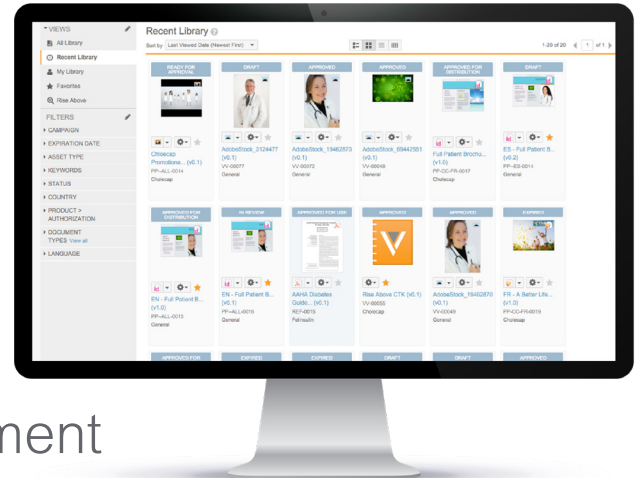# Veeva Vault PromoMats

# Complete Digital Asset Management Built for Life Sciences

Life sciences organizations are facing an explosion in the volume of digital content and media they employ across multiple channels. Commercial teams are challenged to manage assets across brands and geographies, while maintaining compliance. Individual brand teams are working in silos, each storing materials separately. With no visibility into worldwide content inventory, local regions must constantly create new materials – increasing costs, slowing content delivery, and making traceability and performance visibility impossible.

Veeva Vault PromoMats is designed specifically to accelerate the digital supply chain for life sciences companies dealing with sophisticated digital content. Vault PromoMats' digital asset management features provide a single solution for storing, searching, and sharing approved assets, enabling global content management and reuse.

By providing an enterprise repository for storing, tagging, searching and sharing approve digital assets, Vault PromoMats improves marketing productivity, increases brand efficiency, and delivers content faster.

The reports and dashboard within Vault PromoMats provide real-time insights into content consumption, enabling organizations to view activity and measure the success of their campaigns. A built-in "Where Used" report provides visibility to every piece of content that uses a digital asset, enabling quick find and replace of digital assets for fast updates across the enterprise.



**Vault PromoMats is the only life sciences-specific application that combines digital asset management (DAM) with review and distribution capabilities for end-to-end speed and compliance.**

# Veeva Vault PromoMats

## Life Sciences-Specific Workflows

The commercial content legacy for Veeva spans 14 years of experience which is now built into Vault PromoMats workflows as delivered—covering everything from 2253 form generation for the U.S. to specifics tailored to the ABPI self-certification process in the UK.

## Global and Local Brand Management

Veeva Vault PromoMats offers a collaborative user experience for both global and local marketing teams. Real-time online collaboration provides fast and simple file sharing and storage.

## A Central Hub for Creative Assets

Vault PromoMats supports all digital content types. Vault PromoMats stores all original assets, including images and videos, as native files—so when an item needs to be modified or translated, all the required artwork is instantly available for download.

## Vault PromoMats Brand Portal

Vault PromoMats Brand Portal provides a simple, intuitive interface to promote and organize digital content in one place so employees, affiliates, and agencies can easily find and leverage existing content.

## Core Features

### Greater Brand Consistency and Robust Content Reuse

With Vault PromoMats Brand Portal brand managers can curate and share approved campaigns and assets, direct others to content they should use, and make it easier for teams to search, browse, and access the assets they need.

### Easy Search and Find

Enhance the discovery of your assets with Vault PromoMats' highly configurable metadata.

### Simple but Secure Profiles

With Vault PromoMats you can define who sees which asset, and how they can use it, governing access to source materials in line with the business needs. Vault PromoMats ensures your assets are visible to the right people, with the right permissions, at the right time.

### Better Collaboration

Exposing the visibility of your assets in a controlled and compliant manner is key to improving collaboration. The link sharing feature enables controlled third party access to your assets.

### Powerful Rights Management

Vault PromoMats provides a best practice rights management configuration that includes metadata, workflows, automated asset expiry, and asset governance to ensure that users have access to the right assets for the appropriate purpose in the approved geographies.

### Country Specific Adaptation/Localization Workflows

Localizing content has never been easier. Vault PromoMats allows approved, compliant materials to be disseminated for reuse in just one click. Built-in country workflows ensure regional affiliates are in line with local regulatory requirements.

### Application Integration

Vault PromoMats facilitates global collaboration and compliance with native integration to Veeva CLM, Approved Email, CoBrowse, and Engage. It provides a robust mechanism (API) enabling integration outside of the Veeva Commercial Cloud. The Vault API supports best-in-class functional breadth with a modern, reliable, cloud-based architecture.

### Strong Support for Veeva CRM Content and Beyond

Vault PromoMats allows marketing teams to reuse assets efficiently by providing easy access to production ready, native rich media assets rather than just PDF renditions. The rich media formats include native HTML5 for digital and CLM, Adobe file types including InDesign and Photoshop, RAW camera formats, Microsoft Office, and many other native image formats. This allows you to manage the highest quality production-ready content without compromise.

**Learn more at veeva.com** | **925-452-6500** | **info@veeva.com**