL TRANSITION TO VEEVA CRM



- • 101 Markets
- • 90 Countries
- • 25,000+ Users (Sales, MSL, KAM, Admin)
- • 18 Languages



SWOT Analysis: Strengths



" We were made a part of the transition and that gave the teams a sense of involvement"

"We were engaged throughout the change which really made it feel like it was OUR change"

"Excellent management of any query from the markets which gave us the confidence and knowledge of Veeva before training"

Our services are designed to support our customers in creating a culture of continuous improvement.

## Our Differentiator:  A Blended Team

We are a team of who have worked directly within life science companies and service providers who supported those companies.  As professionals in adult learning, process improvement, change management, IT, and commercial operations, we have a unique perspective on what is needed to help our customers in the life sciences industry  succeed.

We are also a team of millennials and highly-experienced professionals, bringing together the best of the generations.  Using technology for almost everything is simply everyday life for millennials.  The experience and knowledge of human relationships and behavior is a life-long learning of our more seasoned team members.  Our team reflects the power of combining technology with human experience.

Our cultural diversity is another ingredient which sets us apart.  We are from all regions of the world, as are our customers.  We understand the language and the cultural nuances which may create unnecessary barriers in daily collaboration.  Our team members are from the U.S., Latin America, Europe, South Asia and the Middle East.  Whether managing a local, national or global project, we represent the value of working with a diverse team.

Founded:  2014

Location:  New Jersey, USA

History:

A small group of professionals decided it was time to provide the life sciences industry with services which brought together expertise from both inside and outside of the industry. This allows for an innovative approach to managing operations by thinking beyond "how things have always been done" to "how they can be done better".

Having transitioned thousands of employees to new solutions over the past 2 decades, our customers benefit from our learned lessons.

*Kaizen Rapid Process Improvement*

*Operations Playbook*

*Change Management*

*Technology Training*