

Success Story

Improved visibility and streamlined workflows across the digital supply chain

Impact

INSIGHTS INTO CONTENT USAGE TRENDS



promotes reuse



reduces marketing spend

Challenge

LIMITED VISIBILITY AND CONTROL OF COMMERCIAL CONTENT



Multiple systems and processes for managing content



Insufficient audit trail for claims

Solution

Veeva Vault PromoMats

1

The ability to analyze content performance trends helps **reduce marketing spend** and promotes reuse of the right content

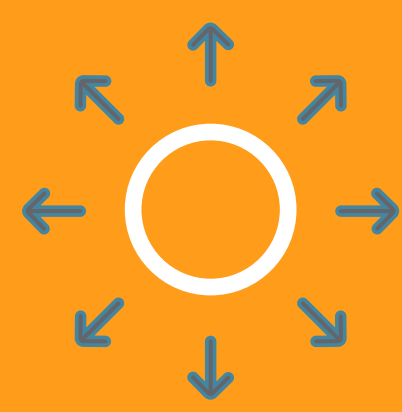
2

Streamlined, **process-driven workflows** combine content creation, review, and distribution

3

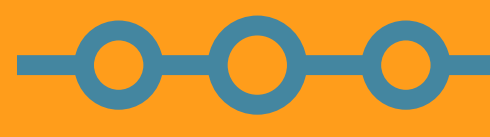
Claims directly link to supporting evidence stored in the central system

Results



Increased content control & distribution

Centralized access to documents and assets allows for **greater reuse of content**



Streamlined content workflows

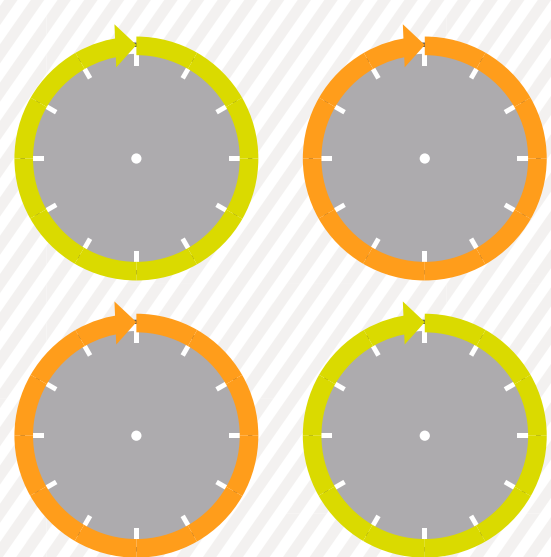
Process-driven content approval process **improves operational efficiency**



Better visibility

Electronic audit trails help auditors quickly verify content is compliant

3-4 hours



VS



15 minutes

“ Instead of taking a **half day** to evaluate what auditors need to review for one piece, they can get a feel for what they're up against in **15 minutes** ”

Clinical Data demos

Charlotte Sylvest
Senior Master Data Governance Manager

Veeva Vault PromoMats

